



World Animal Protection ▶ 2018 Annual Report



## A Message from the Executive Director

Dear Friends,

Through your support and commitment, World Animal Protection has made great strides in protecting the lives of animals in 2018. Through our advocacy, initiatives, and efforts, we've helped improve the lives of more than 3.6 billion animals around the globe this year. From the plight of stray dogs to protecting animals in the wild, from ensuring the well-being of farm animals to preparing and responding to natural disasters, we continue to fight for the welfare and better treatment of animals everywhere.



Here are some of our key accomplishments in the U.S. and beyond in 2018:

- We moved supermarket giant Kroger to source their pork exclusively from suppliers and farms that don't use gestation crates by 2025.
- We campaigned for the successful passing of California's Proposition 12 to prevent farm animal confinement, changing conditions for 40 million egg-laying hens, 12 million pigs, and 65 thousand veal calves.
- We moved 200,000 people in in the US to sign our global KFC petition, calling for the fast-food brand to end cruelty to chickens in its supply chains and providing guidance on improving their welfare standards. We delivered the petition with more than half a million worldwide signatures to the company's headquarters in Louisville, KY.
- Through our Global Ghost Gear Initiative, we removed more than 72 tons of discarded fishing gear in Maine and Alaska We also brought Bumble Bee on board to commit to responsible stewardship of their global fisheries.

We cover this and much more in our annual report. To follow, we share how our successes are leading us toward significant, lasting change animals in communities, farming, disaster response, tourism venues, and in the wild. For the latest on our activities, visit our website, sign up for our email updates, and follow us on Facebook, Instagram, and Twitter.

Thank you for your support and action in 2018!

All the best,

A handwritten signature in blue ink that reads "Alesia Soltanpanah".

Alesia Soltanpanah  
Executive Director  
World Animal Protection US

World Animal Protection US

@MoveTheWorldUS

worldanimalprotectionus



# Protecting animals in farming



More than 70 billion animals are farmed for food each year, with two-thirds unable to move freely or live naturally due to the living conditions they are forced to endure. These conditions are also contributing to the rise of superbugs and an increased risk to the environment. In rethinking the way our world farms, we strongly believe that bringing an end to factory farming will lead to better lives for farmed animals and a better world.

## Our approach

We campaign to help improve the lives of billions of farm animals around the world. We know change is possible at every stage of livestock production. Through our work, we have made lasting change at the government, food company, farmer, and consumer level.

We have moved governments to improve regulations to protect farm animals and influenced global debates that are shaping the future of farming around the world. Our work includes partnering with food businesses and farmers to change the way they work and introducing practical and affordable techniques to improve the welfare of farm animals. We also encourage consumers to choose food produced in line with higher welfare standards.

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

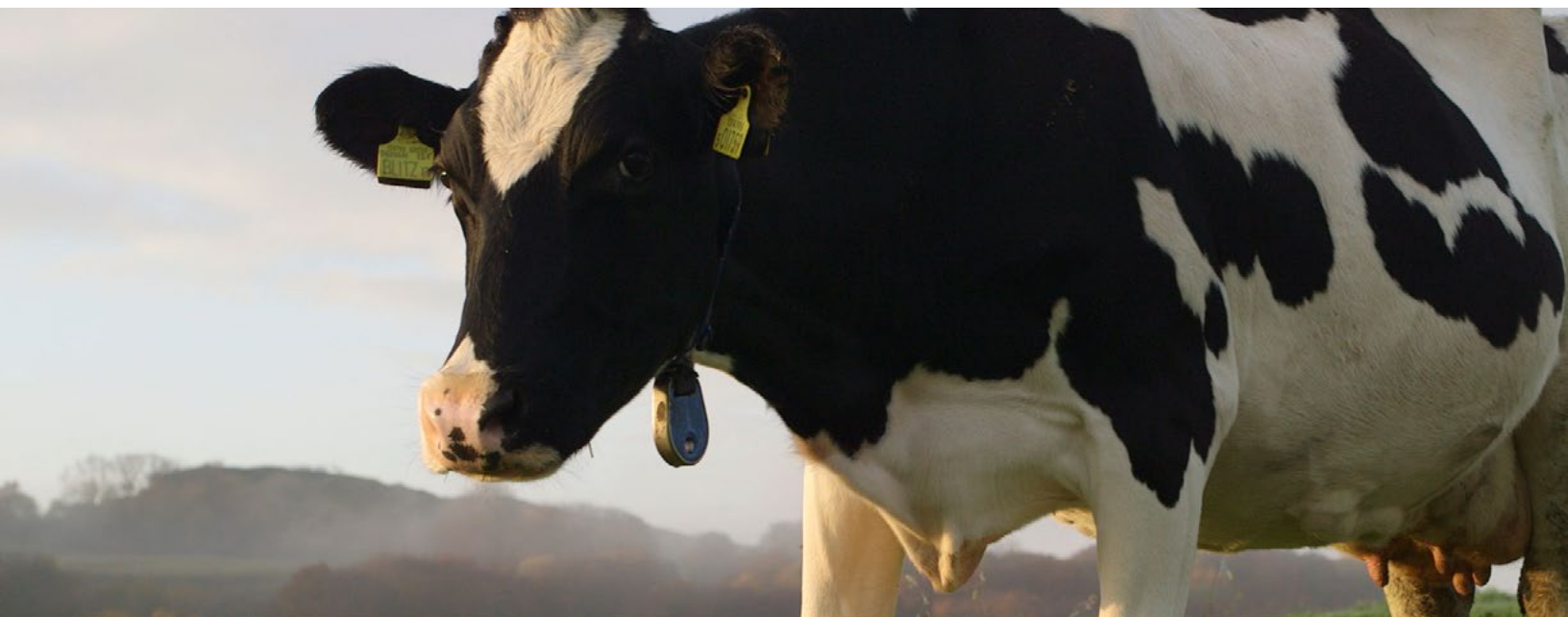
# Protecting animals in farming

## Some of our key achievements in 2018 included:

We campaigned for legislation in California to prevent farmed animal confinement – and won! Regarded as the most substantial measure to date in preventing farmed animal confinement in California, Proposition 12 requires more space for all mother pigs, egg-laying hens, and veal calves. This change will improve the lives of 12 million farmed animals statewide.

After calling on Kroger with a 72,000-signature strong petition to protect pigs, the supermarket giant announced they would source their pork exclusively from suppliers and farms that don't use gestation crates by 2025. Kroger is the largest supermarket chain in the U.S. with more than 2,000 stores in 35 states. This industry-leading commitment will transform the lives of an estimated 366,000 pigs annually.

Improved the lives of nearly 1.6 billion animals between 2017-2018 through the Business Benchmark on Farm Animal Welfare. This annual joint project with Compassion in World Farming rates 150 of the world's largest food companies, resulting in an influential ranking system that encourages companies to improve the lives of farmed animals.



### Dairy Cows

Protected nearly one million cows and buffalo in India with a landmark two-year agreement signed in July with Abbot Nutrition. Now, dairy companies supplying the health care company are required to

follow our National Dairy Code, a protocol for the care and well-being of these farm animals that includes staff training on animal welfare issues, regular monitoring and assessment.



# Protecting animals in farming



## Change for chickens

We demanded McDonald's do better for its chickens through The Truth About McDonald's Chicken campaign in the U.S. in March. More than 274,100 people signed our petition, spurred by campaign actions such as a full-page ad in The New York Times and videos in Times Square in partnership with other animal welfare groups.

We challenged KFC to end the cruelty that KFC chickens endure every day in the company's supply chains. Moving more than 500,000 people from 10 countries to petition the company, we delivered the appeal to KFC headquarters in Louisville, Kentucky on World Food Day in October.

We also pressed KFC UK and Ireland to give chickens better lives in the Western Europe supply chain. Yum (KFC's parent company), expects KFC UK and Ireland and Western Europe to lead the improvement of welfare standards in the company. We will work with them to give chickens more space, allowing for more natural behavior, and to use chicken breeds free of health problems caused by growing too quickly.



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

# Protecting animals in farming



## Sows and piglets

**In 2018 we launched our Raise Pigs Right campaign, part of our global initiative to protect the world's pigs from the suffering of industrial farming.** We targeted the world's largest pork-producing markets, including the U.S., China, Thailand, and Brazil, and inspired more than 250,000 people to sign our pledge to reduce individual pork consumption, purchase meat from high-welfare producers, and demand better living conditions for pigs on factory farms.

**Our initiatives have given 3.6 million pigs better lives.** We are working with food companies such as Carrefour and Kroger, pork producers such as Betagro and CP Food (Thailand), Dexing and Qinglian (China), and BRF and JBS (South America), to end activities that include caging, teeth clipping, ear-notching, and tail docking. We are also helping implement high welfare practices like group housing, to put an end to gestation cages.

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





# Protecting animals in communities



While some cultures consider canines man's best friend, other cultures view dogs as a public safety threat. With an estimated 200 million global stray dog population according to the World Health Organization and 40,000 human deaths worldwide from rabies each year stray dogs, whether infected or not, are often blamed for the spread of rabies and other diseases. Following rabies outbreaks stray dogs can face cruel, harsh cullings.

## Our approach

We work with governments and communities around the world, demonstrating our proven methods of humane dog population management and rabies prevention that doesn't resort to the use of electrocution, poisoning, and gassing. Through education and vaccination, we are helping protect the people and canines in communities around the world so they can safely co-exist.

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



# Protecting animals in communities

**We received unanimous support by the Association of Southeast Asian Nations (ASEAN) to implement a mass dog vaccination and population management program to eliminate rabies from all ten member countries. As a partner, we're helping protect more than 62 million free-roaming dogs in the region.**

**We worked with the Sierra Leone government to draft the African Animal Health Strategy, making humane dog population management a priority for all 54 African nations. With 100 million stray dogs throughout the continent, each country will have their own national rabies elimination strategy by 2020 to eliminate rabies globally by 2030.**

**In 2018, we underwrote vaccination and neutering programs throughout Africa. In Kenya, we provided more than 73,000 dogs with rabies vaccinations. In Sierra Leone, we vaccinated more than 4,000 dogs against rabies and neutered 800 in Freetown. In Zimbabwe, Zanzibar, and Ghana, we vaccinated more than 19,000 dogs. We also worked with more than 300 teachers in Africa, educating people about responsible pet ownership.**

**We launched Barkyard, an app promoting responsible pet ownership in Latin America. The app features dog care information and encourages owners to report their progress in vaccinating and neutering their pets. In just over six months, the app received 7,632 downloads, with 554 reports of vaccinations and 267 sterilizations.**

**In China, we used news and social media channels to promote humane dog population management, responsible dog ownership, and the importance of pet vaccination and neutering, resulting in 350 news reports, 14 WeChat articles, and 37 Weibo messages read by more than one million individuals.**

**Inspired the Beijing Animal Disease Control Center to produce a dog-and-children-friendly curriculum for students aged 7-9 years old. The program teaches children how to care for dogs and share their new knowledge about dog protection with family and friends. We also researched rabies elimination and the perception and value placed on dogs in Chinese communities, helping us set our priorities in this area for the future.**





# Protecting animals in the wild



Change comes in all shapes and sizes, and over the past year, we've had significant breakthroughs on all our wildlife campaigns. Dedicated to understanding the root problem of the challenges wild animals face around the world, we use our collective knowledge and creativity to map out and move forward on long-term solutions. From initiating real change in the world of wildlife tourism to addressing the perils of abandoned fishing gear on marine life, and boldly confronting the illegal trade of bears, pangolins, jaguars, and other animals and dedicated to protecting and keeping wild animals where they belong – in the wild.

## **Bears**

From the cruel brutality of bear-baiting, where bears are helplessly pitted against trained dogs for entertainment, to the pain and suffering caused by the unnatural practice of dancing bears, and the dark underbelly of obtaining bear bile for unproven traditional medicines, we are working diligently to make the world a better place for bears.

## **Our approach to saving bears**

Our work includes raising awareness and helping communities understand the harm bears suffer in captivity and when used for entertainment or traditional medicine. Education, legislation, monitoring, and the support of bear sanctuaries where abused bears can recover and heal from their past is at the heart of our work on behalf of bears around the world.



# Protecting animals in the wild

## Some of our key achievements for Bears in 2018:

### Pakistan

Funded our partner, the Bioresource Research Center of Pakistan (BRC) to lobby for increased penalties for animal cruelty to be incorporated into Pakistan's Prevention of Cruelty to Animals Act. After years of dedication and persistence, the penalties were introduced in February 2018.

Welcomed thirteen bears to the BRC-run Balkasar Bear Sanctuary in Pakistan. By the end of 2018, 52 bears formerly used for baiting or dancing were in residence.

We also supported an expansion of the Balkasar Bear Sanctuary to ensure enough space for 30-40 remaining bears still used for baiting and dancing, and helped BRC purchase land to develop a small organic farm to grow food for the bears.

Together with BRC, we helped eight former bear owners take up new careers, supporting a total of 83 individuals in gaining new employment, primarily as shop keepers.

### Punjab

Finished microchipping all entertainment bears in the India state of Punjab, ensuring no more bears can enter the trade. Since 2018, 116 entertainment bears were chipped through support of the BRC.

### Romania

Supported the introduction of five new bears to the Romanian Bear Sanctuary, bringing the total number of bears in residence to 101.

Managed by partners Asociația Milionare de Prieteni (AMP), a new enclosure for younger bears was also completed at the sanctuary, providing a quiet location away from visitors for the development of forest skills.

Romanian Bear Sanctuary Founder Cristina Lapis was awarded the Conservationist of the Year Award at the Animal Hero Awards in London.





# Protecting animals in the wild



## Marine animals

The lives, health, and well-being of marine animals are threatened by more than 640,000 tons of ghost gear that pollute our seas, coastlines, and oceans annually. This discarded or lost fishing gear includes nets, ropes, and plastic pack bands that leave marine animals defenseless against this harmful marine pollution. The lives, health, and well-being of marine animals are threatened by more than 640,000 tons of ghost gear that pollute our seas, coastlines, and oceans annually. This discarded or lost fishing gear includes nets, ropes, and plastic pack bands that leave marine animals defenseless against this harmful marine pollution.

## Our approach to saving marine animals

Since its inception in 2015, our Global Ghost Gear Initiative (GGGI) has helped protect over a million marine animals including whales, turtles, and sea birds, from injury and death caused by abandoned, lost, and discarded fishing gear.

Our alliance has brought together governments, seafood corporations, NGOs, and world-renowned academia to monitor areas impacted by fishing debris and to develop solutions to end the tragic repercussions of ghost gear on marine life.

At the end of 2018, World Animal Protection handed the helm of the GGGI to the Ocean Conservancy, a US-based, non-profit environmental group dedicated to safeguarding the sustainability of the world's oceans. We are proud of all we have achieved through our intervention and advocacy activities and will remain proud members of this world-moving initiative.

# Protecting animals in the wild

## Some of our key achievements for Marine Animals in 2018:

Partnering with the Gulf of Maine Lobster Pot Foundation, we recovered 1.8 tons of ghost gear to the benefit of an estimated 128,000 animals.

This year, the GGGI reached a membership level of more than 100 companies, welcoming new corporate members that include Bumble Bee Foods, Nestlé, Tesco, and Thai Union.

With the world's longest coastline and affected by ghost gear on all three sides, Canada joined the GGGI, demonstrating its strong commitment to addressing this global issue. We also welcomed Montserrat to the GGGI this year, the first Caribbean nation to join the initiative.

In addition to new government members, we secured funding for the GGGI from the United States, the United Kingdom, and the Netherlands. UK clothing company Fat Face, and supermarket chain Morrisons also supported the GGGI through funding.

Developed the GGGI reporting app, enabling anyone who finds ghost gear on beaches or in the sea to record and upload it to our central database, allowing the GGGI to obtain a global picture of the problem.

Supporting the United Nations' Food and Agriculture Organization, we helped develop guidelines for marking fishing gear, leading to the creation of a global policy tracing problem areas and commercial links to ghost gear.





# Protecting animals in the wild



We move the world to protect animals.

## Wildlife. Not Entertainers.

Elephants, ridden to exhaustion for the 'enjoyment' of tourists. Tiger and lion cubs, taken from their mothers only to be chained or left in cages for visitor 'selfies.' Dolphins and seals, captured from the wild, facing health problems, stress, and severe injury, all for a theme park back-flip.

These are just some of the atrocities wild animals face in the entertainment industry.

Through our work on the Wildlife. Not Entertainers campaign, we seek putting an end to 'once-in-a-lifetime' animal interactions at the cost of emotional anguish and painful suffering among some of the world's most beautiful and precious beasts.

## Our approach

Our efforts and strategic focus encourage people to speak out for responsible animal-friendly alternatives when they travel. We are raising awareness through education and petitioning for better treatment of wild animals around the globe. We need to put an end to animal entertainment, and we'll continue to fight to better the lives of elephants, sloths, big cats, whales, dolphins, and other animals trapped in this cruel industry.

We move  
the world  
to protect  
animals.

# Protecting animals in the wild

EF Education First, the world leader in international education committed to only promoting wildlife-friendly travel and attractions. Now all EF travel programs will adhere to our mutually-developed animal welfare policies, bring attention to cruel behind-the-scenes animal suffering, and educate students about making animal-friendly choices when traveling.

In 2018 a total of 22 travel companies joined with us in committing to phase out cruel wildlife attractions. We now have more than 225 travel companies worldwide on our elephant-friendly list, meaning they no longer promote elephant rides and shows. This includes 54traveler, the first Chinese company to become fully wildlife-friendly, and Qyer.com, an online travel platform in China with more than 88 million registered users.

59,327 new people joined our Wildlife. Not Entertainers campaign. Since its inception in 2015, 1.6 million supporters joined this movement to protect wild animals from abuse and cruelty.

As Americans celebrated the Fourth of July, we gained independence for four servals, two caracals, and one savannah cat from a home in New York State. Intended to be sold illegally as pets, these young wild cats suffered from malnutrition and dehydration. Our team secured veterinary care and transferred them to permanent sanctuaries to live in a protected area similar to their natural habitat.

Through our guidance, Happy Elephant Care Valley in Thailand has transitioned into an elephant-friendly tourist venue, pledging to end all direct contact between tourists and elephants, and only allowing visitors to see elephants socializing and roaming freely.

Following the launch of our 'Associated with Cruelty' report at the World Travel Market in London, we persuaded the Association of British Travel Agents (ABTA) to review and improve their animal welfare guidelines. The report highlighted how most associations are doing little or nothing to prevent wildlife cruelty in tourism. The ABTA revisions are viewed as the industry standard and have a global reach beyond the UK. The Adventure Travel Trade Association (ATTA) also publicly agreed to work with us in response to the report.

Bravucona, a sloth poached from the wild for use in a tourist selfie attraction, was returned to her natural habitat through our help and our partner AIUNAU, a wildlife rehabilitation center in Colombia.

Through our 'Wildlife Abusement Parks' report, we exposed the suffering of more than 1,500 animals, including dolphins, orangutans, elephants, and others at 26 wildlife tourism venues in Bali, Lombok, and Gili Trawangan, Indonesia. Our report spurred companies including Qantas, FlightCentre, and Apollo to stop promoting these tourism sites.



# Protecting animals in disasters



Animals are often the forgotten victims when disasters strike. Millions of wild and farmed animals, along with pets, are threatened each year by floods, hurricanes, earthquakes and droughts. When lost, frightened or injured animals need emergency shelter and veterinary care, we are there on the ground to protect and rescue them.

## Our approach

We have more than 50 years of experience leading rescue operations in disaster zones and have saved more than six million animals in that time. When every minute counts, an effective disaster plan can save lives. We help governments and communities prepare in advance so they can move quickly in an emergency to protect animals and to lessen their risk for illness and injury.



# Protecting animals in disasters

## Select key achievements 2018:

In Argentina, we fed and treated 100,000 animals affected by out-of-control wildfires including: 90,000 cattle; 2,000 orphaned calves; 5,000 horses; and 3,000 goats and sheep. And 25,000 animals were indirectly helped as 50,000 cows were able to give birth safely to their calves.

A serious drought in Bolivia raised the risk for starvation for thousands of farmed animals. We delivered over four tons of barley seeds, enough to produce 270 tons of dry hay barley and to feed over 34,000 animals including cattle, camels and sheep. And we provided 24 tons of food supplements to improve their health. We also indirectly helped 3,900 alpacas that, with our intervention, gave birth to healthy babies.

We were able to get food and medicine to 89,000 animals isolated by floods in the Surathani province of Thailand including buffalo, cattle, pigs and pets.

In Kenya, we helped 86,863 animals by providing a month of feed and supplements for 78,793 farmed animals and veterinary treatments for 8,070 livestock.

Our emergency response team cared for 8,100 companion animals and livestock affected by floods and landslides in Brazil. Peru was also devastated by floods last year, injuring thousands of pets. We delivered dog food, antibiotics, wound dressing, pain killers and shelter for 5,000 animals.

Hurricane Irma caused catastrophic destruction on the Caribbean islands of Barbuda, Turks and Caicos, Haiti and Dominica. Donor support enabled us to respond quickly to the emergency with food and veterinary care for 50,000 injured and starving animals.

A devastating 7.1 earthquake struck Mexico City on September 19, leaving over 300 people killed and thousands injured. Thanks to our preparedness work with the Government of Mexico, the country was ready to respond to the crisis: emergency shelters were able to accommodate people with pets, and mobile vet clinics and a network of private vets provided aid. Also, non-governmental organizations set up a site for reconnecting lost pets with their owners.

In addition to our emergency work on the ground directly helping animals, we're working with governments around the world to help them take steps to prevent animal deaths and injuries during future emergencies. Highlights of this work include:

Raising awareness for the need to include animal welfare in global disaster risk reduction at a planning session of the United Nations' Regional Platform for Disaster Risk Reduction in Montreal, Canada.

Organizing courses on Veterinary Emergency Response Operations in six states in India, training a total of 291 veterinary students.



# Statements of financial position as of December 31, 2018 and 2017

	2018	2017
<b>ASSETS</b>		
Cash and cash equivalents (Notes 2C and 12)	\$ 2,474,653	\$ 2,733,378
Contributions receivable (Note 2D)	-	500,092
Prepaid expenses and other assets	270,040	155,662
Investments (Notes 2G and 4)	1,271,483	1,367,243
Due from related parties (Note 10)	197,151	-
Property and equipment, net (Notes 2F and 5)	36,173	75,557
<b>TOTAL ASSETS</b>	<b><u>\$4,249,500</u></b>	<b><u>\$4,831,932</u></b>
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	\$ 314,906	\$ 183,188
Due to related parties	-	658,451
Other liabilities	62,007	96,031
<b>TOTAL LIABILITIES</b>	<b><u>376,913</u></b>	<b><u>937,670</u></b>
<b>COMMITMENTS AND CONTINGENCIES</b>		
<b>NET ASSETS</b>		
Without donor restrictions	2,751,012	2,195,007
With donor restrictions (Notes 7 and 8)	1,121,575	1,699,255
<b>Total net assets</b>	<b><u>3,872,587</u></b>	<b><u>3,894,262</u></b>
<b>Total liabilities and net assets</b>	<b><u>\$4,249,500</u></b>	<b><u>\$4,831,932</u></b>

# Statement of activities for the years ended December 31, 2018 and 2017

OPERATING SUPPORT AND REVENUE	2018	2017
Contributions:		
Contributions - general support	\$ 2,829,499	\$ 3,658,458
Contributions - bequests and trusts (Note 2E)	1,676,193	2,293,231
Contributions - donations in kind (Note 2H)	30,670	40,551
Contributions - donations in kind from Parent	236,630	1,123,124
Interest and dividends	51,439	32,761
Other income	253,222	250,000
Net assets released from restrictions	-	
<b>TOTAL OPERATING SUPPORT AND REVENUE</b>	<b><u>5,077,653</u></b>	<b><u>7,398,125</u></b>
<b>OPERATING EXPENSES</b>		
Program services:		
Animal protection and humane education	<u>3,901,947</u>	<u>5,129,878</u>
<b>Total program services</b>	<b><u>3,901,947</u></b>	<b><u>5,129,878</u></b>
Support services:		
Management and general	179,656	158,462
Fundraising	<u>916,003</u>	<u>1,249,129</u>
<b>Total support services</b>	<b><u>1,095,659</u></b>	<b><u>1,407,591</u></b>
<b>Total expenses</b>	<b><u>4,997,606</u></b>	<b><u>6,537,469</u></b>
<b>CHANGE IN NET ASSETS FROM OPERATIONS</b>	<b><u>80,047</u></b>	<b><u>860,656</u></b>
<b>NON-OPERATING REVENUE</b>		
Investment activity	(105,010)	144,808
Other	<u>3,288</u>	<u>5,061</u>
<b>TOTAL NON-OPERATING ACTIVITIES</b>	<b><u>(101,722)</u></b>	<b><u>149,869</u></b>
<b>CHANGE IN NET ASSETS</b>	<b>(21,675)</b>	<b>1,010,525</b>
<b>Net assets, beginning of year</b>	<b><u>3,894,626</u></b>	<b><u>2,883,737</u></b>
<b>NET ASSETS, END OF YEAR</b>	<b><u>\$ 3,872,587</u></b>	<b><u>\$ 3,894,262</u></b>



# What's next for World Animal Protection

Looking ahead, we'll continue to lay the groundwork, address issues head-on, and help foster change for the welfare of animals around the globe.

We've made substantial progress working with governments and international companies on best practices for animal welfare, raised awareness on the plight of wild animals through our investigative reports, and have responded on the ground to help communities, their livestock, and pets in times of need. As a valued donor to World Animal Protection, here are some of the activities we have planned for the future:

## Animals in Farming

We will continue to advocate for the best practices and protocols in the treatment and welfare of animals with the world's largest food producers. We will continue initiatives like our Pecking Order, fast-food chicken welfare ranking system, and Raise Pigs Right campaign to oppose the caging and mutilation of pigs worldwide.

## Animals in Communities

We will work to move more countries toward humane dog population management, implementing rabies-eliminating strategies and mass dog vaccinations in India, China, Thailand, Brazil, as well as Africa and South Asia. We will continue working with the Global Alliance for Rabies Control to eliminate rabies globally by 2030.

## Animals in the Wild

We will campaign to change international policies, making it harder for wild animals to be traded as pets and through awareness-raising campaigns, we'll discourage the demand for wild animals as pets. We will target the wildlife tourism industry to make elephant venues high welfare settings and curtail the cruelty of dolphinariums and other abusive sites promoted as so-called entertainment.

## Animals in Disasters

We will mobilize people and advocate through our International Animals in Disasters Initiatives to move Brazil, Guatemala, Kenya, Thailand, and India to include animals in disaster risk reduction strategies, setting forth an example for other nations to follow. We will continue to rescue distressed animals in disaster situations to protect animals and their citizens' livelihoods and well-being.

Thank you for being part of our movement in protecting animals around the world. Your support gives a voice to wild and farm animals and raises awareness of the abuses and challenges they face. With your help, we are protecting their natural environments, rescuing them from captivity, and giving them happier, healthier lives.



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 World Animal Protection US

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World Animal Protection is a registered 501(c)(3) nonprofit organization.  
Our tax identification number is 04-2718182.