



**World Animal Protection**  
**2016 Annual Report**



## A message from the Executive Director

Dear Friend of Animals,

Thank you for helping to make the world safer for animals. World Animal Protection is committed to intervening wherever animals are at risk of harm or exploitation and, with your support, we are transforming the lives of millions of animals.

In 2016, we achieved several incredible milestones and this annual report will provide a wonderful overview of how supporters are helping us create a world where animal welfare matters and animal cruelty has ended. I hope you feel as proud of the work as we do.

Below are just a few of the many 2016 accomplishments we achieved together:

- The United Nations Committee on World Food Security endorsed our policy recommendations to improve animal welfare in all farming systems. This decision represents a world first; the international community now formally acknowledges that sustainable agriculture and improved animal welfare are critical to the world's hunger issues.
- We distributed our one millionth rabies vaccination for dogs, ensuring that fewer people are infected and that dogs are no longer seen as a threat to communities.
- We rescued eight bears from severe trauma of being cruelly used for bear baiting and dancing in Pakistan.
- We convinced over 100 travel companies to stop offering tours to venues with elephant rides or shows.

As you can see, 2016 was a very busy year! Although we accomplished a great deal, we still have a lot of work ahead of us.

We are very grateful for the support of our donors and partners and look forward to growing our partnerships in the years to come. Together, we are moving the world to protect animals.

Thank you for helping us towards achieving our vision of a world where animals live free from suffering.

Sincerely,

A handwritten signature in blue ink, appearing to read "Priscilla Ma".

Priscilla Ma  
US Executive Director



We are transforming your support into action by educating and mobilizing people and communities, lobbying and advocating at the highest levels of government and industry, and catalyzing sustainable solutions to protect animals.

# Protecting animals in farming

The treatment of farm animals is one of the greatest global animal protection issues. Around the world, there are 70 billion animals living on farms where profits are often prioritized over animal welfare. Intensive or industrial agricultural practices, such as battery cages for laying hens, put animals at risk of distress and injury. But with your support, we're changing how the farming and food production industries view the treatment of animals. And, most importantly, World Animal Protection is moving them to take action. We're seeing unprecedented progress in the agriculture industry for:

- Laying hens, reducing the number that are housed in tiny cages
- Broiler (meat) chickens, improving indoor farming practices to give them better lives
- Pigs, increasing their access to more natural environments
- Dairy cows, addressing the impacts of increased production

## Our approach

World Animal Protection has many effective strategies to address the complex issue of protecting animals in farming. We play a leadership role in identifying agricultural practices that harm animals. We mobilize the public to take action and demand change, and help farmers adopt more animal-friendly practices. We are successfully lobbying governments and global organizations to improve regulations and our partnerships with international food businesses are having far-reaching impact.

## Select key achievements

- Nestlé is the world's biggest food brand and as part of its commitment to improve animal welfare, in 2016 they announced their commitment to using only cage-free eggs in all Canadian food products by 2025. This announcement builds on their 2015 decision to only use cage-free eggs in the United States. Nestlé purchases almost half a million pounds of eggs annually, which means this decision will positively affect the lives of hens.
- Our partnership with IKEA, in both Canada and the US, has resulted in the announcement of its transition to cage-free eggs. IKEA sells more than 900 million breakfasts in North America every year. World Animal Protection will support IKEA in their transition to serving only cage-free eggs.

[Page 3] World Animal Protection's research and investigative teams were hard at work last year gathering evidence of poor animal welfare conditions on intensive farms. Our frontline researchers, often working undercover, gathered compelling visual evidence of the secret suffering of chickens. This research provides the basis for awareness initiatives such as the Change for chickens campaign, which was promoted through a large digital billboard in Times Square in New York City.

# Protecting animals in farming - continued

## Select key achievements continued

- Our Change for chickens campaign has gathered 100,000 signatures for a petition to encourage eight of the largest fast-food restaurants—KFC, McDonald's, Burger King, Pizza Hut, Dominos, Starbucks, Nando's, and Subway—to commit to not buying chicken meat from animals raised in cages.
- Over 200,000 signatures were collected to put pressure on KFC to provide chickens with better lives, including more space, enriched environments and natural light.
- In China, World Animal Protection is gathering evidence that consumers there would prefer to purchase pork products that are raised humanely. Our 2016 study shows that more than half of consumers surveyed would purchase such products. We know that food companies pay attention to consumer opinion and trends, and your support for our work studying and publicizing consumer preferences helps change practices that impact animal welfare.
- Dairy farming has expanded at an astonishing rate in India and today it has the most dairies of any country in the world. This rapid growth has caused millions of animals to suffer from over-crowding, over-breeding and poor health. World Animal Protection is working with the Indian government and industries to implement a national code of practice that not only improves the quality of milk produced, but also prioritizes the health of dairy cows.
- Thanks to your support, World Animal Protection continues to influence global decision-makers. The United Nations (UN) Committee on World Food Security endorsed our policy recommendations to improve animal welfare in all farming systems. This decision represents a world first; the international community now formally acknowledges that sustainable agriculture and improved animal welfare are critical to the world's hunger issues.

“According to research conducted by World Animal Protection, 90% of people in India strongly agree that dairies should be closed if they don't consider the welfare needs of animals.”



# Protecting animals in communities

While rabies is well controlled in North America, it is a major community health concern in Africa and Asia. Rabies kills more than 59,000 people every year, mostly in developing continents. Stray dogs are commonly seen as the source of the problem and are unnecessarily slaughtered in a brutal and ineffective effort to prevent the spread of infection. In Africa, the majority of the country's 121 million dogs are strays, and are particularly under threat. We work with communities to introduce non-lethal methods to control dog populations and rabies.

## Our approach

Through no fault of their own, dogs in many parts of the world have become the target of large-scale culls and inhumane treatment. We believe there are better ways to help communities manage issues such as stray dog populations and the transmission of rabies. We work with our partners around the world to hold vaccination clinics, education programs, and adoption events. Thanks to your support, we're making great progress in achieving better lives for dogs and ending culling.

## Select key achievements

- We are incredibly grateful to our donors who have enabled us to achieve the target of 1 million rabies vaccines for dogs around the world, ensuring that fewer people are infected and that dogs are no longer seen as a threat to communities.
- Donor support is having major impact on the lives of dogs in Sierra Leone, where the Ebola epidemic and civil war have caused a stray dog crisis. We're working with local and national authorities to deliver population control and vaccination programs. Last year, we were able to vaccinate 1,013 dogs. On World Rabies Day, our public awareness initiative reached approximately 10,000 people in Sierra Leone.
- Animals living near the 2016 Olympic competition and training areas in Brazil were at risk of harm and inhumane treatment. Thanks to donor support, we were able to rescue 58 dogs from the Olympic and Paralympic sites in Rio de Janeiro. Most of these dogs were successfully adopted. We led 'train-the-trainer' sessions on the compassionate handling of animals for the RIO 2016 staff, held six adoption events in the city, and rescued 85 stray cats.





# Protecting animals in the wild

Wild animals are defenseless against commercial exploitation. When they are removed from their natural habitats and fellow animals, or when their environment becomes unsafe, they suffer physically and psychologically. From bears in Asia to marine animals in North America, World Animal Protection is working to protect wild animals from cruelty, injury, and even death. With your generous support, we have achieved incredible changes that are having profound impact on the lives of animals.

## Bears

Protecting the lives of bears suffering in captivity is one of our highest priorities. We are tackling issues such as the illegal bear bile industry in Asia and bear-baiting and dancing in Pakistan. These activities cause severe trauma and force bears to live with constant fear and pain.

- In China, more than 20,000 bears (some estimates are as high as 40,000) endure life-long captivity, simply for their bile, to enable a cruel and entirely unnecessary industry.
- In Pakistan, bears are snatched from the wild and confined for an inhumane blood-sport where individual animals must repeatedly fight for their lives against trained attack dogs. While it is illegal, bear-baiting is still taking place in Pakistan.
- Bears in private zoos in Romania are kept in brutal conditions where they are deprived of a natural, healthy existence.

## Our approach to saving bears

In rural areas, impoverished families rely on bears as an essential source of income. By working with local communities, we help them develop other ways to make a living and reduce their reliance on captive bears.

By working with governments, we are also guiding improvements to wildlife regulations that better protect animals from abuse. Through government microchipping initiatives we prevent the illegal trade of bears. Sterilization programs ensure that they are not bred in captivity for industrial or entertainment purposes.

Through local partnerships we have also established special refuges for bears such as the Zarnesti Sanctuary in Romania and the Balkasar Sanctuary in Pakistan. These safe havens ensure rescued bears receive the care they need and the freedom to live without fear.

## Select key achievements

### Bears

#### Pakistan

- Thanks to your support, we were able to rescue eight bears and transport them safely to the Balkasar Sanctuary, which now cares for 40 animals.
- By working with the Punjab provincial wildlife department, we secured an agreement to microchip and register all captive bears in the province. This is an important step towards preventing future generations of bears from entering this industry.

[Page 8] Without you, bears like Maya would still be forced to “dance” for entertainment. You rescued her and seven other bears in Pakistan. They can now get the care they need and safely roam, forage and play in bear-friendly environments.

# Protecting animals in the wild - continued

## Select key achievements

### Bears

#### South Korea

- All captive bears have now been sterilized – meaning bears will no longer be bred for the bear bile industry. Donor support was instrumental in achieving this incredible milestone.

#### Vietnam

- We are working with a team from the Hanoi Forest Protection Department to pilot a new microchipping technology that improves their ability to monitor illegal bear ownership and reduce the number of bears in captivity. Bears not previously microchipped will be considered illegally acquired and will be rescued.

#### China

- With your support, we surveyed public attitudes towards bear bile, an important step towards moving governments and businesses to stop the exploitation of bears. The survey revealed that over 97% of Chinese people believe that extracting bile from captive bears is very cruel and almost 84% of people hope to see the industry banned. We believe that with continued research and advocacy efforts, we can end the bear bile industry in China.

#### Romania

- With your support, we are continuing the life-saving work of the 170 - acre Romanian bear sanctuary. Donor support is enabling the sanctuary to care for 87 rescued bears that are free to live protected from abuse. The sanctuary has also become a popular center for the public to learn about bears and animal protection. And it is an excellent example of a healthy form of animal tourism – National Geographic Traveler magazine ranked the sanctuary as the best ethical wildlife attraction in the world.

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## Marine animals

There is an unseen danger floating in the world's oceans that is killing and injuring millions of marine animals. Ghost gear—abandoned or lost fishing gear such as nets and ropes, and marine debris such as plastic packing bands—create invisible traps that cause senseless harm and suffering to whales, seals, sea lions and many other animals. Recent estimates have determined that over 136,000 marine mammals die from entanglement annually.

### Our approach to saving marine animals

Our unique Global Ghost Gear Initiative (GGGI), launched in 2015, brings together both international experts, the fishing industry and the public. The goal of the initiative is to reduce the impact of abandoned fishing gear and to save marine animals from being entangled, which causes horrific suffering, mutilation and sometimes death. We identify and share innovative approaches for rescuing marine animals and reducing and removing debris from the world's oceans. We also monitor areas where ghost gear is of greatest threat and rescue animals that are endangered. Since it was launched, GGGI has grown to include 80 participants across 50 unique organizations.

# Protecting animals in the wild - continued

## Select key achievements

### Marine animals

- Your generosity is supporting several initiatives in North America to make the region's oceans safer for animals. We are raising awareness of the issue of ghost gear, building productive relationships with industry, government and organizations, and providing frontline disentanglement training. In 2016, we were able to remove 4,600 pounds of netting from the waters off of Pender Island in British Columbia, saving the lives of thousands of animals.
- We hosted an expert training workshop in rescue methods for seals, sea lions and walrus at the global Society for Marine Mammalogy Conference in San Francisco, attended by over 2,200 scientists. Our workshop brought together biologists, veterinarians, and other experts to share knowledge and discuss the latest techniques for disentangling marine animals.
- In California, we collaborated with the Surfrider Foundation to remove 50 pounds of marine debris from Venice Beach. The debris was transformed into artwork and displayed at the "Entangled" exhibit at The Animal Museum in Los Angeles.

### Wildlife. Not Entertainers

Behind the thrill of wild animal encounters like elephant rides, there is a dark reality of abuse that most travelers do not see. Elephants, tigers, lions and many other wild animals suffer incredible stress and pain in the name of entertainment. For example, elephants, well-known for their emotional complexity and social bonds, are taken from their mothers at an early age and physically and psychologically abused to "train" them to accept riders. World Animal Protection is committed to revealing the true impact of these attractions and advocating for their elimination. And, thanks to your support, in 2016 we achieved incredible progress in ending the exploitation of wild animals within the tourism industry.

- Trip Advisor, the largest travel website in the world, agreed to stop selling tickets for attractions where people are allowed direct contact with captive wild animals or endangered species. This decision was in response to our petition that received 558,000 signatures endorsing the end of these attractions.
- We have convinced over 100 travel companies to stop offering tours to venues with elephant rides or shows. These companies include some of the most popular international brands such as Contiki, Thomas Cook Northern Europe, Kuoni Travel, and World Expeditions.
- Our partnership with World Expeditions has ensured that its trips are now governed by an animal welfare code of conduct. The company will only provide humane wild animal encounters for travelers, and has developed new trips to India, Thailand, Romania and Kenya, that are approved by our wildlife team.
- With your support, our investigative team will continue to identify tourism activities that harm wild animals. World Animal Protection was the first to produce evidence revealing the cruelty behind the popular tourist experience of taking selfies with tigers in Thailand.



# Protecting animals in disasters

More than 40 million animals around the world are threatened each year by natural disasters like floods, hurricanes, earthquakes and droughts. Left without shelter, food or veterinary attention, these animals often succumb to injuries, exposure and starvation. Your support not only helps World Animal Protection rescue these animals, but also to lobby governments to include animal protection as part of their disaster planning. In 2016, you helped our disaster management teams protect over half a million animals in 10 countries around the world.

## Our approach

Donor support enables World Animal Protection to respond quickly when disasters strike, intervening directly to help injured, lost and frightened pets, livestock and wild animals. We also help communities plan for and implement strategies that will protect animals. And your support for our lobbying efforts has resulted in international recognition that animal protection is integral to disaster risk reduction. The UN has formally recognized the importance of protecting animals from disasters and from 2017 onward, the impact of disasters on animals will be tracked in every country.

## Select key achievements

- In 2016, Mongolia was suffering from a dzud, a severe weather phenomenon unique to this country that is disastrous for livestock. The combination of widespread drought and extremely low temperatures puts entire herds of grazing animals at risk of death from starvation and exposure. Our disaster operations team was able to identify the impending danger early in 2016 and put into action a plan to protect more than 250,000 livestock with emergency shelters.
- Hurricane Matthew struck Haiti in September 2016, causing devastation for both people and animals. With your support, we helped more than 100,000 cows, goats, chickens and pets that needed veterinary treatment.
- In October, Typhoon Haima hit the island of Luzon in the Philippines, causing extensive flooding and destroying shelters. We were quickly on the scene to treat over 76,000 animals for injuries and illness.
- Your support enabled us to save 70,000 animals in areas affected by Hurricane Otto in Costa Rica. We were on the ground the day after the storm to provide emergency food and veterinary care for cattle, pigs, dogs and cats.

[Page 12] Mongolia has been experiencing extreme weather conditions since late 2015. A 'dzud' of this measure occurs when a harsh winter follows a very dry summer. World Animal Protection have provided materials to help desperate animal owners. Pictured: Mrs Davaa's son treated the lambs with special care. It was immediately evident how important these animals were in their lives. Her son, one of a set of triplets, proudly shows one of the lambs he saved from the unforgiving winter conditions. (January 2017).

# Statements of financial position as of December 31, 2016 and 2015

	2016	2015
<b>ASSETS</b>		
Cash	\$1,541,202	\$1,739,671
Contributions receivable	938,971	243,513
Prepaid expenses and other assets	153,633	169,876
Investments	1,217,968	1,158,217
Property and equipment, net	101,998	151,462
<b>Total assets</b>	<b><u>\$3,953,772</u></b>	<b><u>\$3,462,739</u></b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	\$150,995	\$372,496
Due to related parties	797,079	303,291
Other liabilities	121,961	143,172
<b>Total liabilities</b>	<b><u>1,070,035</u></b>	<b><u>818,959</u></b>
<b>NET ASSETS</b>		
Unrestricted	1,484,029	1,454,384
Unrestricted - Board Designated	-	144,988
Temporarily restricted	358,133	2,833
Permanently restricted	1,041,575	1,041,575
<b>Total net assets</b>	<b><u>2,883,737</u></b>	<b><u>2,643,780</u></b>
<b>Total liabilities and net assets</b>	<b><u>\$3,953,772</u></b>	<b><u>\$3,462,739</u></b>

# Statement of activities for the years ended December 31, 2016 and 2015

	2016	2015
<b>REVENUES AND OTHER SUPPORT</b>		
Contributions	\$ 3,673,846	\$ 3,596,511
Contributions - bequests and trusts	1,287,088	1,539,835
Contributions - from Parent	614,354	755,238
Contributions - donation in kind	846,656	367,604
Interest and dividends	<u>28,518</u>	<u>28,309</u>
<b>Total revenues and other support</b>	<b><u>6,450,462</u></b>	<b><u>6,287,497</u></b>
<b>EXPENSES</b>		
Program services:		
Animal protection and humane education	<u>4,739,873</u>	<u>4,284,457</u>
<b>Total program services</b>	<b><u>4,739,873</u></b>	<b><u>4,284,457</u></b>
Support services:		
Management and general	268,596	283,461
Fundraising	<u>1,271,377</u>	<u>1,139,452</u>
<b>Total support services</b>	<b><u>1,539,973</u></b>	<b><u>1,422,913</u></b>
<b>Total expenses</b>	<b><u>6,279,846</u></b>	<b><u>5,707,370</u></b>
Change in net assets from operations	170,616	580,127
Nonoperating activities:		
Investment return (net of fees)	58,660	(42,165)
Other	<u>10,681</u>	<u>-</u>
<b>Total nonoperating activities</b>	<b><u>69,341</u></b>	<b><u>(42,165)</u></b>
Change in net assets	<u>239,957</u>	<u>537,961</u>
<b>Net assets, beginning of year</b>	<b><u>2,643,780</u></b>	<b><u>2,105,819</u></b>
<b>Net assets, end of year</b>	<b><u>\$ 2,883,737</u></b>	<b><u>\$ 2,643,781</u></b>

# World Animal Protection US Board of Directors

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**Mr. John Bowen, President** (resigned January 1, 2017)  
Interim Solutions for Nonprofit Leadership

**Mr. Carter Luke, Secretary/Treasurer** (President w.e.f. January 1, 2017)  
Massachusetts Society for the Prevention of Cruelty to Animals

**Mr. Stephen Corri** (Secretary w.e.f. January 1, 2017)  
World Animal Protection

**Mr. Kevin Geeson** (appointed January 1, 2017, Treasurer)  
World Animal Protection

**Ms. Christy Counts** (resigned November 10, 2016)  
Watershed Animal Fund

**Ms. Silia Smith** (resigned November 7, 2016)  
World Animal Protection





# What's next for World Animal Protection

We are proud of the progress achieved over the past year and incredibly grateful to our generous supporters for enabling our success. But we know that there is much yet to do to help the world's animals. Millions of animals are still suffering. We must continue our drive to both identify the greatest threats to animals and take action to protect them. It is an incredible challenge, but as this past year demonstrates, together we can move the world to protect animals.

We are already hard at work developing more sustainable, global solutions and have established several ambitious goals for the future:

- We plan to protect 100,000 dogs in Sierra Leone by working with communities and government to humanely reduce the number of stray dogs and immunize them against rabies.
- We will transform the lives of at least one billion farm animals by the year 2020. We will replace the worst farming methods with better welfare alternatives. And we will work with food companies and the agriculture industry to develop sustainable food production solutions.
- We will directly save at least 100,000 animals from being traded and exploited for entertainment and tourism; and one million marine animals from being accidentally killed by ghost fishing gear.
- Through our disaster response work, we aim to alleviate the suffering of more than one million animals affected by disasters by 2020.

Thank you for standing up for animals. Your support is helping to send a strong message to the world that animal welfare matters. And that the wellbeing of animals is integral to our planet's health. We truly appreciate your partnership with us to enable this incredible momentum of change.

Thank you!



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New York, NY 10123

[www.worldanimalprotection.us.org](http://www.worldanimalprotection.us.org)

We were known as **WSPA**  
(World Society for the  
Protection of Animals)

**We are** World Animal Protection.

**We end** the needless suffering of animals.

**We influence** decision makers to put animals on the global agenda.

**We help** the world see how important animals are to all of us.

**We inspire** people to change animals' lives for the better.

**We move** the world to protect animals.

 World Animal Protection US

 @MoveTheWorldUS

Tax Identification (EIN) #04-2718182

World Animal Protection is a  
501(c)(3) nonprofit organization.



Meets all 20  
BBB Charity Standards