

We are
World
Animal
Protection

Global Review 2013

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





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Image: A World Animal Protection vet talks to young pet owners who have brought their dogs for rabies vaccinations in Cainta, Philippines.



We move the world

from Canada to Costa Rica,
from the UK to Denmark,
from India to China

Our offices

- | | | |
|--------------|----------------|----------------|
| 1 Australia | 6 China | 11 New Zealand |
| 2 Brazil | 7 Denmark | 12 Sweden |
| 3 Canada | 8 India | 13 Thailand |
| 4 Columbia | 9 Kenya | 14 UK |
| 5 Costa Rica | 10 Netherlands | 15 USA |



Image:
A woman herds
her goats through
parched land in
Maharashtra, India.





Mike Baker



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We move the world to protect animals

We hope you will be so proud of our amazing progress for animals all over the world in 2013.



Throughout the year, you helped us bring life-saving aid to 1.3 million animals affected by disasters and hope to their distraught owners. You generously helped to provide long-term funding for our vital disaster management work. And you have helped us develop unique expertise that's increasingly valued by humanitarian organisations such as the United Nations and the International Federation of the Red Cross and Red Crescent Societies.

You have saved hundreds of thousands of dogs

Your generosity also protected hundreds of thousands of dogs from rabies in countries including China and Zanzibar - and will ultimately protect millions more. Our pilot vaccination schemes are producing robust examples that will convince governments worldwide that vaccination, rather than culling, is the only way to control this horrific disease.

You have protected farm animals from a lifetime of suffering

We also worked hard on your behalf throughout the year to alleviate the terrible suffering of billions of farm animals confined to industrial systems. And, right now, you are helping us fund humane and sustainable agriculture campaigns, training and innovative solutions that will inspire better treatment for farm animals globally.

Moving the world to help animals is central to our work - and the past 12 months have also been remarkable for the recognition our expertise has received from the UN to help us do just that. In fact, your support of our international advocacy work resulted in animal welfare being included for the first time in two resolutions submitted to the UN General Assembly.

The resolutions, relating to agriculture, food security and nutrition and disaster reduction, will encourage governments to commit to protecting animals when developing their own policies. Thank you so much for helping us achieve this great success.

You will help us bring a Sea Change

Every year, including 2013, millions of animals are killed or endure terrible injuries from lost and discarded fishing gear (a form of marine litter). And, until recently, there was little awareness of their suffering. However, your support of our Oceans team is changing this. Thanks to their efforts, the UN Environment Programme's new Global Partnership on Marine Litter recognised marine litter's impact on animal welfare as a global concern in its objectives.

This exciting landmark decision lays firm foundations for our 2014 Sea Change campaign to save 1 million animals from being injured and killed by lost and discarded fishing gear.

We are World Animal Protection

As you've probably noticed, this Global Review is the first to feature our new name - World Animal Protection. But while our name has changed, our focus certainly has not. As ever we are firmly fixed on our work with animals; we always have been and always will be about protecting them. We think our new name makes it clear what we are here to achieve and is much easier to remember. And of course, the more people like you who know about our charity, the more animals we can help.

Your support means the world to us

All of the 2013 highlights included in this review have only been possible because of your generosity and loyalty to World Animal Protection. Thank you so much for your trust in us and the huge impact you are helping us make. We hope you will agree that 2013 truly was a year in which we moved the world for animals.

Mike Baker
Chief Executive

Mark Watts
President



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.

Image:
A farmer drives her livestock home at dusk across parched landscape in Maharashtra, India.



We made a huge difference in 2013

We moved

436,000

supporters to fund our vital work.

We persuaded

293,511

people to sign a petition on dairy cow welfare that we presented to the European Commission.

We moved

258,000

people in Australia to join our campaign to end the horrific cruelty that sheep transported live to the Middle East endure.

We supplied

25

specialist veterinary kits to the local vets and veterinary and animal science students working in the aftermath of Typhoon Haiyan in the Philippines.

We freed

5

bears from captivity and gave them new lives in the Romanian bear sanctuary. 77 bears now live there.

We celebrated

10 years

of our education work by launching the third edition of Concepts in Animal Welfare - a teaching tool for veterinary institutions worldwide.

We taught

27,000

children in Mexico about animal welfare, thanks to an agreement we signed with the State of Puebla and the Mexican organisation Dejando Huella.

We saved

7,552

animals, including horses, pigs, cows and dogs, from starvation and disease after floods destroyed communities in Ecuador in May.

We helped vaccinate

80,000

dogs against rabies in China together with the China Animal Disease Control Centre.

We planned for

1 million

animals to be saved through our new marine debris campaign Sea Change.

Image: A bear at the Romanian Sanctuary, Zarnesti.



We protect animals in communities

Our mission: to protect millions of dogs threatened with the senseless suffering and cruel deaths triggered by people's fear of rabies

Our solution: widespread dog vaccination - the only effective way to control this deadly disease



30,000

dogs will have been vaccinated in Zanzibar alone by 2015.

Image: A dog is vaccinated against rabies and given a red collar in Anhui Province, China.



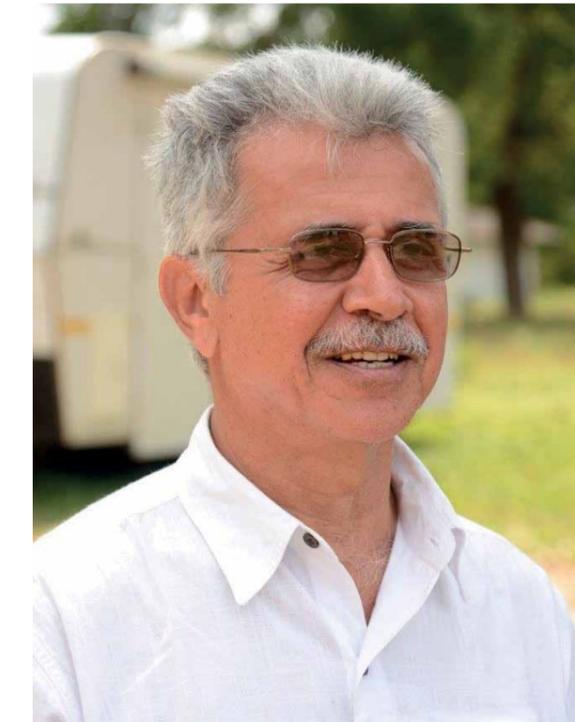
Case study

Saving lives in Africa



Nick de Souza, a senior Kenyan vet with expertise in wild, farm and pet animals, is piloting our Red Collar Campaign in Africa where he has lived all of his life. And as part of our Africa team since 1997, he fully understands the serious impact rabies has on local people and their dogs.

Image left: Mauly, his granddaughter, Fatma and one of his dogs, Lucky. Lucky, like all of Mauly's dogs, has been vaccinated against rabies by our trained local vets on the island of Zanzibar, Tanzania.



"With rabies, people have no compromise - there are just six hours to get help after being bitten and it's five injections over time to stop someone dying. So many people in Africa find it so hard to get medical care. And even if they can get to a doctor or clinic that has the injections, the cost may be out of their reach.

"Fear of the long and horrific deaths that rabies causes has led to local and national governments mounting cruel and ineffective dog culls to wipe out the disease," he says.

Since 2012 Nick's work has focused on working with Zanzibar's government to eradicate rabies from the island nation by vaccinating 70 per cent of the dog population. He aims to create a sustainable showcase of best practice to convince other African governments of the effectiveness of mass vaccinations.

"Zanzibar was an ideal place to start," explains Nick. "We have had a strong working relationship with the government for many years. And all of our previous groundwork regarding responsible pet ownership and providing veterinary treatment via a mobile clinic is paying off.

"The people are very responsive to the Red Collar Campaign; they mostly understand what rabies is and how to prevent it through vaccination and how to treat dogs to avoid being bitten."

Administering vaccinations is just one part of the project. It also involves local censuses of the dog population and a government-backed education and rabies awareness campaign.



Going mobile for animals

During 2013 we supported the training of all government district veterinary officers, who traditionally deal with livestock, to give rabies vaccinations. By the end of the year they had vaccinated more than 8,400 dogs on Zanzibar's Unguja Island - 90 per cent of the estimated dog population. Nick says this speedy work was helped by the mobile clinic we funded.

"One of our biggest challenges could have been getting vets by bike or on foot where they needed to be. But thankfully donations from our supporters made this easier for us. The veterinary teams can be driven to field vaccination sites where they can vaccinate as many as 120 dogs in just one morning," says Nick.

The project is expected to finish in 2015 when an estimated 30,000 dogs will have been vaccinated against the disease. Nick expects it will provide the vital evidence so many African governments need to stop the culls and protect their dogs and people from rabies.

"There has been great interest in this work from other countries including Kenya and Sierra Leone. I feel we're creating a brighter future for huge numbers of dogs and hope our supporters will be so proud of what they are helping us achieve."

“World Animal Protection has helped us enormously by coming up with ideas on how to best control the cases of rabies, and how to reduce inhumane treatment of animals. The charity has also assisted with our vaccination programme. Quite a number of people and animals have benefitted through their assistance.”

Dr Juma Kassim Gharib, Permanent Secretary, Ministry of Livestock and Fisheries, Zanzibar



Protecting thousands of dogs in China

Thanks to you, 80,000 dogs were vaccinated against rabies in China via pilot projects with the China Animal Disease Control Centre (CADC). The projects launched in Jieshou City/Anhui Province, Tongzhi County/Guizhou Province and Hancheng City/Shaanxi Province quickly vaccinated 70 per cent of the local dog populations.

Vaccination areas were set up by local government representatives in village squares and public places. Some owners were also visited door to door.

The CADC will be using results and specific local experience from these pilot vaccination projects to develop and promote humane and scientific rabies prevention and control solutions throughout China.

Sharing success for long-term protection

Country by country, government by government, we are sharing best practice in rabies prevention. And ultimately this could protect millions of dogs, all over the world, in both the long and short term.

Our emphasis on collaboration resulted in Brazil's Ministry of Health sharing their extensive experience with CADC representatives in November. The four-day visit resulted in CADC recommendations for greater coordination between various ministries in China to prevent rabies and establishing standard emergency prevention and control measures.

Sharing our successes with governments also resulted in two landmark agreements. Both the Kenyan and Vietnamese governments invited us to work with them on plans to humanely rid their countries of rabies. Vietnam is committed to being rabies free by 2020.

Image: World Animal Protection staff with newly vaccinated Xiaohuang, while her 76-year-old owner, Grandma Hao sits beside her in Shanxi Province, China.

We are working towards a rabies-free Bangladesh and ending the inhumane culling of dogs. Following our successful pilot in Cox's Bazar, 54 out of 64 municipalities have received training to start a nation-wide vaccination programme.

Preventing rabies – the Five Keys

Educating people – particularly children – about rabies and how to treat and handle dogs is vital to effective humane rabies prevention programmes. That's why we developed and piloted Five Keys in Latin America with the Pan American Health Organisation and the Global Alliance for Rabies Control (GARC). Five Keys is our teachers' resource aimed at protecting young people from dog bites. The World Health Organisation is also interested in adopting this resource for other countries and regions across the globe.

Reynaldo's story

When Reynaldo's 56-year-old brother was bitten by a rabies-infected dog, the family was horrified by his shocking and painful death. As we visited Reynaldo's home on World Rabies Day he told us how his brother died within three days of being bitten. And this was not the first time rabies had affected Reynaldo's family. His nephew had also been bitten, but had survived after going through the painful and expensive post-exposure treatment.

Despite the anguish rabies caused his family, Reynaldo told us he was still a dog lover and proudly introduced us to his dogs Princess and One-One.

Through our partnership with the GARC, we supported a mass dog vaccination project in the Cainta Municipality of the Philippines in 2013. More than 17,000 dogs were protected from rabies and the needless culling that is driven by fear of the disease.

“We are not rich people in Manila, but dogs are our friends and companions and protect us. If you have pets you must have them vaccinated – free vaccination keeps our dogs safe and protects the people we love.”

Reynaldo



We protect animals in farming

With your help we are moving the world for farm animals. Your commitment empowers us to persuade governments, businesses and consumers to build a future where protecting farm animals will create a better world for us all.



In 2013, we stood up for dairy cows in Europe. Many suffer from painful health problems and shorter lifespans caused by breeding for high milk yields, poor housing and confinement. More and more dairy cows are also being kept indoors all year, where they have little or no access to pasture and are unable to exercise or graze outdoors.

Image: Danish Jersey dairy cow outside on grass on an organic farm in Denmark.

Gideon Mendel for World Animal Protection



“After visiting me and seeing the healthy animals with freedom to move and behave naturally, people understand my work is worthwhile. I think they are gradually understanding the close links between animal welfare and food safety. My hope is that word will spread and farms like mine will become more and more common – and the future of our children will be better protected.”

Xue Yunfang, farmer, Nankou County, China



Making a case for change in China

Since 2006 we have supported 12 Chinese farms to develop community supported animal-friendly agriculture schemes that benefit food safety and economic growth, ensure rural livelihoods and protect the environment. These ‘model’ farms, a number of which involve pig rearing in humane and environment-friendly deep litter systems, were part of our project with the UK-based Food Animal Initiative which finished in July 2013.

The Model Farm project provided us with evidence of the wide benefits of humane and sustainable agriculture to the environment, animals and people. We are now using this evidence to support our 2014 campaign to convince China’s government and the country’s most significant commercial pig producers of animal-friendly farming benefits. There are more than 600 million pigs kept in Chinese farms. Millions are kept in sow stalls (the equivalent of caged confinement) and cramped, barren conditions. They have no opportunity to express their natural behaviour. With China’s pig industry marked for expansion even more pigs are likely to be kept this way. That’s why we need your continued support to help us encourage the adoption of viable alternatives.

“We are at the start of our journey on reporting our farm animal welfare activities. Although there are many good practices within the company, we must now consolidate our messages and report on this area in a transparent way. I intend to use the Business Benchmark to guide our actions and structure our reporting on this increasingly important issue.”

Marie Hélène Boidin Dubrule, Sustainability Director, Groupe Auchan

Training for a kinder end

More than 250 million farm animals were treated more humanely, sparing them pain, suffering and trauma before and during slaughter thanks to our training programmes in Brazil and China. Our expert teams ran 20 practical and theoretical training courses for 500 workers in Chinese slaughterhouses; in Brazil more than 300 slaughterhouse staff were trained on 18 courses. Both animal handling methods and slaughterhouse facilities have been improved as a result.

Raising standards in businesses

We pressed food companies to adopt and implement effective policies to protect farm animals through our involvement with the Business Benchmark on Farm Animal Welfare. The benchmark, launched in 2012 with Compassion in World Farming, is encouraging higher farm animal welfare standards across the food industry.

During 2013, seventy global food businesses were assessed, including major retailers, restaurants, bars and producers. The research showed an encouraging 10 per cent increase – 46 per cent in 2012 to 56 per cent in 2013 – in companies publishing formal farm animal welfare policies. And 71 per cent of companies acknowledged that farm animal welfare is a business issue.



Changing the lives of caged hens

Our campaign to improve the welfare of more than 300 million North American laying hens suffering in caged confinement gained good ground in 2013. We produced sound economic research predicting long-term increased consumer demand for cage-free eggs and the benefits to company reputations of making commitments to animal welfare.

We used this research when talking to retailers, restaurants, food manufacturers and industry groups about the economic and reputational benefits of switching to cage-free eggs.

By the end of 2013 more than 70,000 consumers in North America had signed up to our cage-free pledge.

Image: Egg-laying hens living cage free on a farm in Canada.

Image: Sheep herded together on a farm. iStock. by Getty Images

Campaigning tirelessly for Australia's sheep

We campaigned to halt the enormous suffering caused to more than two million sheep every year by Australia's cruel live export trade. Our 2013 report, 'A better way - replace live sheep exports with chilled and frozen sheep meat', provided compelling economic evidence of the benefits of a chilled and frozen meat trade for everyone in the supply chain. More than 258,000 people in Australia have signed our petition in protest against the animals' long journeys to the Middle East and Indonesia.



Protecting dairy cows

In 2013, we stood up for dairy cows in Europe. Many suffer from painful health problems and shorter lifespans caused by breeding for high milk yields, poor housing and confinement. More and more dairy cows are also being kept indoors all year, where they have little or no access to pasture and are unable to exercise or graze outdoors.

Supporting Better Dairy - our campaign with Compassion in World Farming and Ben & Jerry's - achieved a massive 293,511 signatures of support. This response gave great strength to our October meeting with the European Commission where we outlined our concerns and emphasised that an EU Directive is needed to give dairy cows consistent protection across Europe.

And in India, which has the world's largest dairy herd of 199 million cows, we began our campaign to improve their welfare. Although most are still farmed extensively, 50 million dairy cows are suffering on farms in unacceptable conditions. Without intervention this number is set to rise. By the end of the year we had developed links with India's National Dairy Research Institute and five leading universities keen to work with us to improve the lives of dairy cows.

In India, which has the world's largest dairy herd of **199 million cows** we began our campaign to improve their welfare.

Revolutionising the way farm animals are treated

For three months in 2013 our scientists Helen Proctor and Gemma Carder were based in Bolton Park, the Royal Veterinary College's working and teaching farm, in Hertfordshire, UK. With enthusiastic interns and volunteers they gathered data to find measures of cows' 'positive emotions' via the animals' responses to being stroked.

"This research is considered quite ground-breaking because so little is known about positive emotions in animals," says Helen. "Although we can say that 'cows like being outside,' we don't actually know this scientifically. Once we can measure it we can add the scientific background to it."



Positive focus

Their research is responding to the shift in animal welfare science that is beginning to recognise the importance of positive emotions in animals.

"Animal welfare should be about more than being free from negative experiences or the 'five freedoms' - the right to be free from pain, thirst, suffering etc. It should also consider what is actually pleasurable for animals," explains Helen.

To gather the data, Helen and Gemma worked with a sample group of 13 dairy cows. They observed one cow at a time in three, five-minute sets. The scientists noted the cows' behaviour, such as changes in their ear positions and eye whites, and temperature changes in response to stroking and non-stroking time. Their data was then immediately recorded on a chart, and filming enabled the researchers to analyse the cows' behaviour in more detail afterwards.



Understanding animals' feelings

In the first quarter of 2014, Helen and Gemma will be collating and analysing their data. This material will then form the basis for their research papers which will face a rigorous review process before being accepted as valid scientific evidence.

Helen explains that the overall aim is to provide a checklist of quick, tangible, visible measures - such as ear positions, eye whites - that can easily be seen and used by producers, assessors and inspectors.

"These measures will be more immediate and less intrusive than more conventional methods such as measuring cortisol - the stress hormone - from an animal's blood, saliva, faeces and urine. They will give a quick and, we hope, revolutionary understanding of how the animals are feeling and indicate where changes should be made to the way they are treated and kept," says Helen.

"This research is considered quite ground-breaking because so little is known about positive emotions in animals"

Dr Helen Proctor, World Animal Protection Sentience Manager

We protect animals in disasters

When disasters strike, threatening animals with suffering and death, your generosity and dedication gets our expertise and compassion where it is needed most. We have become the world leader in our field; our teams are highly trained and well equipped. They act swiftly, making the right decisions in crises to save animals and the livelihoods of people who depend on them.

Image: At a cattle camp farmer Bhagwan Tuckram Tawlain holds his water buffalo calf as a World Animal Protection vet examines it during drought in Maharashtra, India.

••••• Our authority inspires governments and humanitarian organisations to look ahead - to work with us practically and creatively to protect millions of animals from the disasters of the future.



Case study Philippines disaster



Hands-on help after Haiyan's fury

When Typhoon Haiyan hit the Philippines with all its force in November 2013, it left one of the worst paths of destruction that the country has ever recorded. The typhoon killed and injured millions of farm animals and in many places crippled critical infrastructure and emergency services. And in its devastating aftermath, many more animals were threatened with disease and starvation.

The Philippines' government called for urgent international assistance on 9 November. So we quickly sent an expert team of 11 highly skilled disaster management staff from around the world to the poorest and worst hit areas in the Visayas region.

From 11 November- 16 December 2013 they worked with Philippine partners, including the Bureau of Animal Industries, the Department of Agriculture and the veterinary faculty of University of Aklan, in a well-planned relief operation.

Our focus was the islands of Panay, Leyte and Cebu where people depend on poultry, pigs and cattle for their livelihoods and buffalo for ploughing the land and harvesting the rice fields.

Image: A farmer from Aklan Province, Philippines, waits with his water buffalo so she can be treated by World Animal Protection vets.

Shocking devastation

The devastation shocked even our most experienced disaster management staff. On Leyte alone more than 165,000 pigs had died, and in the aftermath food was running out for the survivors as transport lines were cut off. Tens of thousands of chickens in the Visayas had also perished as Haiyan tore through their housing.

Working through the relentless heat and humidity we trained local vets, veterinary students and volunteers in how to give emergency aid and use lifesaving veterinary kits.

We assessed and visited tens of thousands of animals in the some of the most remote communities. We gave veterinary aid to 17,400 farm and pet animals. And we distributed mineral supplements and 1 tonne of dog food to desperate owners.

When our short-term responses officially ended in December 2013, our experts stayed on the Island of Panay to work with the government and the district veterinary office to protect animals against the Haiyans of the future.

"I can't overstate this enough. These villagers have nothing without their animals. No industries, no electricity, no means to buy or make food or pay for their children's education. The only thing they have that brings them income is growing crops and raising animals."

Scott Cantin, World Animal Protection Disaster Management Team, Leyte



Forward thinking

Throughout 2014 we'll be working on creative long-term recovery and disaster preparedness plans with local and national governments. And during this process mobile veterinary teams on Panay will be equipped with mountain bikes and lightweight veterinary kits. These are designed to reach animals in remote areas likely to be affected by the numerous typhoons that hit the Philippines each year.

Your support is also helping us research the feasibility of underground animal shelters that can resist typhoons in the Philippines. We have already built a model underground shelter for pigs on Panay - you may have even seen this for yourself in our recent BBC documentary, Vets in the disaster zone. Ultimately, we hope innovative shelters like this could save tens of thousands of animal lives and protect their owners' livelihoods.

Protecting animals in a disaster

Drought.

Floods.

Cyclones.

Volcanic eruptions.

All kinds of disasters threatened the world's animals with disease, starvation and death in 2013. And with your help, we sent our expert teams to 14 disasters in 11 countries. They came to the aid of more than 1.3 million animals. Here are just some of the life-saving missions...



Freezing temperatures and severe snow storms brought thousands of alpacas and other animals in Peru to near starvation in September. We delivered food, veterinary supplies and treatment to help more than 30,000 animals and their grateful owners.

We stepped in to help as thirsty animals and families moved to the government cattle camps of India's Maharashtra State, when the rainfall dropped by 50 per cent. We provided netting for shade and minerals for nutrients, saving 9,000 cattle and buffalo in three camps in the worst affected areas of Beed. This approach, which recognises how critical shade is to the survival of animals enduring drought, was then used by managers of 50 other camps and benefited 91,000 cattle.

Thanks to you, we helped save more than 7,000 animals - horses, pigs, cows, chickens and dogs - from starvation and disease after floods swept through Ecuador in April. With our partner Protección Animal Ecuador (PAE) we delivered much-needed food, medicine, vitamins and veterinary care. We also went back in August to run course for veterinary experts, government officials and PAE on how to reduce risks and handle animals during disasters.

Image: Women watch over their cows at one of the government cattle camps in Maharashtra, India.

Protecting the future

Your help is critical as we move governments and humanitarian organisations to prepare for the future and protect animals and people's livelihoods from disaster. We are achieving world-changing results...

We know that, when animals die in disasters, the fragile local economies and food security of communities are severely affected. Research and analysis we released in 2013, on our 2011 work in Kenya's drought-stricken Mwingi district, shows how cost effective disaster intervention work can be. For every dollar we spent on the intervention, our work generated \$2.74 in economic benefits for communities. And over the three years, the benefits increased by \$6.69 for every \$1 spent.

We proudly took our message that animals must not be an afterthought in a disaster to delegates at the United Nations Disaster Risk Reduction conference in Geneva in May. Representatives from the Aldama authority in Chihuahua State, Mexico helped us bring the principle of disaster planning to life. Chihuahua has been afflicted with life-threatening droughts and the authority has been working with us to protect affected animals and community livelihoods.

Over the years we have brought aid to hundreds of thousands of animals affected by disasters in India. We've also encouraged communities within the country to develop plans to prepare for disasters - ones that factor in animals. Our work's effectiveness achieved true recognition in February when all 28 Indian states signed a ground-breaking agreement to include animals in disaster and emergency plans. This secures protection for billions of Indian animals and the 800 million people who depend on them.

Our efforts to persuade humanitarian organisations of the inextricable link between the welfare of animals and the wellbeing of people reached a true milestone in October. We delivered our first joint training package to staff from five national societies of the International Federation of the Red Cross and Red Crescent (IFRC). This package shows how animal welfare solutions play an important role in the IFRC's food security and livelihoods projects. It will eventually support many more IFRC staff members who work with animal-owning communities all over the world.

Your support has enabled us to work closely with the Costa Rican government to help them prepare to protect their animals - and local people's livelihoods - from the disasters of tomorrow.



We protect animals in the wild

Where the suffering of wild animals is most far-reaching, most severe, we move the world to stop it. With your help, we influence the decisions people make affecting wildlife on a global scale. Your support is critical in protecting animals from cruel entrapment, trade and death.



Thank you for supporting our research and campaigning work on the problems caused by entanglement and marine debris.

Image: A wild sealion swims in the sea off Australia's coast.
iStock. by Getty Images





Hundreds of thousands of the world's whales and dolphins die prolonged and painful deaths every year from entanglements with fishing gear and marine debris. Large whales can take up to six months to die from injuries and exhaustion as they drag the tangled debris with them.

Image: A juvenile gray whale is entangled in a lobster trap.

Brandon Cole/naturepl.com

Taking action for entangled whales **Entangled whales fighting for their lives in South American waters are now more likely to survive thanks to training for front-line rescue workers.**

Hundreds of thousands of the world's whales and dolphins die prolonged and painful deaths every year from entanglements with fishing gear and marine debris. Large whales can take up to six months to die from injuries and exhaustion as they drag the tangled debris with them. Attempts by well-meaning, but untrained people to free them can make their injuries and suffering even worse.

To combat the problem, and working with the International Whaling Commission (IWC), we co-sponsored a training workshop in Ecuador in June for 37 people working directly with entanglements. Trainees included fisheries and environment officials, researchers and marine stranding responders from Ecuador, Chile, Colombia, Panama and Peru – hotspots for humpback whale entanglements.

Until the workshop and training sessions the main release techniques for first responders had involved entering the water and cutting the animal free. This approach is highly dangerous and often unsuccessful because of the size and unpredictability of the animals involved and the ever-changing nature of the sea itself.

Over the two-day course attendees were introduced to tools, techniques and best practice by trainers from the IWC and the US government's National Oceanic and Atmospheric Administration (NOAA). They were also trained in open water in practical boat-based rescue techniques using two boats acting as entangled whales and two others as rescue vessels.

Their training is extremely valuable and relevant in the context of Sea Change – our major marine campaign to be launched in 2014. This is dedicated to saving the lives of a million animals from death and injury through accidental entanglement in lost or discarded 'ghost' fishing gear.

The rescuers are now well equipped to help whales travelling along the west coast of South America during the summer migration season. We expect that many tens of entangled whales will be safely cut free by the newly trained teams.

“World Animal Protection is an extremely welcome addition to the Global Partnership on Marine Litter. Their campaign plans – to protect marine animals by sustainably reducing the amount of lost and discarded fishing gear in our oceans – have been developed through a consultative process, and they bring great passion to this important cause.”

Vincent Sweeney, Coordinator, Global Programme of Action for the Protection of the Marine Environment from Land-based Activities

Moving partners to protect marine wildlife

Thank you so much for supporting our research and advocacy work on the problems caused by entanglement and marine debris. Because of our expertise we were the only animal protection organisation invited to help draft the objectives of the United Nations Environment Programme’s (UNEP) new Global Partnership on Marine Litter. Reducing the worldwide impact of marine litter on animal welfare has been included in the objectives because of our involvement.

We were also invited to present on the devastation caused to marine wildlife by entanglement at the partnership’s first meeting. Building on UNEP’s support for the development of our new campaign, by the year’s end we had gained further support from several key organisations including the Zoological Society of London, the Healthy Seas Partnership and GhostNets Australia.

Turning the tide on turtle farming

With your help, we campaigned hard to protect more than 9,500 green sea turtles enduring cannibalism, disease and genetic defects caused by appalling conditions at the Cayman Turtle Farm.

A 185,000-supporter-strong petition, lobbying of the Caymanian government, support from Sea Turtle Conservancy, Humane Society International and FOUR PAWS, plus media coverage have resulted in significant improvements. The farm has recruited their first ever full-time vet and ended the training of Myrtle the turtle who was required to give rides to members of the public. It is also no longer selling turtle-meat based meals in its on-site restaurant and has cancelled its annual release recognising our concerns regarding the lack of quarantine procedures.

Although these achievements are definitely steps in the right direction they are only short-term solutions. We know the suffering of these endangered turtles will only end when farming for their meat stops, as there is no humane way to farm sea turtles.

Throughout 2014 our Stop Sea Turtle Farming campaign will continue the advocacy, public awareness and education work needed to end this cruel practice once and for all.

Image: A wild green sea turtle on a coral reef. iStock. by Getty Images



Image: A civet cat looks out from a cage inside a coffee farm in Bali, Indonesia.

Nicky Loh/Getty Images for World Animal Protection



Saying no to civet coffee

Our exposure of cruel, caged civet coffee production resulted in 20 major retailers in five countries – including Harrods – refusing to sell it by the end of the year. Costing up to \$100 (USD) per cup, civet coffee – or Kopi Luwak as it is known in Indonesia – is one of the world’s most expensive drinks. Traditionally it is made from coffee beans partially digested and then excreted by civets – small cat-like animals – in the wild.

But our campaign launched in September, to coincide with a BBC programme on the issue, revealed how civets are increasingly being trapped and farmed in South East Asia. Film footage showed how the animals, which are by nature solitary and nocturnal, endure great stress, injury and disease and are consequently completely unsuited to being farmed.

Two of the world’s leading coffee certifiers – the Rainforest Alliance and UTZ – are now working with us with the aim of introducing cage-free certified civet coffee.



The production process for civet coffee involves civets partially digesting and then excreting coffee beans.

Case study

Protecting Pakistan's bears



"My day always starts early with an inspection of the site. First I make sure the electric fence surrounding the sanctuary is working well. This fence is so important to the bears' safety. If they broke through they wouldn't survive long in the wild. The cruel mutilations and injuries they endured through bear baiting and bear dancing mean they are unable to defend and feed themselves.

The new lives we have given them are so different from the horrors of the bear baiting ring. I'm delighted when the torn muzzles and wounds on their noses and necks from the metal rings and ropes that once confined them heal well."

Sahib Raheem, Balkasar Sanctuary Manager

Image: Sihu, meaning 'flower', rescued in 2012 relaxes in Balkasar sanctuary, Pakistan.



Throughout 2013 we continued to protect Pakistan's bears from the horrors of bear baiting. Our partnership with the Bioresource Research Centre of Pakistan (BRC), means this cruel entertainment has become increasingly unacceptable.

Only nine events were held in 2013; compared with 35 in 2012. And when we first started our work just 16 years ago, an estimated 1,000 events were held allowing trained fighting dogs to inflict unimaginable suffering on defenceless bears.

During 2013, BRC teams monitored 121 public fairs and 23 private properties in Punjab and Sindh provinces - traditional locations for bear baiting events. Successful collaboration with the local authorities meant they were able to stop three out of five events from taking place.

Throughout the year we also supported the BRC team in their mission to encourage spiritual leaders and landlords to speak out against this horrific and un-Islamic practice. By the end of 2013 a total of three highly influential spiritual leaders and 2,000 mosque leaders had been moved to give anti-bear-baiting messages to their followers. Eighty seven



wealthy landlords, who traditionally might have held events on their land, agreed to do the same. And we negotiated with Pakistan's Federal Public Service Commission to include animal protection issues and bear baiting examples in their curriculum for people applying for government jobs. If this is approved in 2014 it, will be a great step forward for bears in Pakistan.

What's key to our anti-bear baiting work is supporting bear owners to find other ways of making a living in exchange for handing over their animals to our care. Five wounded and traumatised bears were rescued by the BRC team and taken to the safe haven of our Balkasar sanctuary for expert care and attention. And, crucially, their former owners have turned their backs on bear baiting and are now successfully running their own general stores, which we have helped them set up.



We inspire Alice to move the world

Since we were founded more than 30 years ago our loyal supporters have helped us make an amazing difference to animals all over the world. Here, a very special supporter, Alice Simpson from Sydney Australia explains why she has enthusiastically and generously been part of our work for 12 years – and counting.

As a child of parents who owned a farm, Alice says that she first became aware of the capacity of animals to feel pain, fear and suffering from a very early age.

“I could see they had individual faces and personalities. I saw the strong maternal instinct of the mother cows and sheep and their distress when the calves or lambs died or were taken away from them.”

And this early empathy has stayed with Alice throughout her life.

“I have always had a great love of animals and have been very distressed by cruelty towards them. I’ve also found that the more aware I am of issues – as distressing as it is to read details of the suffering of animals – the keener I am to contribute.”

She explains that the issue that moves her most is the plight of animals confined to factory farms.

“I have had the pleasure of seeing farm animals contentedly grazing in a paddock. The contrast to the life of a factory farmed animal is stark. To give farm animals some quality of life and to encourage the humane production of meat is a cause I feel very strongly about.”

Alice first became aware of our work in 2001 – and was soon moved to get involved.

“I was very impressed by World Animal Protection’s professionalism, its clear communications and the sincerity and competence of its staff. I felt this was an organisation that could make a real difference to animals across the world.”

Alice has been particularly inspired by our work in lobbying and collaborating with governments and international organisations to put animal protection firmly on the global agenda.

“I believe that in addition to the essential role of local community level campaigns, acting at a global level by informing and influencing national and international organisations is vital. It has great potential to make big leaps forward in animal welfare,” she says.

“I hope that through my contributions to World Animal Protection and those of others, word will spread, more supporters will join us and animal protection will become mainstream. I believe this will then result in dramatic changes to the way humans treat their fellow animals.”

We are so grateful to Alice and all of our donors who make so much of our work possible. Together, we really are moving the world to protect animals.



“I could see they had individual faces and personalities. I saw the strong maternal instinct of the mother cows and sheep and their distress when the calves or lambs died or were taken away from them.”

Image right: Sheep in a paddock, Australia.

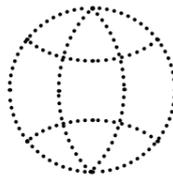
iStock, by Getty Images

We put animals on the global agenda

The World Organisation for Animal Health. The UN Food and Agriculture Organization. The UN Office of Drugs and Crime database. The General Assembly. UNESCO... In 2013, we moved decision makers all over the world to put animals on the global agenda.

Improving laws, changing lives

We joined forces with various animal welfare organisations to develop a formal index of animal protection in a range of countries - the Animal Protection Index. This aims to improve animal welfare policy and legislation across the world by ranking the performance of governments. In 2014, we'll launch the first phase, ranking 50 governments which will be selected according to the number of farm animals in their country.



Moving the United Nations

We worked closely with the UN in 2013, reaching a number of milestones:

- For the first time in history, we moved the UN General Assembly to include animal welfare in two resolutions. This will encourage governments all over the world to commit to protecting animals when developing their policies.
- Our status at the UN was upgraded from Special to General Consultative Status, reflecting both our credibility and the contribution we're able to make.
- We were accepted as a key partner in the UN Food and Agriculture Organization's Global Agenda of Action.
- We participated extensively in all public consultations on the UN's Sustainable Development Goals.

Educating, educating, educating

Our Concepts in Animal Welfare teaching materials give us access to veterinary professionals and policy makers across the world. That's why we have translated these into Chinese, Spanish, Portuguese and Thai. And we've disseminated them to over 850 vet schools to be used by

Image: Khin Maung Myint ploughs farmland with his cows in Mandalay, Myanmar where we have been working with local communities on disaster preparedness for several years.

veterinary educators in 27 countries across Latin America, Africa, China, and south and south-east Asia. By training veterinary educators to understand and teach animal welfare, we are in a unique position to equip them, and the next generation of vets, to move the world to protect animals.

Making an impression on UNESCO

UNESCO (United Nations Educational, Scientific and Cultural Organization) has endorsed our materials for schools - First Concepts in Animal Welfare and Education for Sustainable Development. Our school materials are now in at least 14 countries around the world. All of which means we could reach as many as 35,000 teachers and 25 million children this year.

Gathering information, generating intelligence

Throughout 2013, we continued to gather information and generate intelligence through our Investigative Affairs team. A particular highlight was when the team was accepted onto the UN Office of Drugs and Crime database, which helps prevent crimes, including those against animals.



Our financial summary

Following a strategic decision to use some of our accumulated reserves to maintain our momentum in moving the world to protect animals, the global result for 2013 shows another, smaller deficit of \$0.9 million (2012 deficit: \$4.6 million).

In 2013, our global income remained fairly stable at \$75.8 million thanks to the continued generous support of World Animal Protection donors. The comparative income figures shown in the accompanying table are presented in a different format to those in our 2012 Global Review to better demonstrate the types of income we receive. While our total expenditure was reduced by 3.5 per cent in 2013, our programmatic expenditure as a proportion of total expenditure stayed steady, at 73 per cent of overall expenditure. We hope to be able to increase our charitable expenditure and expand our work in the future, however this is dependent on securing further funding.

Our global advocacy work increased significantly by 24 per cent in 2013 as we continued our drive to put animals on the global agenda. The main reasons for the increase were the development of the Animal Protection Index, which will be published for the first time in 2014; expansion of our investigations work to help us prepare for new campaigns, especially in the area of wildlife; growth of our education work, including into countries

such as China; and greater engagement with the UN as we worked to incorporate animal protection into the UN's Sustainable Development Goals.

We have been able to increase our investment in our animals in communities work by 31 per cent during the year, using pilot projects and scientific evidence to demonstrate that mass culling is ineffective in controlling rabies. We continued to work with global stakeholders, and we signed a global memorandum of understanding (MOU) with the Global Alliance for Rabies Control (GARC) to complement efforts to combat rabies across the world. We also signed an agreement with the China Animal Disease Control Centre (CADC) for a three-year project which aims to save at least 500,000 dogs from being needlessly culled in response to rabies. 80,000 dogs have already been vaccinated in three pilot areas.

Following the significant investment made in our European Dairy Campaign in 2012, we reduced our animals in farming expenditure in 2013, but we have continued to move the world to improve the lives of farm animals in a number of ways. Our campaign to improve farm animal welfare in North America has seen us become the only animal welfare organisation to participate in the Sustainability Consortium's first industry-driven Animal Welfare Advisory Panel, alongside businesses such as Wal-Mart, Subway, and McDonalds, motivating nearly

80,000 supporters to express their support for our campaign to promote cage-free farming. We have also completed a model farm project in China and put animal welfare on the agenda at the United Nations Food and Agriculture Organization.

Thanks to the on-going support of our donors, our disaster response teams helped protect over 1.3 million animals in 14 operations across 11 countries. Your amazing response enabled us to provide emergency aid to thousands of affected animals in the Philippines following Typhoon Haiyan. Our teams were there into the new year supporting longer-term recovery. We also made history by entering into a partnership with the International Red Cross and were successful in securing a national declaration that animals should be included in disaster plans in all states in India. These key achievements are reflected in the increased expenditure on our disaster work in 2013.

We have continued to save bears from suffering, moving three spiritual leaders, 87 landlords and 2,000 mosque leaders in Pakistan to support our efforts to end bear baiting. We have also achieved success with the inclusion of animal welfare in the curriculum for governmental trainees in the country. In Romania, we have supported the Zarnesti Bear Sanctuary with a series of successful bear rescues and rehoming operations, moving the

sanctuary closer to sustainability as a long-term home for vulnerable bears rescued from appalling conditions around the country. World Animal Protection has also continued to work in Vietnam and Korea to end the inhumane practice of farming of bears for their bile.

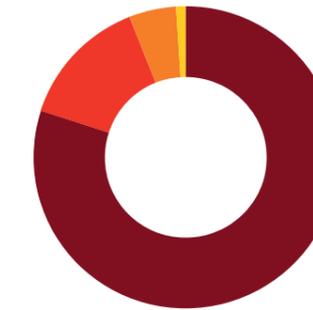
Your continued support is invaluable in moving the world to protect animals. From lobbying governments and the UN to place animal welfare firmly on the agenda, to supporting small farmers to safeguard themselves and their animals in the event of a disaster, we continue to move the world to ensure animals are valued as a critical part of the solution to the world's biggest challenges.



Paul Baldwin
Chair of the Finance and Audit Committee

The figures are extracted from World Animal Protection global consolidated accounts which are non-statutory and unaudited. They are provided for general information purposes only. All accounts of individual World Animal Protection offices however are audited locally.

Income 2013



	2013 US\$'000	2012 US\$'000
Donations from individuals	60,377	60,650
Institutional funding*	822	1,229
Legacy gifts	11,002	12,675
Investments and other	3,637	352
	75,837	74,905

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

Expenditure 2013



	2013 US\$'000	2012 US\$'000
Fundraising	18,026	18,720
Global advocacy for animals	16,927	13,628
Animals in farming	12,897	19,229
Animals in the wild	11,652	13,182
Animals in disasters	8,277	7,236
Animals in communities	6,504	4,979
Organisational support	2,439	2,559
	76,722	79,533

Surplus/(deficit) 2013

	2013 US\$'000	2012 US\$'000
	(885)	(4,628)

Thank you



Image: In Nicaragua, following a series of tropical storms, we taught veterinary skills to community leaders to enable them to help their remote villages.

Australia

Jeff and Debbie Compton
Rita Andre
Mary O'Sullivan
Gayl Harrison
Meridy Taite
Hunter Hall
Intrepid Travel Pty Ltd
The Body Shop
Havaianas
Marjorie Wallace
Robyn McKeown
John and Alice Purcell
Wayne Fitzherbert
Daniel and Berry Almagor
Denis Brophy
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Denmark

Toyota-Fonden
Fonden af 24. december 2008
Fabrikant Mads Clausens Fond
Frimødt-Heineke Fonden
Fru Ellen Bremerdals Fond til hjælp for hjemløse katte og andre vildtlevende dyr
Lund Fonden

Netherlands

Stichting Deepavali
DierenDokters BV
Carlton Ambassador Hotel

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Thailand

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US

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Arnold Schmidt and Nina Segall Schmidt Living Trust
Baobab Fund
Bill Pauline Trust
Carl Jud Foundation
Cecil B. DeMille Foundation
Charles Saunders Charitable TA
Edith J. Goode Residuary Trust
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Suwinski Family Foundation
Swarens Charitable Remainder Trust
Washington Foundation Fund
William and Charlotte Parks Foundation

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Estate of Anna Krueger
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Estate of F. Marino D'Amato
Estate of Josephine Rente
Estate of Margaret A. Borgstrand
Estate of Mary Hawks
Estate of Mary Levy
Estate of Nancy Reider
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Estate of Paula P. Kurtz
Estate of Ruth G. Mandalian
Estate of Sandra Laybourne

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Andrew Golden
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We would like to thank the following celebrities for their support in 2013:

Abbie Cornish
Alesha Dixon
Amy Williams MBE
Asher Keddie
Bambi Sirinsopit Pachimsawat
Barry Hay
Candice Batista
Carla Collins
Carrie Ann Inaba
Christine Cushing
David Dixon
Deborah Meaden
Ellen DeGeneres
Gurdeep Ahluwalia
Ian Somerhalder
Jamie Oliver
Jennifer Ewbank
Jenny May-Coffin
Jessica Holmes
John Hurt CBE
Karman Wong
Kristin Chenoweth
Kylie Clarke
Leona Lewis
Liisa Winkler

Loretta Schrijver
Nick Maxwell
Note Panayanggool
Peter Egan
Por Thrisadee Sahawong
Portia de Rossi
Ricky Gervais
Simon Reeve
Sir Paul McCartney
Tanya Kim
Tanya Streeter
Tono Phakin Khamwilaisak

We would like to remember the many people who left us a gift in their will in 2013. Their generosity ensures that we are able to continue our work to change the world for animals.

Image: An owner brings his dog for vaccination in Cainta, Philippines.



We look forward to 2014

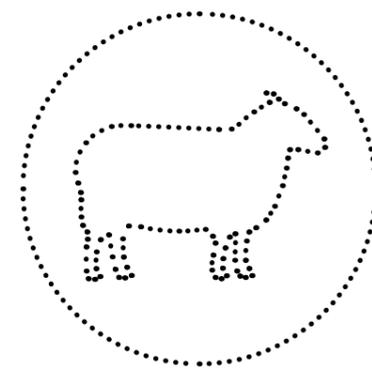
In 2013 we helped tens of thousands of animals, and their communities, all over the world. But we're not about to rest on our laurels. **Here are just some of the things we'll be doing in 2014...**



To protect animals in communities

We will:

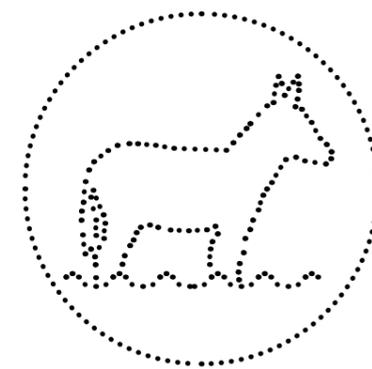
- ▣ **launch** a new rabies control project on Flores and Lembata Islands, Indonesia with the Food and Agriculture Organization of the United Nations and the Indonesian government
- ▣ **help** the Kenyan government develop their national rabies eradication strategy and support them to pilot it in three Kenyan counties
- ▣ **work** with our Romanian partners to improve the welfare of dogs in their communities and influence the government to stop cruel dog culls.



To protect animals in farming

We will:

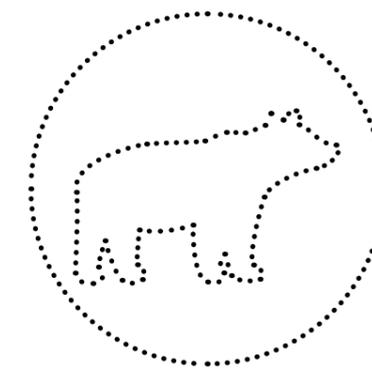
- ▣ **develop** compelling campaigns, research and evidence to move farmers, businesses and governments towards higher welfare practices, standards and regulations
- ▣ **demonstrate** welfare and business-friendly solutions that the farming industry can adopt
- ▣ **ensure** that those responsible for policies determining the future of global food and farming recognise animal welfare's vital role.



To protect animals in disasters

We will:

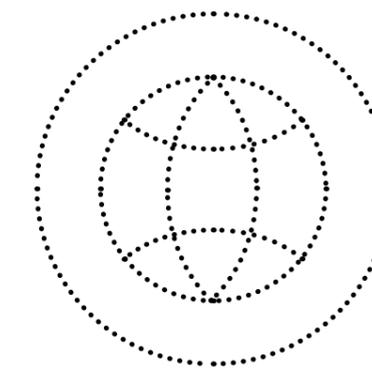
- ▣ **deliver** help where it is needed most when disaster strikes
- ▣ **continue** our fruitful partnership with the IFRC (International Federation of Red Cross and Red Crescent Societies)
- ▣ **continue** our successful partnership with the Indian National Disaster Management Authority to ensure animals are included in the emergency plans of Indian states.



To protect animals in the wild

We will:

- ▣ **act** through our Sea Change campaign to save a million marine animals by working with seafood companies to clean up 'ghost nets' lost and discarded in our oceans
- ▣ **launch** a new global campaign to protect wild animals from being traded as luxury pets and goods, for traditional Asian medicine, and as entertainment
- ▣ **continue** our work to stop bears being captured for entertainment and farmed for their bile.



To put animals on the global agenda

We will:

- ▣ **publish** the first ever Animal Protection Index - a formal index of animal protection in a range of countries
- ▣ **make** sure the needs of animals are addressed by the UN's Sustainable Development Goals
- ▣ **move** another 15 national governments and regional economic/political communities to support a Universal Declaration on Animal Welfare.

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