## World Animal Protection 2020 Annual Report

WORLD ANIMAL PROTECTION 2020 presented unprecedented challenges for people and for animals. But thanks to your loyal and generous support, our work for animals continued unabated. This report shares a few highlights of progress made this year and outlines our top priorities going forward. Thank you for joining us to move the world to protect animals.



### A Message from the Executive Director

Dear Friends,

2020 was a year of tumultuous times and upheaval, but one thing remained constant: my hope for a better future for animals.

Despite COVID-19 changing our world overnight, I have remained inspired by the action I have seen from supporters like you. You have strongly stood up and refused to let animals become the forgotten victims of this pandemic.



When we needed to provide life-saving aid to our partner sanctuaries struggling to feed the rescued elephants and bears they looked after, you stepped up and ensured that no animal went hungry. Your generosity allowed elephants like Sow and Jahn, victims of the cruel logging industry, to enjoy a nutritious meal of banana leaves and pumpkin. You also provided critical veterinary support to Pooh, a rescued bear who was experiencing deep psychological trauma caused by his previous life of captivity.

When we launched one of our most ambitious campaigns yet – you were there by our side – helping to advocate for a global ban on wildlife trade. You have fought with us as we pressured the G20, letting them know we won't stand another global pandemic and that we must keep wild animals where they belong – in the wild. You helped us achieve our global milestone of one million signatures, calling for this important change.

And when billions of farmed animals trapped in the cruel cycle of industrial farming needed hope, you held companies accountable. You demanded a change in their policies, and companies like Pizza Hut, Popeyes and Burger King followed suit. You also helped create a kinder world for animals, people and the planet by participating in or sharing information about our 21-day meat reduction challenge, Meating Halfway.

As we look ahead in the new year, I remain resolute in my hope. That's because I know that no matter what, we will continue to be there for animals. Bears trapped in captivity will be rescued from the cruel bear bile industry, we will free mother pigs from tiny, metal gestation crates, and we will feed stray dogs around the world, who have been left behind in the streets.

I know that we are truly moving the world to protect animals. And it is all because of you.

Warm wishes,

Liz Quick-Corral Interim Executive Director/Director of Development

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 of environmental damage. In rethinking our food systems, 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 farmed 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 farmed 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 farmed animals. We also encourage consumers to choose food produced in line with higher welfare standards and reduce their meat consumption.

### Some of our key actions in 2020 included:

### Webinar: End Factory Farming

In October, we produced a live webinar to call on supporters to help protect animals held in factory farms.

More than 500 people registered to support our efforts to protect animals used in the food system.



View the recording here: http://tiny.cc/2020-webinar-farming

### **Holding Companies Accountable**



We released a new report, *Quit Stalling*. The report, which will be produced annually, tracks companies who have committed to end the use of **gestation crates for pigs** in their supply chains.

Between 2012 and 2015, numerous pork-selling companies – such as Campbell's, Kraft Heinz, Arby's, and Costco – garnered praise and press attention from advocates and consumers for setting goals to end the use of these cruel confinement crates. However, of the 56 companies included in the Quit Stalling report, it is **deeply concerning** that nearly one-third (30%) no longer maintain language in their published animal welfare policies or responsibility reports affirming their commitment to crate-free pork. An additional 25% are relying on vague language that does not require all suppliers to comply.

It is up to advocates and consumers to hold them accountable to their promises and ensure they make progress towards better conditions for mother pigs.

### **Superbugs and the Pandemic Crisis**



This year World Animal Protection released a new report and poll data highlighting the need for action to address the overuse of antibiotics on factory farms. Our report, *Fueling the Pandemic Crisis*, finds that antibiotic resistant bacteria, or superbugs, are emerging on farms because of antibiotic overuse and are entering our food chain and the environment. In fact, over 75% of all antibiotics used in the world are used in farming. ► Download the report here: http://tiny.cc/superbugs-pandemic

Factory farms routinely administer antibiotics to entire groups of animals to prevent them from becoming sick in stressful, crowded environments. This practice ultimately leads to the development of drug-resistant bacteria. Superbugs, when passed to people, make us less able to fight disease. The Centers for Disease Control and Prevention (CDC) estimates that resistant bacteria and fungi cause more than 2.8 million infections in the US each year. Patients hospitalized with viruses

like COVID-19 rely on preventative antibiotics to fight infections that might emerge during their treatment. But these antibiotics are less effective against superbugs.

Help us protect animals and people from the dire consequences of misusing antibiotics in farmed animals.

Sign our petition demanding the US government strengthen regulations now: worldanimalprotection.us/fda-reduce-use-antimicrobial



Above: Pigs at Niman Ranch, a high welfare farm in the US. © World Animal Protection

### **Change for Chickens**

Factory-grown chickens endure tremendous suffering for their short lives – but together we can change this. *The Pecking Order* report for 2020, highlights KFC's failure to adopt higher welfare policies for its US supply chain. This report also included a reranking of the chains in *The Pecking Order* to reflect their progress in the US which demonstrated that the company is treating its US customers differently than customers in other markets.

- Demand KFC adopts the Better Chicken Commitment:
- https://www.worldanimalprotection.us/pecking-order-2020#slice-2

In the wake of The Pecking Order report, **Pizza Hut** responded to media inquiries by claiming it had signed up to the European Chicken Commitment. **Popeye's** published the same North American commitment as its parent company, Restaurant Brands International (RBI), in the days following our report. **Burger King** also clarified that it is still committed to the Better Chicken Commitment.

• Read the full report here:

https://www.worldanimalprotection.us/peckingorder2020\_us\_edition

This year our work to push a ballot initiative in **Colorado** resulted in the state legislature passing a new bill prohibiting the production and sale of eggs from systems that confine hens in battery cages. This will improve the lives of the **six million hens** in the state as well as millions more raised by producers outside of Colorado that want to continue selling eggs in the state.

### **Meat Reduction**

Work on legislative and government agency campaigns continued in 2020 with our meat reduction campaign, including our campaign to include less meat in the USDA's dietary guidelines, which garnered a response from Secretary of Agriculture Sonny Perdue's office.

We also turned our attention to supporting legislation that would help avert future crises such as supporting Senator Cory Booker's Farm System Reform Act. We also signed onto numerous coalition letters that support our meat reduction and factory farming objectives, including calling for:

- no bailout of factory farms
- plant-based nutritional assistance programs
- USDA to include plant-based school meals
- greater protections for meatpacking workers
- a meatless day in solidarity with meatpacking workers



#### Meat Reduction continued

In addition, we joined a coalition letter to the US Congress urging lawmakers to prioritize fresh fruits and veggies in school meals and nutrition assistance, a first step towards greater plant-based eating and reducing meat consumption. We are pleased to report that many of our demands were included in the House's passed *HEROES Act* relief package. One such measure that the House approved was increasing available funds through WIC for fruits and vegetables from \$9 for children and \$11 for women per month to \$35 per month for women and children. We've since met with Senate Minority Leader Chuck Schumer's office and New York Senator Kirstin Gillibrand's staff to discuss including these important measures in the Senate bill.

Lastly, we hosted two plant-based Instagram Live segments with our Meat Reduction Campaign Manager, Joe Loria, and viewers shared lots of positive comments as feedback.





This year, we launched **Meating Halfway**, a 21-day journey based on behavioral insights which guides supporters on how to eat less meat. It's filled with lots of resources (including free recipes) and tips from meat reduction experts.

While going fully plant-based is a great way to improve one's health, the planet, and the lives of animals, it might seem like a daunting task to many. At World Animal Protection, we don't take an allor - nothing approach, but rather believe we can make a big impact through small individual changes. By choosing to eat less meat a few days a week or one plant-based meal per day, you can join a people-powered movement that's transforming our food system to be more sustainable and kinder to animals, not to mention greatly improving your overall health.

Our practical approach is popular with corporate offices, and this year was no different. We worked with restaurants like **Pret a Manger**, **Starbucks**, and **Just Salad** on adding plant-based meat alternatives to their menus.

While it's difficult to measure how many animals the meat reduction campaign pledge impacted, we estimate we've been able to positively impact the lives of more than 300,00 farmed animals. More than 9,450 people signed up for *Meating Halfway*, which means more than 9,450 of you are actively seeking to reduce their meat consumption thanks to our efforts. Eating less meat helps reduce the number of animals suffering on factory farms which is cause for celebration.

# Protecting animals in the wild

Despite the limitations of COVID-19 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 suffering of dolphins, bears, and elephants in entertainment and fighting to eliminate wildlife captivity in Traditional Medicine and as pets, World Animal Protection is dedicated to ending the wildlife trade and protecting and keeping wild animals where they belong – in the wild.

### Protecting animals in the wild

### **Our Approach**

Our work includes raising awareness and helping communities understand the harm wildlife suffers in captivity and when used for entertainment, traditional medicine, or as pets. Education, legislation, monitoring, and supporting sanctuaries where abused bears and elephants can recover and heal from their past is at the heart of our work. In 2020, we delivered over 1 million petitions to the G20 countries demanding an end to the worldwide wildlife trade. Forever.

### **Emergency for Elephants and Bears**

Dasha and Katia, two brown bears who were exploited by a circus for 24 years, only began their peaceful new lives in October 2019. By mid-2020, they were at risk once more. Due to the COVID-19 outbreak, travel restrictions and lockdowns materialized globally in 2020. Tourism came screeching to a halt and the travel industry collapsed.

Libearty, our partner sanctuary in Romania, relies heavily on the income provided by ticket sales and donations. Without this, they were at risk to not be able to buy enough food for the bears. Luckily, thanks to donations from World Animal Protection supporters, the bears are still being fed daily.



Elephant-friendly venues, such as our partner sanctuaries in Thailand, allow tourists to observe elephants feeding, grazing, and socializing with each other on their own terms. Due to the coronavirus pandemic, tourism in Thailand also plummeted, putting the lives of captive elephants in grave danger. Thanks again to generous donations from our supporters, elephants who were at risk of suffering and starvation continue to thrive in their safe homes.

In 2020, World Animal Protection began providing emergency funding to ChangChill in Thailand, where, due to the coronavirus crisis, tourism had come to a complete halt.

Thanks to funding from World Animal Protection, the venue has been able to continue providing for the elephants, mahouts, and cover bills and staff salaries. Pictured; Gorgae and Mayura in May 2021



## Protecting animals in the wild

### **Documentary Film Released**

In September, we released our documentary titled Fooled By A Smile about dolphins held in captivity. It features Lorena López, a former trainer speaking out to be a voice for the voiceless.



See the movie here: http://tiny.cc/dolphin-film

There are 336 dolphin entertainment venues – known as "dolphinariums", in 54 countries across the world, holding 3,029 captive dolphins. Each one of these intelligent individuals is cruelly imprisoned: The average dolphin enclosure is less than 200,000 times the size of the animal's natural habitat range. Contrived and full of chlorine, these tiny tanks come nowhere close to the complexity and wonder of the world's oceans and seas, a dolphin's natural habitat.

### **Travel Companies Ranked**

Our report, Tracking the Travel Industry, exposes companies that promote animal cruelty through the tours and excursions they sell, and applauds those that are winning for wildlife by doing the right thing.

Elephant rides, tiger cub selfies, dolphin shows, and other wild animal circus-style performances are all big business for travel companies, allowing them to rake in profits. We are calling on everyone – from tourists to tour operators – to take responsibility and put an end to the exploitation of wild animals forever.

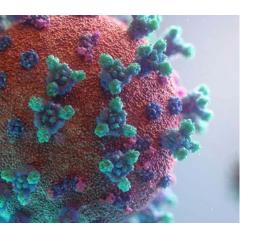


View the full report here: http://tiny.cc/2020-travel-companies

## Protecting animals in the wild

# COVID-19: It's Time to Make Lasting Change for Wild Animals

Even during the pandemic, our work to protect wild animals never stops. With COVID-19 believed to have originated at wildlife markets, we can't ignore the danger of eating wild animals, using them



in Traditional Medicine, exploiting them in the name of entertainment, or keeping them as exotic pets. Wild animals are the source of at least 70% of all emerging infectious diseases. The exploitation of wild animals exposes us to illness and puts us all at risk. Wild animals don't belong to us. They belong in the wild.

It's time to come together to end the cruel exploitation of wild animals by **stopping the global wildlife trade**, the cause of suffering to millions of animals that also endangers people across the world. All of us need to accept nothing less than a permanent and global ban on wildlife trade. Nations and governments need to act now and unite to ban wildlife trade once and for all – to end the exploitation of wildlife and leave wild animals where they belong.

This will end the horrific stress and suffering of animals, which creates a lethal hotbed of disease and helps to minimize future pandemics – a very real crisis that we are all living through today. Let's do it for animals, for us and our planet.

### Wildlife Not Medicine

The demand for wild animals being used for food and Traditional Medicine, based on speculation they can cure all ills, fuels the global wildlife trade, causing unimaginable suffering to millions of animals and putting every person on the planet at risk. The demand for Traditional Medicine is threatening wildlife populations around the world. From big cat farms to pangolin poaching, iconic animals are being pushed to the brink of extinction to fuel a scientifically unproven practice.

- Learn about the use of animals in Traditional Medicine:
- https://www.worldanimalprotection.us/reports#slice-8

World Animal Protection has been engaging stakeholders from acupuncture schools to government agencies on the issue of Traditional Medicine. We have received positive reactions to our outreach from, among others, the European Traditional Chinese Medicine Association, USAID, US Fish & Wildlife Service, the World Health Organization Collaborating Centre for Traditional Medicine, and the US Embassy of the Government of South Africa. In addition, we were invited to present at the American Society of Acupuncturists' annual conference.

# Protecting animals in disasters

#### Australian Bush Fires: World Animal Protection Was There to Help

Climate change has been causing escalating bushfires in Australia for years. With temperatures hitting 120 degrees Fahrenheit, summer 2020 for Australia was the hottest ever. Even without the bushfires, it is difficult for animals to survive that level of heat. More than three billion animals in Australia have been reported to have been killed or displaced due to this heat. As other organizations focus on the people in disasters, animals are often the forgotten victims. In conjunction with local organizations, World Animal Protection has been able to train and support direct animal rescues and care to those animals who could be saved. After launching our Australian Bush Fire Recovery Appeal globally, funds were used to continue short-term initiatives but also allowed us to urge the government to implement disaster preparedness plans and support the long-term recovery of animals and their environment.

## Protecting animals in disasters

### **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.

### **Australian Bush Fires**

Our work is far from over. The threat of future bush fires remains due to the continued impacts of climate change, which is why World Animal Protection continues our critical response today. While much of the media's attention has moved on from these fires, World Animal Protection is continuing to support the long-term recovery efforts in the region. In addition to the animal loss, the Australian bush fires underscored the urgent need for disaster preparation for when the next one strikes, which includes animals in the heart of it.

#### Your support is making a difference in the Australian Bushfires

You helped make real and lasting change happen for suffering animals during the bushfires in Australia in 2019 and 2020. Because of your commitment and belief that every animal deserves a life worth living, World Animal Protection was able to partner with other wildlife rescue groups to find long-term sustainable solutions.



## Protecting animals in disasters

### **Our Response**

World Animal Protection, along with the help of supporters like you, launched The Australian Bushfires Project to provide support to wildlife rescue groups, inform policy, and build community preparedness and resilience to mitigate the risk to animals in future bushfire events. Our response consisted of three key areas:

- 1. Recovery: support for small, independent wildlife centers caring for the animals affected by bushfires through the provision of medicines, equipment, and technical advice.
- 2. Policy: an assessment of Australia's policies and framework to identify areas where disaster risk reduction and preparedness can be improved at a state and federal level.
- 3. Community Engagement: delivery of an engagement and preparedness program to communities and vets in areas vulnerable to bushfires, facilitating knowledge, preparation, and collaboration to protect and care for animals in future fire seasons.

### What We Did

While we could not save every animal impacted, World Animal Protection supported the relief efforts of seven small independent wildlife groups across extensive bushfire devastated areas in New South Wales. Funding was also provided to a wildlife emergency group to assist these seven groups in their rapid response.

This funding enabled wildlife groups to undertake search and rescue activities, wildlife triage, build fencing, construct shelters, establish feed stations in burnt out areas to provide nourishment for surviving wildlife while the bush regenerates, and provide ongoing vet care.

In addition to our rescue work, World Animal Protection also funded important research, submitted policy recommendations for including animals in government disaster planning, and hosted a free community workshop on preparedness in one of the most severely impacted areas, the Blue Mountains.



Above: World Animal Protection has provided medical supplies to a mobile bushfire triage van, supporting the care of 21 kangaroos including a female joey called Flame (pictured). All four of Flame's paws were burnt, and her front paws were burnt down to the tendons. Vets needed to remove damaged tissue and/or foreign objects from her wounds and apply a laser treatment to help with the healing. Flame is now with a wildlife carer, and will be released into the wild when she has recovered.

## Protecting animals in disasters

### Feeding Dogs During COVID-19

Vulnerable dogs everywhere are being adversely affected by the coronavirus, but you've been by their side when they've needed you most.

Brazil is home to more than 30 million stray dogs and cats. With no shelter or food, these animals rely on the kindness of strangers who bring them scraps and leftovers. Sadly, the pandemic has forced people to stay home so more animals are going without food or water.

Many people are also abandoning their dogs due to misinformation about how coronavirus is spread.

You helped deliver 18 tons of dog food and five tons of cat food to local organizations that feed and care for stray animals.



Above: Since April 2020 our partner, the Sierra Leone Animal Welfare Society (SLAWS) has been helping hungry street dogs in Sierra Leone thanks to funding from us, other donors, and donated food items. With help from family and members of the community, the SLAWS team have prepared food for stay dogs in the area and distributed it to dogs on Lumley beach. As of July 2020, their efforts have helped over 2,250 dogs as they continue to feed 50-60 dogs every day.

### Statements of financial position as of December 31, 2020 and 2019

	2020	2019
ASSETS		
Cash and cash equivalents	\$ 3,231,184	\$ 2,439,744
Contributions receivable	122,401	1,369,374
Investments	1,822,059	1,536,355
Prepaid expenses and other assets investments	161,199	342,384
Due from related parties	359,992	
Property and equipment, net		10,702
TOTAL ASSETS	\$5,696,835	\$5,698,559
LIABILITIES		
Accounts payable and accrued expenses	\$ 212,206	\$ 283,820
Due to related parties	-	1,012,939
Paycheck Protection Program Loan Payable	442,877	
Other liabilities	151,311	52,429
TOTAL LIABILITIES	\$ 806,394	\$1,349,194
commitments and contingencies		
NET ASSETS		
Without donor restrictions	\$ 2,963,426	\$ 3,295,935
With donor restrictions	1,927,015	1,053,430
TOTAL NET ASSETS	\$4,890,441	\$4,349,365
TOTAL LIABILITIES AND NET ASSETS	\$5,696,835	\$5,698,559

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### Statement of activities for the years ended December 31, 2020 and 2019

OPERATING SUPPORT AND REVENUE	2020	2019
Contributions:	••••••	•••••
Contributions - general support	\$ 3,797,870	\$ 5,805,028
Contributions - bequests and trusts	1,617,257	1,220,686
Contributions - donations in kind	-	357,023
Contributions - donations in kind from Parent	25,888	31,762
Interest and dividends	36,527	52,512
Other income	108	1,312
Net assets released from restrictions		
TOTAL OPERATING SUPPORT AND REVENUE	\$ 5,477,650	\$ 7,468,333
OPERATING EXPENSES		
Program services: Animal protection and humane education	4,001,040	6,150,21
Total program services	\$ 4,001,040	\$ 6,150,213
Support services:		
Management and general	331,055	216,01
Fundraising	883,030	896,84
Total support services	\$ 1,214,085	\$ 1,112,85
Total expenses	\$ 5,215,125	\$ 7,263,06
Change in net assets from operations	262,525	205,26
NON-OPERATING REVENUE		
Investment activity	251,172	262,20
Other	27,379	9,30
TOTAL NON-OPERATING ACTIVITIES	\$ 278,551	\$ 271,51
Change in net assets	541,076	476,77
Net assets, beginning of year	\$ 4,349,365	\$ 3,872,582

### What's next for World Animal Protection?

Amazing things happened for animals during a year of profound change. COVID-19 shows us there is still so much more work to be done, especially after we've seen what happens when we ignore the dangers of the cruel wildlife trade and continue the horrific cycle of factory farming.

To make real and lasting change possible worldwide, for all animals, we continue to consult the experts, meet with companies and government officials, identify new opportunities, explore long-term solutions, and share our findings to ultimately move the world to protect animals.

With your ongoing support, World Animal Protection continues to:

- Unite governments, organizations, and nations to ban the global wildlife trade to end the suffering of wild animals and protect people.
- Stop wild animals from being exploited for the sake of entertainment, medicine, food, or as exotic pets.
- Provide funding to sanctuaries to feed and care for rescued animals like bears and elephants.
- Move corporations to adopt better farmed animal welfare in their supply chain.
- Work to ban the overuse of antibiotics in farming to meet high animal welfare standards.
- Advocate to both consumers and companies the importance of nutritious plant-based options.

### Together, there is nothing we can't do.

Help us continue to make a difference for suffering animals around the world in 2021. Donate to World Animal Protection today and join us in ensuring every animal has a life worth living.

Your support enables long-term sustainable solutions that stop animal exploitation, cruelty, and suffering.

### Thank you!



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