Contents
05 We move the world to protect animals
06 We are World Animal Protection
08 We made a huge difference in 2013
10 We protect animals in communities
16 We protect animals in farming
22 We protect animals in disasters
26 We protect animals in the wild
26 We inspire Alice to move the world
38 We put animals on the global agenda
40 Our financial summary
46 We look forward to 2014

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

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

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.
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.
We made a huge difference in 2013

We moved
436,000 supporters to fund our vital work.

We persauded
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 five local vets and veterinary and animal science students working in the aftermath of Typhoon Hayyan 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 supplied
25 specialist veterinary kits to five local vets and veterinary and animal science students working in the aftermath of Typhoon Hayyan in the Philippines.

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.

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 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 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 helped vaccinate
80,000 dogs against rabies in China together with the China Animal Disease Control Centre.

We saved
7,552 animals, including horses, pigs, cows and dogs, from starvation and disease after floods destroyed communities in Ecuador in May.

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

We supplied
25 specialist veterinary kits to five local vets and veterinary and animal science students working in the aftermath of Typhoon Hayyan in the Philippines.

We moved
436,000 supporters to fund our vital work.

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 planned for
1 million animals to be saved through our new marine debris campaign Sea Change.

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 supplied
25 specialist veterinary kits to five local vets and veterinary and animal science students working in the aftermath of Typhoon Hayyan 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 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.

We saved
7,552 animals, including horses, pigs, cows and dogs, from starvation and disease after floods destroyed communities in Ecuador in May.

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 moved
436,000 supporters to fund our vital work.

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 five local vets and veterinary and animal science students working in the aftermath of Typhoon Hayyan 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 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.
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 2013.

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

"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 local and national governments across the continent to take brutal 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. The aim is to create a sustainable model of best practice to convince other African governments of the effectiveness of mass vaccinations.

"Zanzibar was an ideal place to start," explains Nick. "We 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. 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 to 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.”
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, Shanxi 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 use the vast wealth of 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.

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
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 smallholdings 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.

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.

“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

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 great 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.
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 238,000 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.

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 test measures of cows’ ‘positive emotions’ vis-à-vis 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.”

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

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 eye 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 be the basis for their research papers which will face a rigorous peer review process before being accepted as valid scientific evidence.

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

“These measures will be more immediate and less invasive 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 in the way they are treated and kept,” says Helen.

“This research is considered quite groundbreaking 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 Tawlai 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.
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.

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 in Haiyan's fierce winds and rain.

Working through the relentless heat and humidity we trained local vets, veterinary students and volunteers on how to give emergency aid and use lifesaving veterinary kits. We assessed and vaccinated tens of thousands of animals in the communities where 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 withstand typhoons in the Philippines. We have already built and installed 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.

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. There are just some of the life-saving success stories...

10. Freezing temperatures and severe snow storms brought thousands of dogs 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.

11. 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 buffaloes 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.

12. 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 courses for veterinary experts, government officials and PAE on how to reduce risks and handle animals during disasters.

Protecting animals in a disaster

Protecting the future

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. (Photo: Getty Images)
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 simulated 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.

Image: A juvenile gray whale is entangled in a lobster trap. Brandon Cole/naturepl.com

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.

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.

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 simulated 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.
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) Global Partnership on Marine Litter. Reducing the worldwide impact of marine litter on marine wildlife 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 sacked its last 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 sellinguffering-based meals in its onsite 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.

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.
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.

“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.

“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 rips from the metal rings and ropes that once confined them heal well.”

Sahib Rahiyyee, Balkasar Sanctuary Manager

Case study
Protecting Pakistan’s bears


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.

“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.

“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 rips from the metal rings and ropes that once confined them heal well.”

Sahib Rahiyyee, Balkasar Sanctuary Manager

Case study
Protecting Pakistan’s bears


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.

“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.

“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 rips from the metal rings and ropes that once confined them heal well.”

Sahib Rahiyyee, Balkasar Sanctuary Manager

Case study
Protecting Pakistan’s bears

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 our additional 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.”

“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.”

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.
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 launched the first phase, rating 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 are 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 them into Chinese, Spanish, Portuguese and Thai. And we’ve disseminated them to over 850 vet schools to be used by veterinary students in 27 countries across Latin America, Africa, Asia, and south and southeast Asia. By training veterinary educators to understand and teach animal welfare, we are in a unique position to engage 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.

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.
Following a strategic decision to use some of our accumulated reserves to maintain our momentum in moving the world to protect animals, the global work for 2013 showed another, smaller deficit of $10.9 million (2012 deficit $6.6 million).

In 2013, our global income remained fairly stable at $76.8 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, but this is dependent on securing further funding.

Our global advocacy work increased significantly by 28 per cent in 2013 as we continued our drive to put animals in the curriculum for governmental leaders in Pakistan to support our efforts to end bear bile farming. We have been able to increase our investment in our campaign to promote cage-free farming. We have also partnered with businesses such as Google, 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 pushed animal welfare on the agenda at the United Nations Food and Agricultural Organization.

Thanks to the ongoing support of our donors, our disaster response teams helped protect over 1.3 million animals in 16 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 in the new year seeking 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 our special leaders, 870 establishments, and 2,000 mosque leaders in Pakistan to support our efforts to end bear bile farming. We have also achieved success with the inclusion of animal welfare in the curriculum for governmental leaders in the country. In Romania, we have supported the Romania Bear Sanitary with a series of successful bear rescues and wellbeing 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 bears for 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.

As Paul Baldwin, Chair of the Finance and Audit Committee has noted, our ability to continue to deliver our mission in a financially healthy manner is a testament to the dedication and hard work of our staff, our donors and all those who support us. This success is a result of your support. We remain committed to making informed use of your support and providing you with financial accountability and transparency.

Surplus/(deficit) 2013

<table>
<thead>
<tr>
<th>Contribution to individuals</th>
<th>$4,517</th>
<th>$4,641</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutional giving</td>
<td>80</td>
<td>124</td>
</tr>
<tr>
<td>Legacies</td>
<td>1129</td>
<td>857</td>
</tr>
<tr>
<td>Investments and finance</td>
<td>540</td>
<td>530</td>
</tr>
<tr>
<td>$(2,407)</td>
<td>7,490</td>
<td>7,490</td>
</tr>
</tbody>
</table>

Total fundraising income and expenditure, inter-governmental and non-governmental organizations.

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 individuals and entities other than World Animal Protection offices however are audited locally.
Thank you
An owner brings his dog for vaccination in Cainta, Philippines.

Image: An owner brings his dog for vaccination in Cainta, Philippines.
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:
1. 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.
2. help the Kenyan government develop their national rabies eradication strategy and support them to pilot it in three Kenyan counties.
3. 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:
1. develop compelling campaigns, research and evidence to move farmers, businesses and governments towards higher welfare practices, standards and regulations.
2. demonstrate welfare and business-friendly solutions that the farming industry can adopt.
3. ensure that those responsible for policies determining the future of global food and farming recognize animal welfare’s vital role.

To protect animals in disasters

We will:
1. deliver help where it is needed most when disaster strikes.
2. continue our fruitful partnership with the IFRC (International Federation of Red Cross and Red Crescent Societies).
3. 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:
1. 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.
2. launch a new global campaign to protect wild animals from being traded as luxury pets and goods, for traditional Asian medicine, and as entertainment.
3. continue our work to stop bears being captured for entertainment and farmed for their bile.

To put animals on the global agenda

We will:
1. publish the first ever Animal Protection Index – a formal index of animal protection in a range of countries.
2. make sure the needs of animals are addressed by the UN’s Sustainable Development Goals.
3. move another 15 national governments and regional economic/political communities to support a Universal Declaration on Animal Welfare.