



# World Animal Protection

## 2015 Annual Report



## A message from the Executive Director

Dear Friend of Animals,

2015 was an incredible year of progress and hope for the world's animals. Thanks to your generous support, we achieved remarkable impact by working side by side with local veterinarians, farmers, governments, businesses and other animal welfare organizations to save and protect animals on a global scale.

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 2015 accomplishments we achieved together:

- In the fall of 2015, after nearly six years of talks, the Trans-Pacific Partnership (TPP) negotiations concluded, presenting an historic opportunity to strengthen international protection for wildlife. World Animal Protection's role in the TPP's Implementation Subcommittee will provide us with an exciting new opportunity to influence policies and commercial activities that affect the lives of animals.
- In July of 2015, World Animal Protection began a 3-year partnership with Marine Mammals of Maine to ensure that we can save injured or stranded seals, seal pups, porpoises and whales on 2,500 miles of Maine coastline.
- We're protecting innocent dogs from cruel and inhumane mass culling and improving the health of entire communities by vaccinating dogs against rabies. In 2015, we vaccinated more than 300,000 dogs in Indonesia, Zanzibar, Kenya, Bangladesh and China.
- Sadly, animals reared for food often experience unnecessary pain and suffering. In 2015, we worked with the farming industry in the Middle East, China and Brazil to improve the welfare of 90 million farm animals. And here in the US, we have moved more than 100,000 people to take a stance against inhumane conditions for egg-laying hens through our Choose Cage-Free campaign.

As you can see, 2015 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.

Thank you for helping us with our mission to move the world to protect animals. We are well on our way to achieving our vision – 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

With 70 billion animals farmed for food every year around the world, improving the treatment of animals in farming is one of our highest priorities. Thanks to our supporters, World Animal Protection is changing farming practices, tackling welfare issues such as intensive confinement, with **a goal to improve the lives of 1 billion farm animals by 2020** including:

- Broiler chickens (raised for meat) housed in crowded industrial systems.
- Egg-laying hens confined in tiny battery cages that restrict their natural behavior.
- Pigs living in barren, overcrowded indoor conditions.
- Dairy cows bred for high milk yields, resulting in pain and poor health.

### Our approach

We are achieving incredible impact by working with the world's largest purchasers of meat, dairy products and eggs - international food companies like Nestlé - to influence change in farming. When companies like this choose to purchase products from farms with high animal welfare standards, they impact the entire industry. Thanks to our donors' support for our work, companies are taking action that is having global impact on animals. With our research partners, along with governments, farming associations and the food industry, we are also identifying and evaluating innovative, sustainable ways to make farming more humane and healthy for animals.

### Select key achievements

- Nestlé, with operations in almost 200 countries and a network of 600,000 farmers and suppliers, is the world's biggest food brand. We are thrilled that Nestlé has agreed to eliminate all cages for laying hens in the United States and that they are working towards ending other harmful farming practices such as veal crates and gestation crates for sows.
- World Animal Protection joined the National Farm Animal Care Council, the national lead for farm animal care and welfare in Canada. As members, we'll be contributing to the Codes of Practice for the care and handling of farm animals and the on-farm assessment programs that will support them.
- In China we are changing the lives of pigs by launching humane housing pilot projects with the country's major pork producers. Each project will house approximately 1,000 sows and will offer the opportunity to train producers to ensure the continued success of the farms.

(Image, previous page) An example of good animal welfare practices at an indoor pig farm in the UK. These piglets are in free farrowing crates. World Animal Protection is using these case studies to influence the Chinese government to improve standards in pig farming in China. © World Animal Protection / Thomas Alexander.



# Protecting animals in communities

Rabies outbreaks in countries like Bangladesh and China place thousands of innocent dogs at risk of unnecessary mass killings. Fear and lack of veterinary resources in these countries result in often brutal methods that cause great suffering. While an estimated 99% of human rabies cases are transmitted by dogs, there are far more humane and effective ways to stop the spread of this disease. **Our generous donors are empowering us to improve the welfare of 50 million dogs by 2020.**

## Our approach

World Animal Protection is helping communities around the world adopt humane approaches for dog population control, responsible pet ownership and rabies vaccination programs that save animals and improve public health. We have set up successful vaccination clinics, helping to virtually eradicate the spread of this preventable disease in areas where we are operating vaccination programs. We are working to build veterinary capacity to sustain these programs and raising awareness of safer, more humane ways to protect dogs and people.

## Select key achievements

- In September 2015, Kenya celebrated the one-year anniversary of the launch of their National Rabies Elimination strategy, the first such strategy in Africa. Our work supporting Kenya includes a plan to vaccinate 70% of the Makueni County's 125,000 dogs; we have already vaccinated over 5,000. Also in Africa, we have helped the local government in Zanzibar introduce dog population management and mass dog vaccination. No rabies cases in humans have been reported there this year and dogs have not been killed unnecessarily.
- In Bangladesh, the government has adopted our approach to eliminating rabies and is rolling out a plan across the entire country that includes 'no culling' agreements with local authorities while vaccinations take place.
- In China, we completed the third and final round of a mass dog vaccination pilot project for 80,000 dogs that was launched in 2012. No human rabies cases have been reported in the areas included in the vaccination project.
- In two rounds of vaccinations, we've protected over 200,000 dogs against rabies in regions across Indonesia.
- We've performed over 300,000 dog vaccinations.

(Image, previous page) A local dog wears a red disc on his collar to show that he has been vaccinated against rabies in Cainta, Philippines. World Animal Protection was in the region with partner group Global Alliance for Rabies Control (GARC) to set up a free rabies vaccination clinic on World Rabies Day. © World Animal Protection.



# Protecting animals in the wild

Around the world, both on land and in the ocean, wild animals are harmed by the commercial activities of people. From bears in Asia to marine animals in the US, too many animals are enduring horrendous cruelty, painful deaths and exploitation. **Our generous donors are enabling us to raise awareness of the impact of captivity on wildlife, and free marine animals from entanglement.**

## Bears

Thousands of bears in countries like Pakistan, South Korea, Vietnam and China are kept in captivity for the extraction of their bile or for cruel bear-baiting events. These bears are exposed to constant trauma and are forced to live their entire lives in pain and confinement.

- In South Korea, there are 1,346 bears kept in captivity for their bile.
- In Vietnam, there are 1,500 bears in captivity. While it is illegal to extract bile from live animals, this practice is commonplace and rarely prosecuted.
- Approximately 20,000 bears are kept on farms in China for the purpose of extracting their bile.
- In Pakistan, there are approximately 90 bears kept in captivity used for baiting and dancing.

## Our approach to saving bears

We work collaboratively with animal owners, government bodies and animal welfare organizations to promote alternatives to bear farming and to raise awareness of the harms of captivity.

In Pakistan, we work with community and religious leaders to reduce the number of bear baiting events and provide a safe, spacious environment for bears surrendered by their owner at our sanctuary in Balkasar, Pakistan.

We have capped the number of bears in captivity in South Korea by helping to develop government plans that compensate bear farmers who voluntarily sterilize their animals so that no other bears are born into captivity.

We are piloting a new micro-chipping technology in Vietnam to help prevent wild bears from being captured for the bile production industry.

In China, we are gaining political support to change the bear bile industry and are advocating for greater investment in the development of synthetic alternatives.

(Image, previous page) Two bears playing at the bear sanctuary in Zarnesti, Romania. The sanctuary is run by World Animal Protection partner group Asociația Milioane De Prieteni (AMP) who provide a safe home for bears rescued from captivity and poor quality zoos. © World Animal Protection / George Popescu.

(Image, Page 10) Steller sea lion female and pup in Kenai Fjords National Park, Alaska, USA.  
© World Animal Protection / Claire Bass.

# Protecting animals in the wild - continued

## Select key achievements

### Pakistan

- Over the past six years, our team has been working with 12,657 mosques to raise awareness of animal welfare issues related to bear baiting. These mosques have been incorporating animal welfare messages into religious services, which means that, since 2008, our message has reached an audience of over 2 million people. Also, new rules are in place in the Sindh province making it clear that keeping bears in captivity for entertainment is prohibited and punishable by confiscation and a fine of 100,000 rupees (approximately \$1,500 USD) per bear. Our bear sanctuary in Pakistan now cares for 34 rescued bears.

### South Korea

- Thanks to our supporters, no more bears will be born into captivity for the purpose of bile extraction. More than 91% of captive bears have been surgically sterilized in South Korea; 100% will be sterilized by June 2016.

### Vietnam

- Your support has helped us expose illegal bear bile activities in one of the country's most popular tourist spots, Ha Long Bay, leading to efforts to permanently end the bear bile tourism industry in the region. Working with our local partner in Vietnam, Education for Nature Vietnam (ENV), we have gained the support of Vietnamese celebrities who raise awareness through public service announcements (PSAs). In 2015, three PSAs aired hundreds of times on national radio and TV; two additional bear-specific PSAs will be broadcast nationally on 50 TV channels later this year.

### China

- For the first time ever, the Chinese government has endorsed and co-funded testing of a synthetic alternative to bear bile. Considering the high value of the bear bile in China, which sells for up to \$24,000 USD per kilogram, roughly half the price of gold - and the government's long-standing resistance to change, this turn of events is cause for hope that the bear bile industry may soon come to an end in China.

### Wildlife. Not Entertainers

Part of our work protecting wildlife includes ensuring that animals such as elephants, lions and tigers are not exploited for tourist entertainment and remain in the wild. Each year, thousands of wild animals are cruelly snatched from their natural habitats and held in captivity for entertainment. Our campaign, Wildlife. Not Entertainers, is building a movement to end the use of wild animals for tourist attractions such as elephant rides. **In 2015, we secured commitments from 83 major global travel companies worldwide, such as The Travel Corporation (including the brands Contiki, Trafalgar and Insight Vacations), to end the selling and promoting of elephant rides in their itineraries.** These commitments are a first step towards transforming the lives of 3,131 elephants that are currently in captivity for tourist entertainment across Asia and Southern Africa.



### Protecting animals through international policy

In the fall of 2015, after nearly six years of intensive talks, the TPP negotiations concluded successfully, presenting a historic opportunity to strengthen international protection for wildlife, wildlife traded illegally and marine animals.

World Animal Protection will now have an exciting new opportunity to influence policies and commercial activities that affect the lives of animals through our role with the Trans-Pacific Partnership (TPP) Implementation Sub-committee.

### Marine animals

One of the greatest threats to animals in our oceans comes from marine debris such as lost plastic bands and abandoned fishing equipment, also known as ghost gear. Nets, line, rope, lobster pots and packing bands create invisible traps for a wide range of marine animals, causing them to drown or suffer injuries, infections, starvation and death.

- At least 640,000 tons of fishing gear is left in our oceans annually, becoming floating death traps for millions of animals including turtles, whales, seals and birds.
- An estimated 136,000 seals, sea lions and large whales are entangled each year by ghost gear.

### Our approach to saving marine animals

We have founded the Global Ghost Gear Initiative which unites people with the knowledge, power and influence to drive solutions to the problem of lost and abandoned fishing gear globally. We are also supporting successful local marine animal rescue and rehabilitation efforts. By doing so, we are making our oceans a safer home for animals and moving closer to our goal of saving 1 million marine animals from being trapped, mutilated or killed by this devastating problem by 2018.

### Select key achievements

- In the US, through our Sea Change Campaign and our regional partner, the Gulf Maine Lobster Foundation, we have developed a relationship with local fishermen who now voluntarily report stranded and injured marine wildlife. We also teamed up with them to remove 147 derelict traps as well as 1,000 pounds of rope and line.
- In July of 2015, World Animal Protection began a 3-year partnership with Marine Mammals of Maine (MMoME) to ensure they have a triage center in Harpswell, Maine, while they raise funds for a permanent home. MMoME rescues marine mammals such as seals and seal pups that have been entangled or injured on nearly 2,500 miles of coastline, the most populated region of Maine.



# Protecting animals in disasters

World Animal Protection responds immediately when catastrophic storms, earthquakes and floods endanger vulnerable animals around the world. We are the only international organization with full-time staff trained to provide immediate and global emergency response for animals. **Thanks to generous donor support, our response team has been on the ground, in some cases within 48 hours, helping animals during the worst disasters in recent history.**

- Malawi was devastated by exceptionally heavy rainfall and Cyclone Chedza early in 2015. The rain caused serious animal health problems resulting in the deaths of an estimated 37% of the country's animals.
- Tropical Cyclone Pam made headlines in March of 2015 as the worst natural disaster in Vanuatu's history. The cyclone left the tiny island nation's infrastructure in ruins and 399,000 livestock injured and vulnerable to disease.
- In April and May of 2015 the largest earthquakes in 80 years struck Nepal killing 8,000 people, injuring 18,000 and leaving hundreds of thousands of animals injured and without shelter.

## Our approach

Over the past 50 years, we have provided aid to over 5 million animals affected by natural disasters. We have built an effective global network of response teams, and together we quickly assess what's needed. With donor support, we can provide emergency veterinary treatment, distribute food, evacuate animals from danger, or construct shelters. We are also working with countries around the world to help them develop emergency management plans that incorporate strategies to protect the welfare of animals when disasters strike.

## Select key achievements

- We provided medicines to treat 20,000 animals in Nepal.
- We provided food for 30,000 farm animals in Vanuatu, which helped 2,000 households maintain their livelihoods following the cyclone.
- We provided drugs, dewormers, vaccines and vet supplies for 111,840 animals affected by the Malawi flood.

(Image, previous page) World Animal Protection's disaster response team was in the Prinzapolka region of Nicaragua following a series of tropical storms which caused flooding. Together with some local groups we are training community leaders in basic veterinary care and preparedness so they can help their remote villages and protect their animals.

© World Animal Protection.

# Statements of financial position as of December 31, 2015 and 2014

	2015	2014
<b>ASSETS</b>		
Cash	\$1,739,671	\$919,556
Contributions receivable	243,513	408,572
Due from related parties	-	89,939
Prepaid expenses and other assets	169,876	168,813
Investments	1,158,217	676,558
Property and equipment, net	151,462	207,158
	<u>\$3,462,739</u>	<u>\$2,470,596</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	\$372,496	\$217,670
Due to related parties	303,291	-
Other liabilities	143,172	147,107
	<u>818,959</u>	<u>364,777</u>
<b>NET ASSETS</b>		
Unrestricted	1,454,384	914,163
Unrestricted - Board Designated	144,988	-
Temporarily restricted	2,833	150,081
Permanently restricted	1,041,575	1,041,575
	<u>2,643,780</u>	<u>2,105,819</u>
<b>Total net assets</b>	<u>2,643,780</u>	<u>2,105,819</u>
<b>Total liabilities and net assets</b>	<u>\$3,462,739</u>	<u>\$2,470,596</u>

# Statement of activities for the years ended December 31, 2015 and 2014

	2015	2014
<b>REVENUES AND OTHER SUPPORT</b>		
Contributions	\$ 3,596,510	\$ 3,416,700
Contributions - bequests and trusts	1,539,835	153,831
Contributions - from Parent	755,238	324,269
Contributions - donation in kind	367,604	-
Interest and dividends	28,309	13,521
	<u>6,287,496</u>	<u>3,908,321</u>
<b>EXPENSES</b>		
Program services:		
Animal protection and humane education	4,284,457	3,241,277
	<u>4,284,457</u>	<u>3,241,277</u>
Support services:		
Management and general	283,460	353,452
Fundraising	1,139,453	1,039,301
	<u>1,422,913</u>	<u>1,392,753</u>
Total support services	1,422,913	1,392,753
Total expenses	<u>5,707,370</u>	<u>4,634,030</u>
Change in net assets from operations	580,126	(725,709)
Nonoperating activities:		
Investment return (net of fees)	(42,165)	(8,892)
Pension costs	-	15,354
Loss from Boston office relocation	-	(5,061)
	<u>(42,165)</u>	<u>1,401</u>
Total nonoperating activities	(42,165)	1,401
Change in net assets	<u>537,961</u>	<u>(724,308)</u>
Net assets, beginning of year	<u>2,105,819</u>	<u>2,830,127</u>
Net assets, end of year	<u>\$ 2,643,780</u>	<u>\$ 2,105,819</u>

# World Animal Protection US Board of Directors

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World Animal Protection



# What's next for World Animal Protection

Thanks to the support of our generous donors, we are leading a momentum of change in how communities live and work with animals. And with this support we can achieve our ambitious goals for the future, to end attitudes and endeavors that contribute to the harm and exploitation of the world's animals. With continued support, we will develop sustainable, global solutions that will have the biggest impact on:

- Animals in farming, transforming the lives of at least 1 billion animals.
- Animals in communities, convincing the governments of 25 countries to adopt humane dog population policies and improve the lives of at least 50 million dogs.
- Animals in the wild, saving the lives of 100,000 animals from being traded and used for entertainment and saving 1 million marine animals from being entangled by ghost fishing gear.
- Animals in disasters, benefiting the lives of at least 5 million animals through our disaster response programs and improving the lives of a further 270 million animals by working with governments to change policy and practices.

Your support is having an impact at the local, national and international level. By joining a global community of like-minded people and supporting World Animal Protection, you are creating a safer, more humane world for all animals. **We are deeply grateful for your support and look forward to your ongoing engagement with us.**

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.

Join our community of online supporters.



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