



Moving the world

Global Review 2018

Our vision:

A world where animals live free from cruelty and suffering

Our purpose:

We move the world to protect animals

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Front cover

Needing protection: Piglets confined to industrial farming systems are subjected to painful mutilations including tooth clipping, ear notching, castration and tail docking.

Ensuring powerful and lasting change



Steve McIvor
Chief executive officer

I've visited industrial poultry farms; I've heard the big, loud air conditioning units in aircraft-hanger-like spaces, the peeping sounds of the birds.

I've seen and felt the swell and shuffling of bodies as thousands of chickens moved in front of me and I've struggled to breathe through the acrid ammonia smell... These sensations are distressing, and few consumers ever experience them.

This year we brought this suffering home to people worldwide through our innovative campaign. We took the sounds and smells of industrial pig and poultry farming to sites in 11 countries during the year. Using leaflets imbued with the smell of animal confinement and through our digital soundscape we invited people into the world of intensive and caged farming. Our impact was huge. Resulting media coverage exposed around 9 million people globally to the miserable, inadequate conditions farm animals endure.

Hands on: CEO Steve McIvor holds Simba the puppy which Dr Daniel Kisee vaccinates against rabies in Makueni County, Kenya.



We also took our 500,000-strong petition, calling for better lives for chickens industrially reared for KFC's fast food production, to its Kentucky HQ in October. It's vital to take issues to the doorsteps of organisations.

This doesn't mean we are aggressive, but it does mean we are courageous. And we get results... We are now in conversation with KFC to improve the lives of the birds upon which their business depends.

The reason I believe that we are so effective is because of our authority and expertise. We are a dynamic, versatile, global organisation. We adapt to markets, partners and situations to ensure that we are heard and that we achieve the best results for animals. This means working with consumers, corporates and governments to move the world.



Sharing success: In late 2018, we accompanied members of the Nepalese Elephant Owner Cooperative to elephant-friendly venues in Thailand to encourage them to consider opportunities in Nepal.

Innovating and building firm foundations

Catalysing solutions, developing sustainable methods to forge change is key to long-lasting success. Handing the Global Ghost Gear Initiative's (GGGI) helm to the respected NGO, Ocean Conservancy at the end of 2018 is an example of this catalytic approach. Under our stewardship the GGGI has become the leading platform tackling the problem of abandoned, lost and discarded fishing gear that injures and kills millions of sea animals annually. Ocean Conservancy is excited to build on these firm foundations.

We are also brave innovators. We create opportunities for change and go far deeper than putting sticking plasters on issues. Our unique work in Thailand to save elephants from horrendous abuse, through our Wildlife. Not Entertainers campaign, highlights this. We are supporting elephant camps to transition to high welfare elephant-friendly businesses by providing an inspiring example, which will launch next year.

Our amazing animals in disasters team gives direct aid through our emergency interventions. They saved more than 460,000 animals during the year - but our work goes even further than this.

We convince governments to introduce policies - to build national disaster plans incorporating livestock and pets. This grows resilience in communities to protect billions of animals in the long term. We forge partnerships with other powerful global organisations, including the International Federation of Red Cross and Red Crescent Societies, to stand shoulder to shoulder to move the world.

Similarly, our mission to protect dogs from the cruel culls associated with misguided attempts to control rabies must focus on long-term, far-reaching solutions. Our intensive 2018 work with the African Union, drafting the African Animal Health Strategy, does exactly that. Once ratified the strategy will be pivotal in protecting the continent's 100 million dogs. Thanks to our Africa team, humane dog population management will be a priority for all 54 African countries in meeting the global target to eliminate rabies by 2030.

"The reason I believe that we are so effective is because of our authority and expertise."

These are all powerful achievements, only made possible by our growing power base of support and our hardworking worldwide team. In this Global Review you will meet many of our team members. They will tell you about our successes, their inspiration and why what we do is working. Like me they are delighted to share their work with you and to thank you so much for supporting us.

Together we really are moving the world to protect animals.



Caring hands: Our disaster response officers Sergio Vasquez (back) and Javier Zamora (front) treat a puppy in Parismina, a small community on Costa Rica's Atlantic coast that was severely affected by flooding.

Our reach in 2018

Key

- **Conference/workshop** – our lobbying and advocacy work helps us achieve change on a global level. We shape and influence laws, intergovernmental propositions and corporate policies to protect tens of millions of animals.
- **On-the-ground work** – working with local communities and organisations helps us understand what is needed on a practical level. We develop catalyst solutions – innovative examples for creating sustainable change for animals that can be shared globally.



Our impact – 2018

60 million

We helped give more than 60 million chickens better lives by challenging companies and producers to raise welfare conditions and by showing them how to do it.

1.6 billion

We helped give nearly 1.6 billion animals better lives through the Business Benchmark for Farm Animal Welfare. This influential ranking system encourages leading food companies to improve the welfare of animals upon which their businesses depend.

13

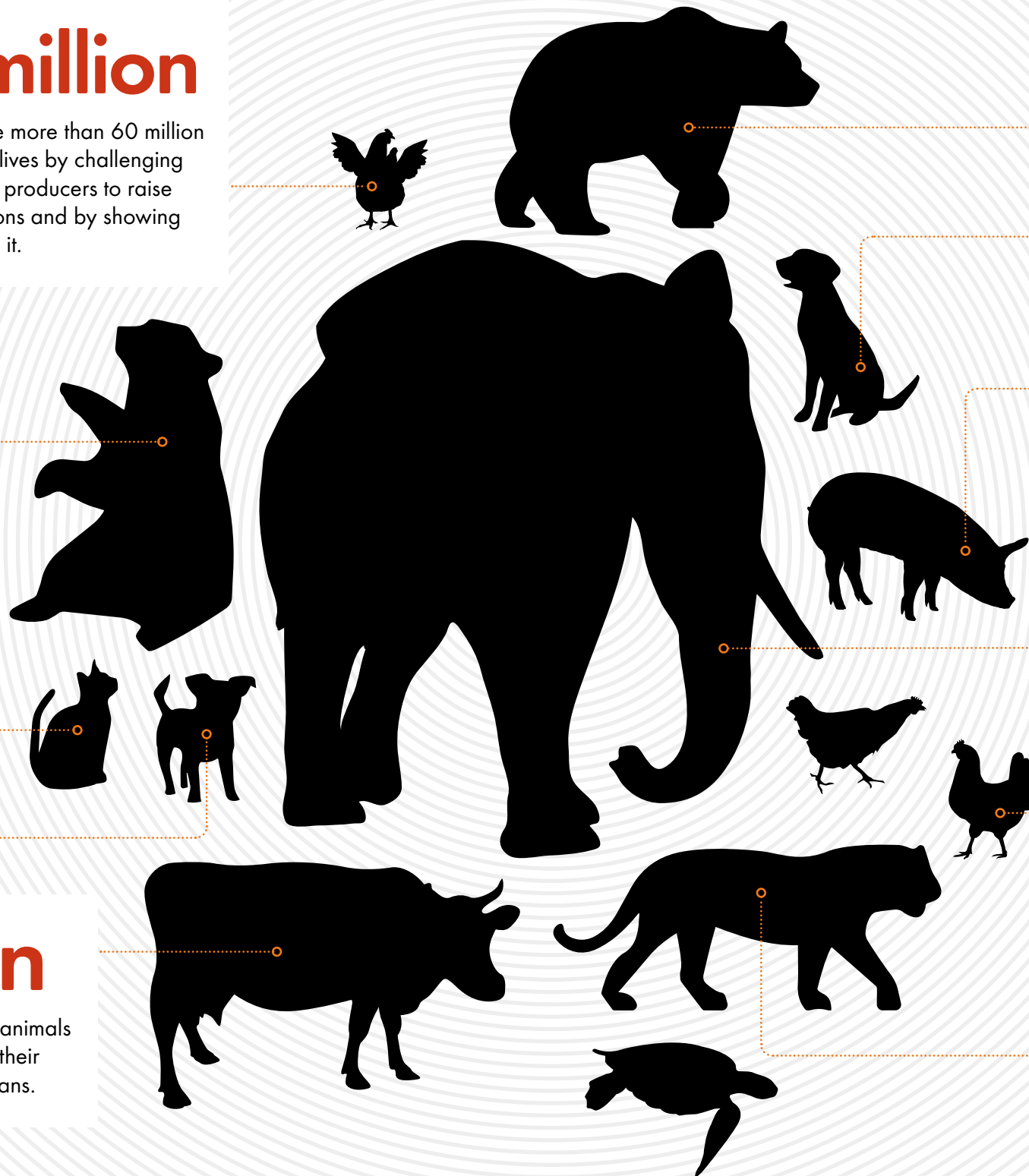
We rescued 13 bears from the horrors of bear baiting and dancing in Pakistan with our partner the Bioresource Research Centre of Pakistan.

460,000

We directly saved more than 460,000 animals from suffering in disasters in 12 countries.

52 million

We protected more than 52 million animals in India through our work to ensure their inclusion in disaster management plans.



35,000

We inspired more than 35,000 people across Myanmar and Vietnam to support the end of bear bile farming in their countries.

97,000

We protected more than 97,000 dogs in Africa by vaccinating them against rabies.

22

We convinced 22 more travel companies to phase out promoting all cruel wildlife attractions. And by the end of the year, 226 companies were on our elephant-friendly list.

2.3 million

We worked with pork producer Betagro and other companies in Thailand to improve the lives of more than 2.3 million intensively-farmed pigs.

500,000

We moved 500,000 people in 10 countries to petition KFC calling for the fast-food brand to end cruelty to chickens in its supply chains. The company is talking with us on how to improve its welfare standards.

3.6 billion

We contributed to improving the lives of more than 3.6 billion animals.

Protecting animals in communities



Community project: A street dog in Freetown, Sierra Leone where we worked throughout the year with our local partner the Sierra Leone Animal Welfare Society (SLAWS). Our project focussed on vaccinating dogs against rabies and responsible dog population management.

“I received truly world-moving news for millions of dogs”



ASEAN’s membership is 10 countries strong covering a region with more than 62 million dogs, most of which are free roaming. For several months, and during the previous two days, I had made a strong case for mass dog vaccination and humane dog population management to eliminate rabies in this region. I desperately wanted to know the delegates’ decision.

Suddenly the wait was over, I received truly world-moving news for millions of dogs. The meeting had unanimously decided that my proposal would be the top two priorities (out of nine) for rabies elimination interventions. And this would be in all 10 member states of the region.

Pankaj KC

Global programme director, animals in communities



December 6, 2018, Vietnam Day three of the most important meeting on rabies elimination in the ASEAN (Association for South East Asian Nations) region; I waited anxiously in the lobby room.



Working partners

What’s more, World Animal Protection would be the technical partner for implementation. I could not contain my happiness. Ending rabies and protecting dogs must involve governments and global organisations to be effective and long lasting.

This is just one example of how we engage with the right institutions to create change on a large scale. It takes time, but is essential to promote humane dog population management systems to stop cruel and knee-jerk dog control methods that can involve beatings, electrocution, gassing and poisoning.

Our strategy, finalised in 2018, is to move other regional bodies along their own journeys to rabies elimination. Ensuring our campaigns are underpinned by credible information is vital in getting regional bodies, governments and corporations to work with us.

We assessed rabies elimination in six countries and two regions and finished a global survey into public perception of free-roaming dogs. We also investigated the motivations of economically wealthy countries, corporates and veterinary bodies for supporting rabies elimination initiatives globally.

These studies will shape our work for 2019 as we continue to grow our successes building better lives for dogs globally. Thank you so much for supporting us and being part of our movement for dogs.

Emergency help: Following a rise in the reported number of human rabies cases in Thailand we part-funded an emergency dog vaccination drive during April 2018.

“Words cannot express how proud I am of Sierra Leone’s government”



Dr Emily Mudoga

Animals in communities campaign manager, Africa



We have a lot of dogs in Africa – around 100 million. Most are owned and free-roaming, or true strays with no owners.

Life can be very tough and threatening for them because countries with larger dog populations have bigger risks of rabies and dog-community conflicts. These conflicts, cases of dog bites or attacks, and worries about disease can sadly lead to communities resorting to distressing, ineffective and often inhumane measures to control the dog population.

But this year we took some great leaps forward to bring these unfortunate events to an eventual end.

It’s hard to choose my favourite highlight, but I think our most awesome result was achieved with the African Union-International Bureau for Animal Resources’ (AU-IBAR) department of animal health.

Developing serious strategies

We participated with them to develop the draft African Animal Health Strategy which makes humane dog population management a priority for all 54 African countries. Next steps are for all countries to develop national rabies elimination strategies by 2020 to help them meet the global target to eliminate rabies by 2030. They must officially report back to the African Union which will then measure and publish their progress.



Pet protector: Tony and his puppy Rex at the anti-rabies vaccination point at Kamayama ward in Freetown, Sierra Leone in July 2018. Vaccinations were carried out by our local partner SLAWS.

Sierra Leone – one of the countries I have been working with on dog population management – is taking this very seriously. Words cannot express how proud I am of Sierra Leone’s government for making incredible progress in implementing their national rabies elimination strategy roll out. This, while doing mass dog vaccination and neutering in Freetown, and training primary school teachers in rabies, dog welfare and dog bite prevention and management.

As a vet, I absolutely love working in the field where I can make a practical difference to thousands of dogs. But I also love my work with AU-IBAR and governments. By meeting officials, working on papers like the draft animal health strategy and helping governments combat rabies humanely I can give millions of dogs better lives.

“As a vet, I absolutely love working in the field where I can make a practical difference to thousands of dogs.”

In 2018 we...



Young owner: Rabies kills more than 59,000 people every year and over 60% of them are children. Our vaccination work in Makeni County, Kenya with government authorities and local partners protected more than 73,700 dogs and their communities against rabies during 2018.

Created our new Better Lives for Dogs strategy.

This world-moving strategy, with the power to protect the world’s 400 million free-roaming dogs, focuses on global rabies elimination goals. It encourages nations to value their dogs and achieve these goals through vaccination and humane dog population management programmes rather than through cruel, ineffective culls.

Researched internationally and nationally to understand what governments need,

regarding resources and support, to manage their dog populations humanely. The research results will help us remove the barriers to humane and effective rabies elimination faced by rabies endemic countries.

Celebrated when ASEAN unanimously agreed

to use mass dog vaccination and humane dog population management to eliminate rabies from the 10 countries of the region. We were also delighted when they agreed that we would be their partner for implementing the programme. This decision and our involvement will give millions of dogs better lives.





Developed with the African Union, Africa's first draft animal health strategy.

This bold strategy is a great dog protection landmark. When ratified it will make humane dog population management and rabies elimination a priority for all 54 African countries.

Protected more than 73,000 dogs with rabies vaccinations

by working with government authorities and partners in Makueni County, Kenya. In this county we have run a pilot rabies elimination scheme since 2014 to support the government's aim to eliminate human rabies from Kenya by 2030. It has become a best practice example for rabies elimination work in Africa.

One in 100 million: There are around 100 million dogs in Africa – most are free-roaming. Protecting them against rabies helps save them from cruel and unnecessary culls that happen out of fear caused by this horrible disease.

Vaccinated 4,186 dogs against rabies

and neutered 800 in Freetown, Sierra Leone as part of our new project in the country. Sierra Leone has the densest stray dog population in Africa and has an estimated half a million free roaming dogs on its streets. Fear of rabies is a harsh fact of everyday life for both people and dogs. This project is part of our work with Sierra Leone's government to support their national rabies and dog population management strategy.



Lucky escape: There are more than 1 million free-roaming dogs in Freetown, Sierra Leone and dogs like Lucky (pictured) are frequent victims of road traffic accidents. Her life was saved by SLAWS, but they were unable to save her badly injured leg.

Supported the training of teachers in responsible pet ownership,

rabies and dog bite management and prevention in Kenya and Sierra Leone. A total of 180 teachers from 30 schools in Makueni County were trained using World Animal Protection educational materials along with 72 teachers from 15 schools in Freetown. We estimate that the teachers we helped train in Makueni County last year have already improved the lives of around 6,900 dogs.

Helped dogs in Zimbabwe, Zanzibar and Ghana

through our work with the Global Alliance for Rabies Control in carrying out pilot vaccination projects. More than 19,000 dogs were vaccinated.



Child owners: Dogs are often owned by children in many parts of the world and so it is important that dog rabies vaccination drives, like this one in Kenya, encourage young owners to bring their pets along.

Launched Barkyard – a unique app for Latin America in May.

Barkyard promotes responsible pet ownership, offers a wealth of dog care information and allows users to report on their progress vaccinating and neutering their pets. By the end of the year 7,632 downloads of the app were recorded with 554 reports of vaccinations and 267 sterilisations.

Gave face-to-face training to more than 500 government officials

from 50 municipalities in Brazil, in humane dog population management. We also launched our unique online humane dog population management training course for authorities in Brazil's remotest regions.



Firm friends: Dog owners in São Paulo were encouraged to take part in a Cãozinha – a dog run and other events – for World Rabies Day where we highlighted the importance of responsible dog ownership. Credit: Brenda Diniz/World Animal Protection.

Conducted extensive research regarding the status of rabies elimination in China

and identified and approached three key government departments that we will work with on the issue. We also carried out a survey with the public and authorities about the perception and value they place on dogs' role in Chinese communities. This research has helped set our humane dog population management priorities and plans in the country for 2019.

Inspired the Beijing Animal Disease Control Center to produce a dog-and-children-friendly curriculum

for students aged 7–9 years old. It will launch as one of 13 after-school elective courses in Chaoyang District in 2019. We expect the course will help children understand how to care for dogs and share their new knowledge about dog protection with their friends and families.



Eyob Asfaw

Investigations advisor



Culling is a brutal reaction to rabies outbreaks – spurred on by fear, misunderstanding and pressure on the local government or community to take care of the problem.

However, capturing evidence of culling for our campaigns is very hard. It often takes place when people are not about, under cover of darkness, and with little warning. It can involve dogs being chased, captured, poisoned and killed in horrendous ways; sometimes they are beaten to death.

The investigation and evidence team spends months researching and building the trust and confidence of local communities to gather the evidence of culls. Equally important is our work showing that bad dog population management leads to conflicts, bites, disease transmission and the perceived need for culls.

Such proof is vital in showing governments and local bodies that there is a better way.

Puppy protection: Three puppies Tuji, Jama and Pier wait to be vaccinated against rabies at a vaccination point run by SLAWS. We supported the vaccination of more than 4,000 dogs in Freetown during the year.



Gathering critical evidence

Shelter vaccinations: Dogs at a small shelter run by monks in Sisaket, Bangkok. They were vaccinated against rabies as part of the emergency vaccination drive we part-funded in the country.

“Such proof is vital in showing governments and local bodies that there is a better way.”

“In 2018, we focussed on communication, collaboration, and research”

One of the things that makes my job so enjoyable is that the team in our China office works together with great enthusiasm. And our campaign to give dogs better lives gives us all a lot to talk about.

In China we have 130 million dogs. These are a mixture of stray and owned dogs that include 50 million pet dogs – increasingly pedigree. Problems include rabies and culling due to fear of rabies, absence of humane dog population management, and lack of awareness of responsible dog ownership.

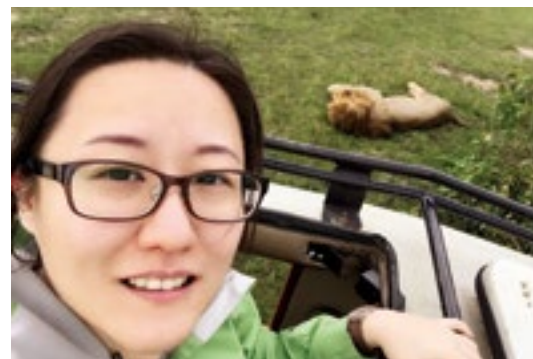
A total of 516 people was officially reported as dying from rabies in 2017 in China. However, many more incidences of rabies go unreported. And according to the World Health Organisation, China reported the second largest number of rabies infection incidences. The use of human PEP (Post-Exposure Prophylaxis) is high in China, while the coverage of dog vaccination is super low.

Our team is dedicated to:

- ending inhumane culling through eliminating rabies by vaccination and promoting humane dog population management
- increasing public awareness on responsible dog ownership
- reminding people that dogs are our allies to fight against rabies and friends in the community.

In 2018, we focussed on communication, collaboration, and research. We were very excited that we got 350 news reports on the most influential channels. We also generated content for 14 WeChat articles and 37 Weibo messages read by more than 1 million individuals. WeChat and Weibo are the Chinese version of Twitter and Facebook.

It is very important that we work with partners who can help strengthen our campaign. During 2018, we designed research for 2019 on ‘Economics of Rabies Elimination in Beijing’ with WHO, the Chinese Center for Disease Control and Prevention, and the Beijing Animal Disease Control Center. This is an exciting opportunity – that I am really looking forward to – to give our dogs better lives.



Yao Yue

Animals in communities campaign manager, China



“It is very important that we work with partners who can help strengthen our campaign.”

“There is much to celebrate”



Dr Rosangela Ribeiro Gebara

Animals in communities campaign manager, Brazil



For me, 2018 was about the success of new and existing partnerships and connections. Important partnerships with the environment secretary of São Paulo meant we could give dog population management training to influential decision makers in 50 different Brazilian cities.

These partnerships also helped us inspire politicians and public agents to create new, much-needed dog protection laws and plans. In Brazilian municipalities, issues such as overpopulation, animal abuse, abandonment, zoonoses (diseases like rabies that can be transferred to humans) and dog bites are common.

Altogether we trained more than 500 dog population management government officials face to face. I left each session feeling the trainees were motivated and inspired and understood the possibilities of managing a city’s stray dogs in organised, sustainable and humane ways.

“I left each session feeling the trainees were motivated and inspired and understood the possibilities of managing a city’s stray dogs in organised, sustainable and humane ways.”

Reaching remote regions

I’m also excited about how training online extended our reach. Our free, open, online course on dog population management helped us train more than 780 people from the most diverse regions of the country.

These included dog population management officials from the remotest areas of the north Amazon. For the first time they were able to get the technical information needed on starting a dog population management (dog census, sterilisation campaigns, etc) programme in their municipalities.

Another highlight was being the only NGO invited to join two technical groups of the Brazilian government’s ministry of health. Our mission? To help the federal government write the first draft of a federal legislation obliging all Brazilian municipalities to establish humane and sustainable dog population management programmes. There is much to celebrate as methods such as culling dogs to control overpopulation will be completely unacceptable under this legislation.

This year of hard work with all levels of government, from tiny municipalities to federal government, will bring great benefits to dogs and people for many years. I’m happy that we are well on our way to a Brazil that will ensure better lives for dogs.

Combatting rabies with social media

Firm friends: Dog owner Fatou and Chichi in the Juba Ward of Freetown, Sierra Leone. In this area we are working with our partner SLAWS to vaccinate dogs against rabies and to promote humane dog population management.

Alexis Mastroiannis

Digital content officer



“The response was overwhelmingly positive, surpassing the numbers we thought would take part.”

When I look back at my work in 2018, creating the World Rabies Day Quiz for 28 September really stands out as a highlight.

We wanted a new way to help our audiences understand the terrible suffering that rabies causes without making it too tough to take in.

We needed to get the message out into the world in a fun and engaging way that could cut through the noise of all the other causes. Having the opportunity to use social media, which isn’t always a positive force in the world, for a great cause is one of the reasons I’m so enthusiastic about working here.

I was aware of rabies as a global issue (and Stephen King plot device), but creating this quiz really drove home how awful this disease is, and how misinformed people are about how to combat it.

The response was overwhelmingly positive, surpassing the numbers we thought would take part. I would say our supporters more than match my enthusiasm.

Natural life: An elephant enjoys roaming freely in an elephant-friendly venue in Thailand.

Protecting animals in the wild



“We are passionate about, and dedicated to, bringing lasting change for animals”



Change comes in all shapes and sizes. We’ve had major breakthroughs on all our wildlife campaigns over the past year.

This is because we invest time in understanding the root problem and use our collective knowledge and creativity to map the solutions. We are passionate about, and dedicated to, bringing lasting change for animals.

Kate Nustedt

Global programme director, animals in the wild



Transforming an industry like wildlife tourism doesn’t happen overnight. But we do what it takes to change it. We’re not just talking to leading operators, we’re involving them in solutions. We’re not just criticising elephant owners profiting from cruel elephant rides and shows. We’re helping them to revolutionise their business model and profit from elephant-friendly tourism. We do what it takes for the elephants.

“Transforming an industry like wildlife tourism doesn’t happen overnight.”

Freeing from cruelty

World Animal Protection has a proud record of making the world a better place for bears. But there’s so much more to do to free all bears from cruelty. Protecting bears from the horrific clutches of the bear bile industry is top of our list. So, we’re building on our experience in Vietnam and South Korea and developing new ways to stop bears and other wild animals being used in traditional Chinese medicine.

Securing commitment

We also do what it takes to protect millions of marine animals including whales, dolphins, seals and turtles from ghost gear – abandoned, lost and discarded fishing gear. It’s the most deadly plastic pollutant in our oceans. The Global Ghost Gear Initiative (GGGI) achieved great success this year. We secured major commitments from fishing companies and governments to tackle the problem. There’s still a long way to go, but we can be proud that sustained action is happening.

We know most people love animals. We know they will change their behaviours and campaign for wild animal protection when they know the truth about cruelty. So, we do what it takes to make sure they understand and will help make the solutions happen.

Thank you for being part of our growing movement.

Cleaning up: More than 640,000 tonnes of abandoned, lost, or discarded fishing gear (ghost gear) end up in our oceans every year. As part of our Sea Change campaign we worked on a ghost gear clean up in Florianópolis, Brazil.



“I’m so proud of what we have already achieved together”



Audrey Mealia

Global group head of wildlife



It’s a privilege to have worked on Wildlife. Not Entertainers since its 2015 launch. I’m so proud of what we have already achieved together.

Throughout 2018, we continued our systematic approach to change, encouraging people to speak out for responsible animal-friendly alternatives when they travel. Tour operators are responding, and we are developing comprehensive animal welfare policies with key travel companies worldwide.

Together, with these companies, we have formed the Coalition for Ethical Wildlife Tourism. This powerful new alliance is the voice of the 500,000 innocent wild animals exploited for tourist entertainment. It includes household names such as Thomas Cook, TUI Group, Der Touristik and Intrepid Travel.

For me, it’s so rewarding to see these influential companies spreading our compassionate tourism message to their travel industry partners and achieving real on-the-ground change for animals.



I’m always so inspired by our work in the field that practically changes animal lives for the better. During December, I visited Happy Elephant Valley in Chiang Mai, Thailand – an elephant camp we, along with TUI Group and Intrepid Travel, are supporting to become elephant friendly. This means no shows, no rides and no direct interaction with humans.

Elephant-friendly matters

The elephants have come a long way since I first saw them, chained for up to 22 hours each day. Through our rehabilitation work with them and their mahouts, they are now six of the happiest elephants in Thailand – roaming freely, foraging and grazing at will.

From March 2019, responsible travellers wishing to experience elephants behaving naturally, can watch them here from a safe unobtrusive distance.

I live for the day when all 3,000 captive elephants in Thailand are living in the same carefree conditions as these six. I’ll dedicate myself to this task until unnatural elephant entertainment is left firmly in the past where it belongs.

Healthy and happy:

An elephant, formerly used for riding by tourists, is now free to roam and graze. In May 2018, World Animal Protection began working with Happy Elephant Valley in Chiang Mai, Thailand. Throughout the year we supported this venue to become elephant-friendly and a beacon of good practice for elephants used in tourism.

In 2018 we...



Walking free: An elephant once used for riding at Happy Elephant Valley, Chiang Mai, Thailand. With TUI Group and Intrepid Travel we are supporting this former elephant camp to become an elephant-friendly tourist venue.

Pushed the Association of British Travel Agents (ABTA) to review and improve their animal welfare guidelines

after the launch of our ‘Associated with cruelty’ report at the World Travel Market in London. The report highlighted how most associations are doing little or nothing to prevent wildlife cruelty in tourism. The ABTA revisions are viewed as the industry standard and have a global reach beyond the UK. The Adventure Travel Trade Association (ATTA) also publicly agreed to work with us in response to the report.

Celebrated moving a total of 1,639,576 people since 2015 to support our Wildlife. Not Entertainers campaign –

protecting wild animals from abuse and cruelty. We welcomed 59,327 new people to our movement during the year.

Convinced 22 more travel companies to phase out all cruel wildlife attractions.

This includes 54traveler, the first Chinese company to become fully wildlife-friendly. And three large Chinese travel companies, including Qyer.com, have signed our elephant-friendly tourism pledge. Qyer, is an online travel platform with more than 88 million registered users. Altogether, 226 travel companies worldwide have joined our elephant-friendly list meaning they no longer promote elephant rides and shows.

Negotiated with TripAdvisor to revise and extend their animal welfare policy

to give wild animals affected by tourism better protection. We also persuaded them to remove nearly all wild animal entertainment products on TripAdvisor and Viator sites that gave us concern.

Exposed the horrendous suffering of wild animals –

including dolphins, orangutans and elephants – in 26 wildlife tourism venues in Bali, Lombok and Gili Trawangan, through our ‘Wildlife abusement parks’ report. This galvanised companies including Qantas, FlightCentre and Apollo to stop promoting the venues.

Bear rescue: One of five bear cubs saved in August by our partner the Bioresource Research Centre of Pakistan and government authorities. The bears were being transported to be sold into the cruel entertainments of baiting and dancing.





Microchipping project: To stop more bears entering the bear bile industry in Vietnam, we worked with the government to microchip bears in the southern state of Binh Duong. Altogether 248 bears were chipped during the year.

Worked with Education First, the world leader in international education

to develop a new animal welfare policy and implement animal welfare guidelines through its educational travel programmes. Education First has 612 schools and offices in 50 countries and reaches tens of thousands of students annually.

Encouraged more than 35,000 people across Myanmar and Vietnam

to support the end of bear bile farming for traditional Asian medicine in their countries. More than 20,000 people in Vietnam also pledged not to buy bear bile products.

Completed microchipping all remaining bears on bear bile farms in Vietnam

by working with the Vietnamese government; 248 bears were chipped in total during the year. Microchipping ensures that no new bears are brought into the industry and communicates that bear bile farming is unacceptable.

Worked with our long-term partner Education for Nature – Vietnam (ENV)

to arrange the surrender of 16 farmed bears and their rehoming in sanctuaries. A total of 22 Vietnamese provinces out of 58 were bear-farm free by the end of the year.

Presented Walmart and Carrefour with evidence that they were selling bear bile in their supermarkets in China.

Walmart reacted quickly, withdrawing the products from their stores and agreeing to put measures in place to help prevent future occurrences. Discussions with Carrefour continue.

Welcomed 13 bears to the Balkasar Bear Sanctuary in Pakistan,

run by our partner the Bioresource Research Centre of Pakistan (BRC). These include five cubs who were destined for bear dancing and rescued by the BRC and local authorities in northern Pakistan. By the end of the year there were 52 bears formerly used for either baiting or dancing in residence.



Microchipping matters: Since 2016 World Animal Protection has microchipped hundreds of captive bears farmed for their bile in Vietnam. Microchipping is essential to ensure bear owners fully comply with existing laws that stop bear bile production.

Helped eight bear owners to take on alternative livelihoods.

With BRC we have supported 83 former bear owners to take up new careers – mostly as shop keepers.

Supported the extension of Balkasar to ensure there is enough space for 30–40 remaining bears

that are still used for baiting and dancing. We also helped BRC buy land to develop a small organic farm to grow food for the bears.

Finished microchipping all entertainment bears in Punjab

by supporting BRC. A total of 116 bears have been microchipped since mid-2017; microchipping is an effective way of ensuring no more can enter the trade.

Funded BRC’s work to lobby for increased penalties for animal cruelty

to be incorporated into Pakistan’s Prevention of Cruelty to Animals Act. After years of dedication and persistence from BRC, the penalties were finally introduced in February.

Supported the introduction of five new bears

to the Romanian Bear Sanctuary during the year. This brought the total number of residents to 101. The sanctuary is near Zarnesti in the Carpathian Mountains, and run by our partners Asociatia Milionane de Prieteni (AMP). A new enclosure for younger bears was finished in a quiet location, away from visitors and in an area where they can learn forest skills.

Celebrated with AMP on two great achievements.

The sanctuary raised around 60% of its running costs (£347,000) during the year; their target was to raise 55%. And its founder Cristina Lapis was awarded Conservationist of the Year Award at the Animal Hero Awards in London in September.



Lucky escape: Two cubs in quarantine at the Balkasar Sanctuary, run by our partner the Bioresource Research Centre of Pakistan (BRC). These cubs and three others were saved in August from being sold into the bear baiting and dancing entertainment industry by BRC and government authorities.

Campaigning for a sea change



On board: We worked on gear removal project with the Gulf of Maine Lobster Foundation.

Attracted 37 new members to the GGGI that we founded in 2015.

By the end of 2018, there were more than 100 members of this influential group tackling the deaths and injuries caused to sea life by abandoned, lost and discarded fishing gear. New corporate members include Thai Union, Bumble Bee Foods, Nestlé and Tesco.

Completed a ghost gear removal project with the Gulf of Maine Lobster Pot Foundation;

Nearly 1.8 tonnes of gear were recovered. We estimate nearly 128,000 animals will benefit from this work. This was just one of similar removal projects we were involved with worldwide. More than 640,000 tonnes of ghost gear pollute our seas, coastlines and oceans annually.

Celebrated Canada’s government signing up to the GGGI.

This represents a huge commitment as Canada has the world’s longest coastline, affected by ghost gear on all three sides. Montserrat was the second government to join the GGGI during the year.

Death trap: A ghost gear removal volunteer clears an abandoned net from the sea.



Developed the innovative GGGI reporting app

enabling anyone who finds ghost gear on beaches or in the sea to record and upload it on to our central data base. This will enable the GGGI to create a global picture of the problem.

Secured funding for the GGGI from the Netherlands and UK governments,

clothing company Fat Face and UK supermarket chain Morrisons. We also helped secure funding from the US government and from National Geographic.

Ensured that ghost gear is part of global policy.

We supported the Food and Agriculture Organisation with the development of guidelines, for the marking of fishing gear, that they later adopted. Marking fishing gear is essential to trace problem areas and commercial links. Next steps are to develop a global strategy on ghost gear with input from the GGGI.

“The number of bears held captive for their bile in Vietnam is declining”

Ending misery: Through our work with our partner ENV, the number of bears held captive for their bile in the country is declining. This is one of five bears rescued from the industry in 2018.



I have seen directly how badly bears suffer and it means that I must make sure we end the bear bile industry.

During our return microchipping project in Hanoi, we visited bear farms and interviewed owners. Pointing to a 3m x 3m rusty cage holding an almost bald bear, I asked: “When did you last move this bear out of the cage? The owner said: ‘When you did the first round of microchipping in 2005.’”

Thirteen years... This is horrific and typical. Many bears used for bile in Vietnam have been confined to tiny cages for more than a decade.

Hidden extractions

Although bile extraction is illegal, the fresh needle scars on bear abdomens we see during microchipping visits indicate it still happens when we are not looking. There is still more work for us to do.

With our partner Education for Nature – Vietnam (ENV), we campaign to reduce the demand for bear bile, to introduce stricter enforcement of wildlife protection laws, and legislative reforms. Together, we engage consumers and bear farm owners.

The number of bears held captive for their bile in Vietnam is declining – from 936 in 2017 to 744 in 2018. In 2005, when we started the first round of microchipping, there were 4,249 bears in captivity. Microchipping and monitoring ensure that no new bears enter the bear bile industry and bears currently held on these farms will be the last generation to suffer.

Ending this cruel industry is possible. For example, in South Korea through our partner Green Korea United, we sterilised all captive bears farmed for their bile. They are the last generation to suffer in the country. It took 15 years of campaigning to reach this point. But it gives me hope for ending bear bile farming in Vietnam too.

And each day I carry with me the suffering of the caged bear in Hanoi – motivating me to end all bear farming throughout Asia.

Gilbert Sape

Global head of campaign, bears and traditional medicine



“Many bears used for bile in Vietnam have been confined to tiny cages for more than a decade.”

Breaking stories – getting good coverage

“Transforming an industry like wildlife tourism doesn’t happen overnight.”

Kai Akram

Global media lead



We’re becoming recognised as a leading authority on animal welfare issues by key media; when they see our names on emails they always respond. World Animal Protection is becoming a priority. We in the media will continue to work hard to keep up the momentum in hitting the headlines to help make change for the better, for all animals.

We had another great year getting good coverage for our wildlife work in mainstream media outlets worldwide including the Associated Press and the BBC.

Among my favourites was the feature we got in National Geographic helping us expose the horrific suffering of pangolins poached for the traditional medicine trade. No other organisation had managed to get the eye witness account we captured.

As well as getting coverage for our campaigns we also comment on the biggest breaking wildlife news stories lending our authority and expertise. During 2018 we forcefully rejected China easing the ban on tiger and rhino parts for traditional Asian medicine. We also condemned the use of a performing bear at a Russian soccer match. This statement alone landed in more than 700 media outlets.

Pangolin plight: An investigative report by World Animal Protection and WildCRU (Wildlife Conservation Research Unit, University of Oxford), released in December, revealed pangolins being brutally killed for their body parts. The two-year investigation focussed on rural communities in Assam, north-eastern India. Here, pangolins are mostly killed for their scales which are sold on the black market for use in traditional Asian medicine. Pangolins are one of the world’s most highly trafficked wild mammals.



Uncovering jaguar trafficking



Teeth and claws: A World Animal Protection investigation uncovered the secret slaughter of jaguars in Suriname. Their body parts are traded to make traditional medicine and jewellery.

“At times it seemed that every other week we’d get another report of a slain jaguar.”

Nicholas Bruschi

Investigations advisor



When we received a tip off about jaguars being poached in Suriname for Asian consumers we knew we had to launch an investigation.

Wildlife trafficking is difficult to document because it’s an illegal, concealed activity, so we built a field network who informed us when a jaguar was killed. At times it seemed that every other week we’d get another report of a slain jaguar.

Some of their films and pictures showed broken animals – bloated and bloodied. Others showed jaguars as beautiful as when they were alive, but slung awkwardly over a vehicle.

We discovered the medicine trade was their final destination – tubs of black, viscous paste, each one the result of boiling down a jaguar over seven days. A waste of beautiful animals that ought to live free in the wild, abused and killed for commercial and criminal gain.

Since our investigation, the Surinamese government and Chinese Embassy have reached out to communities and buyers, and wildlife trafficking has been highlighted as a serious organised crime.

This is good progress, but we know wildlife rangers are receiving little support to protect these wonderful animals that are still being killed.

“We have achieved so much, but more is needed to ensure cleaner, healthier and safer oceans for all”



This year marks the end of our leadership of the Global Ghost Gear Initiative (GGGI).

This could evoke feelings of sadness, but I actually feel great pride and satisfaction in handing over the helm to Ocean Conservancy for 2019. Ocean Conservancy is the US-based non-profit environmental group dedicated to safeguarding the sustainability of the world’s oceans.

Today’s GGGI powerfully protects millions of marine animals, including whales, turtles and sea birds, from horrific injuries and deaths caused by abandoned, lost and discarded fishing gear. It has expanded to an alliance of more than 100 organisations including 14 governments, large seafood corporations, small NGOs and world-renowned academia. There is nothing else like it in the world.

We founded the GGGI in 2015 through our Sea Change campaign. It quickly became a forceful catalyst for ghost gear becoming part of the international agenda, integrating it into discussions on marine litter, sustainable fisheries and the Sustainable Development Goals.

Through our interventions and advocacy, governments have introduced ambitious targets to address the ghost gear issue head on. For example, the European Union adopted stronger policies on fishing gear with an ambitious target of collecting 50% of fishing nets and recycling 15% of fishing nets by 2025.

Supporting good practice

The GGGI has also supported the practices of large seafood companies including Thai Union and TriMarine to tackle ghost gear in their operations and supply chains. Certification schemes such as the Marine Stewardship Council are taking the recommendations of the Best Practice Framework for the Management of Fishing Gear on board.

We have achieved so much, but more is needed to ensure cleaner, healthier and safer oceans for all. New research this year estimates that 46–70% of surface debris in certain areas in the ocean is made up of fishing gear, amplifying the need for dedicated and ongoing action.

I’m confident that through the stewardship of Ocean Conservancy, the GGGI will continue to gain momentum and tackle the problem head on. We will remain proud members of this world-moving initiative.

Ingrid Giskes

Global head of campaign, Sea Change





Protecting animals in farming

Growing naturally: A chicken reared for its meat at the Food Animal Initiative farm in Wytham UK. This chicken will take 12 weeks to reach its slaughter weight. It will have fewer health problems than those chickens reared in conventional intensive farming systems who reach their slaughter weights in around half the time.

“Creating pathways for people to connect to farm animals is key”



Mark Dia

Global programme director, animals in farming



When I first joined World Animal Protection just under two years ago, I was fascinated and awed by the impact we wanted to achieve for farm animals... changing the lives of tens of billions in the long term.

But this ambition is critical. The world’s human population is rising, the demand for meat is going up with it and, if left unchecked, farm animal suffering will only increase too.

Big thinking and creative campaigning are needed to move from making incremental changes to transforming systems. Creating pathways for people to connect to farm animals is key.

Human beings will ultimately decide how animals in farming live their lives. And this is true whether you are a multinational corporate CEO, government minister, farm owner or you, as a shopper, deciding what to feed your family.

“We know by working with people rather than attacking them we can achieve real change and form positive partnerships.”

By campaigning creatively in 2018 we confronted people head on with the reality of farm animal suffering. Using sensory experiences of the smells, sounds, and sights of industrial farming we moved more than 700,000 people worldwide to sign up to end cruel farming methods.

To build a successful movement we must also link farm animal welfare to other issues that people care about. Our report into antibiotic use in intensive pig farming launched in December did just that.

Confronting the reality

We showed how appalling antibiotic overuse in intensive pig farming props up poor welfare practices and contributes to human antibiotic resistance and the resulting superbug crisis.

One of the key reasons that we are successful is that we work with corporate companies and farmers to help them improve their welfare. We know by working with people rather than attacking them we can achieve real change and form positive partnerships.

With your support we are determined to create the unstoppable wave of change necessary to realise a future where farm animals live free from cruelty and suffering. To truly move the world.

Happy together: Piglets at a higher welfare indoor farm in the Netherlands run by the Ten Have-Mellema family. Mother pigs are not kept in cages and are free to move and bond with their piglets. We are using the farm as a case study to influence others to improve standards in indoor pig farming.



“We gathered thousands of messages and signatures in just a few days”



We moved US supporters to protect farm animals so powerfully in 2018 that the impact will be felt by generations of animals long into the future.

On October 16, World Food Day, we took a stand for meat chickens when we presented a clear call for change to perhaps the world’s most iconic chicken fast food brand – KFC. We took our campaign to the streets of Manhattan first, asking New Yorkers what they felt about factory farming.

Innovative scented leaflets brought the foul smell of the factory farm to the city, and the response was overwhelming. We gathered thousands of messages and signatures in just a few days, all asking for the same thing – for KFC to step up and improve the lives of chickens. Our team delivered them, along with the signatures of over 500,000 supporters from around the world, to the company’s headquarters in Louisville, Kentucky.

We asked KFC to improve chicken welfare worldwide – specifically by using breeds raised more slowly and naturally and sourcing chickens from farms providing more space, light and enrichments. These crucial measures will help ensure the animals are healthier, happier and more active. We will continue to urge KFC to change their policies and end cruelty.

Alesia Soltanpanah
Country director, USA



“People and animals are in this together”



Roatchana Sungthong

Country director, Thailand



Thailand is one of the most industrialised farming nations; millions of farm animals suffer daily. Thankfully, the relationships we are developing make a powerful difference such as our work with Betagro, the largest pork producer and second largest poultry producer in Thailand. This very influential company will house sows in groups by 2027.

Expressing natural behaviour

Pigs are special animals in several ways. They need physical and mental stimulation to be happy. In their natural environment they like discovering useful things through their snouts.

One seemingly simple achievement from our talks with Betagro was getting their agreement to supply simple toys made up of old blankets filled with treats. Pigs also like to build nests, especially for their young, from hay or old newspapers. Expressing such natural behaviour makes pigs much happier.

Encouraging retailers to source high welfare food is essential to improving animal lives. Motivating people to work with us to achieve this is one of the most exciting aspects of my work.

During September and October, through our Raise Pigs Right campaign, we targeted Tesco Lotus and galvanised 10,000 people to sign our petition urging the company to source only cage-free pork products.

I am inspired how our supporters are giving a voice to the animals who cannot speak for themselves and am looking forward to what we can achieve together in 2019.

Improving farm animal welfare is my job and my passion. When I visit farms, I look into the animals’ eyes and feel determined to give their suffering a voice.

Linking animal and human welfare is an important element in engaging people to help us give animals better lives. For example, antibiotics are added to animal feed indiscriminately in industrial systems – not to treat animals for illness, but to keep them alive under unacceptably confined conditions. Simultaneously, we have an antibiotic resistance crisis rising in humans making disease a clear and ever-present threat to our health.

Higher welfare systems mean less antibiotic use, so everyone benefits. People and animals are in this together.

Passing legislation

We didn’t stop there. Our US team campaigned with a coalition of animal organisations to pass ground-breaking legislation, Proposition 12 in California. This requires that all egg-laying hens, and veal calves sold in California be provided with more living space by 2020, and mother pigs (sows) be given more living space by 2022.

Widely regarded as the strongest measure to prevent farm animal confinement in the county, Proposition 12 will ultimately improve the lives of some 40 million egg-laying hens, 12 million pigs, and 65,000 veal calves. We’re proud to stand alongside the many people and organisations who campaigned with us to ensure this landmark piece of legislation was successfully passed.

Mobilising support: In New York we took our Change for Chickens campaign to the streets. We exposed people to the foul smell of industrial farming with our interactive leaflet and encouraged them to sign our petition asking KFC to give chickens better lives.



Pig progress: Throughout the year we worked with pork producer Betagro and other companies in Thailand to improve the lives of more than 2.3 million intensively-farmed pigs.

In 2018 we...



Pig protection: More than 250,000 people signed our pledge for pigs by the end of the year.

Rated 150 of the world's largest food companies

through the Business Benchmark on Farm Animal Welfare (BBFAW), our annual joint project launched in 2012, with Compassion in World Farming. The 2018 results show this influential ranking system encouraged companies to improve the lives of nearly 1.6 billion animals between 2017-2018.

The BBFAW identified Coop Group (Switzerland), Cranswick Foods, Marks & Spencer, Noble Foods and Waitrose as clear global leaders on farm animal welfare. However, the results also show that while many companies have implemented farm animal welfare policies and management systems, most still do not report performance against animal welfare targets adequately.



Launched our Raise Pigs Right campaign

in April to build our global movement to protect the world's pigs from the intense suffering that industrial farming causes. The campaign is targeting some of the largest pork producing markets across the world focussing on China, Thailand, Brazil, and the US.

Inspired more than 250,000 people to sign our pledge for pigs

by the end of the year. They promised to demand better living conditions for pigs on factory farms; reduce their pork consumption and purchase meat from high-welfare producers.

Gave more than 3.6 million pigs better lives

by working with food companies to improve the ways these intelligent animals are treated and kept. We did this by pressing for key welfare improvements. These include group housing for sows rather than individual cages that are often no bigger than a refrigerator – and for 'enrichment'. Enrichment refers to materials like straw, and devices and activities that can help the pigs behave naturally and relieve the excruciating boredom inflicted by their confinement.

Exposed the shocking and unacceptable links between intensive pig farming,

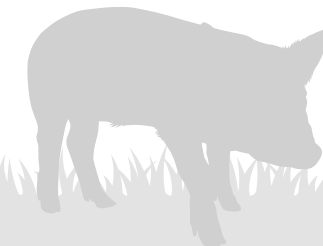
antibiotic overuse, supermarket pork sourcing policies and the superbug crisis. Our investigators found superbugs – bacteria resistant to antibiotics most critically important to humans – in pork on supermarket shelves in Spain, Thailand, and Brazil.

Grabbed significant media coverage

by publishing the superbug research in our report, 'Pork and the superbug crisis'. This opened doors to discussion with the supermarkets regarding how it is critical to both pig welfare and human health to source pork from high-welfare farms. Superbugs are estimated to kill 700,000 people every year. Yet the intensive pig farming industry depends on high antibiotic use to stop pigs getting ill because of its poor welfare practices.

Supported Thai producer Betagro to free more of their sows from cages

and move them to group housing. They now keep 26.6% of their sows in group housing, an 8.6% increase over 2017. Betagro is one of Thailand's leading pig producers and their decisions are likely to inspire others to follow their lead. During the year they spared 356,000 piglets from teeth grinding and 260,000 from tail docking. Overall, our 2018 work in Thailand with Betagro and other companies improved the lives of 2,300,000 pigs and 4,192 sows.



Welcomed the announcement that the world's second largest pig producer, CP foods, will stop keeping sows in cages

in Thailand by 2025 and globally by 2028. This decision is linked with their new animal welfare policy that we helped design. CP Foods is based in Thailand and exports pork products to more than 30 countries. Unfortunately, the cage-free decision does not yet apply to CP operations in China; we are encouraging the company to act consistently on a global level.

Congratulated Dexing, one of three Chinese pork producers who we helped to move to pilot group housing,

when they pledged to phase out full-time use of sow cages by 2020. They will also introduce enrichment for all pigs raised for meat across all their farms in China to the same time scale. This decision will improve the lives of approximately 20,000 sows and 400,000 pigs raised for meat annually. It also makes Dexing the first Chinese producer to ensure sows and pigs on all their farms will be raised in high welfare systems.

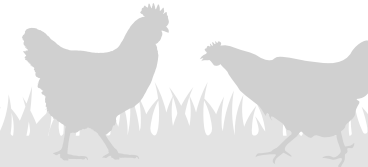


Urban dairy: We are working to give millions of dairy cows and buffaloes in India better lives. Many of them are kept illegally and in poor conditions in urban and semi-urban dairy farms.

Signed a landmark two-year agreement

in July with health care company Abbot Nutrition to protect nearly 1 million cows and buffaloes in India. Dairy companies who supply them will need to follow our National Dairy Code which details the ways dairy animals should be cared for and kept. This includes staff being trained on animal welfare issues and regular monitoring and assessment.

Unacceptable farming: Keeping meat chickens in caged conditions is completely unacceptable to World Animal Protection. The chickens are piled high in tiers and rows and cages. Beneath each cage tier is a conveyor belt which takes away manure, and also the chickens when they are ready for slaughter.



Celebrated high welfare pork being sold commercially in China

because of our work with pork producer Qinglian. Qinglian is selling the pork in its own outlet with accompanying promotional and educational material explaining the benefits of high welfare farming.

Moved pig producers BRF and JBS South America

to improve the welfare of pigs and sows on their farms. Nearly half of JBS sows live in group housing, and teeth clipping no longer happens on any JBS farm in South America. Twenty nine percent of sows in BRF farms are now in group housing and many have enrichment. Furthermore 94% of pigs at BRF farms are safe from ear-notching.

Convinced Kroger, the USA's largest supermarket chain,

through our 72,000-strong petition to phase out cages in their pork supply chains by 2025. Once implemented, this will benefit nearly 366,000 pigs annually.

Improved more than 60,695,000 chickens' lives

by challenging companies and producers to raise their welfare conditions, giving practical support on how to do it. Most of the world's 60 billion chickens raised for their meat every year suffer in overcrowded sheds or cages. These conditions mean they cannot peck or spread their wings and they endure unnaturally-fast growth rates that cause painful lameness and overworked hearts and lungs. Skin sores and burns also affect chickens who rest in dirty litter when their legs cannot support them.





Change makers:
Delivering our more than 500,000-signature-strong petition to KFC Headquarters in Louisville, Kentucky.

Moved more than 500,000 people from 10 countries

to call for an end to the cruelty that KFC chickens endure every day in the company's supply chains. We delivered the petition to KFC headquarters in Louisville, Kentucky in October.

Pressed for KFC UK and Ireland to give chickens better lives in the Western Europe supply chain.

Yum (KFC's parent company) expects KFC UK and Ireland and Western Europe to lead the improvement of welfare standards in the company. So, we will work with them to give chickens more space, enabling more natural behaviour, and to use chicken breeds free of health problems caused by growing too quickly.

Challenged McDonald's to do better for its chickens

through The Truth about McDonald's Chicken campaign in the US in March. We did this in a coalition that includes Animal Equality, Compassion in World Farming, Compassion over Killing, the Humane League and Mercy for Animals. More than 274,100 people signed our petition, galvanised by campaign actions including full page adverts in the New York Times and films in Times Square.

Global issue: 19-day-old meat chickens in an indoor, deep-litter system typical of independent farms in East Africa. Around 60 billion chickens are reared for their meat annually.



Highlighted how Dutch banks heavily invest in meat chicken and pig production

through our report: 'Risking animal welfare. A case study on investments in chicken and pork production'. We moved 35,000 people to sign our petition calling on ABN and ING banks to improve animal welfare in their investment chain. ABN has agreed to update their animal welfare policy; we expect ING to follow suit.

Celebrated when the 'Risking animal welfare report'

and petition resulted in Rabobank, a global leader in food and agriculture financing, agreeing to update their animal welfare policy. A key update, encouraging clients to rear cage-free laying hens and use group housing for sows by 2025, could powerfully improve millions of farm animal lives.

Exposing hidden suffering



Factory farming: 10-day-old meat chickens in a caged industrial system. On this farm as many as 125 birds are kept cages stacked four tiers high and, in a poultry shed holding 75,000 birds. We are completely opposed to farming meat chickens in cages because of the cruelty and distress caused.

Witnessing conditions inside intensive farming systems can be overwhelming. The sheer scale of industrial chicken farms - the huge numbers of birds within sheds, the noise, the smell and the incidences of poor welfare must be seen to be believed.

"Although complex and at times threatening, we know our work is critical in gathering evidence to influence the industry."

Liam Slattery

Global head of investigations and evidence



But farming on this scale is hidden. Secured sheds, sometimes windowless, hide a reality far from the idealised view many consumers want to believe about where their food comes from. Identifying incidences of poor practice is a complex and intensive process. It involves working with whistle-blowers to document realities behind the closed doors of industrial farming, while protecting them from exposure.

Although complex and challenging, we know our work is critical in gathering evidence to influence the industry. We must hold it to account for welfare shortfalls.

We also use our findings to encourage others to work with us, demonstrating how intensely-farmed animal lives can be improved, and how our food can be more humane.

Our undercover team is vital to helping both corporate companies and individuals not only understand farm animal suffering, but moving them to do something about it.



José Ciocca
Campaign manager
animals in farming,
Brazil



“Thousands questioned why such smart and intelligent animals are treated so badly”

This year was very special to me. Not only was I celebrating 10 years of working for World Animal Protection, but more importantly we had great success to improve the lives of millions of pigs.

We mobilised thousands of people around the world, to raise awareness of the link between low pig welfare on factory farms and the negative impact on both pigs and people. Our campaign highlighted how overuse and routine use of antibiotics can affect our food and our health by contributing to the rise of superbugs.

To sensitise thousands of people in Brazil, one of the world’s biggest pig producers, to the serious animal welfare concerns involved we installed virtual reality cages around São Paulo. We wanted the public to experience life as sows on pig farms. The cages helped them understand the suffering of mother pigs on factory farms compared with the lives of those kept in ethical cage-free systems where sows are freer to behave naturally.

The cages made a great impact. Thousands questioned why such smart and intelligent animals are treated so badly. They then joined our Raise Pigs Right global campaign pressing consumers, supermarkets and suppliers to improve the lives of pigs.

After this mobilisation, we handed in our petition to Carrefour Brazil – Carrefour is one of the world’s biggest supermarket chains. We expect that early next year they will commit to a sow stall phase out and hope other chains will follow suit.

Waking up the world

It is distressing that there are still millions of pregnant mother pigs living in cramped cages where they can barely move. Chronic stress and suffering compromises not only the welfare and health of animals, but also our own wellbeing, health and the environment.

It’s fascinating to see the world waking up – recognising that pigs deserve lives worth living and calling for consumers and businesses to make it possible. I am proud to contribute to our powerful global movement.



Cruel confinement: In most industrial systems, pregnant mother pigs live in cramped cages (gestation crates) that cause them severe stress, discomfort and suffering.

Being brave – speaking out

“I am delighted that our approach made people sit up, take notice and take action.”

Pippa Rodger

Global director
of marketing and
communications



In 2018 the global communications team came together to support a global push on farming. Despite both the scale and severity of suffering, farm animal welfare is traditionally a more difficult issue to promote.

By creating a strong, overarching global theme: ‘This is cruelty – end it’ and taking a multi-sensory approach, we were able to raise our game and made significant progress to get the issue of farm animal welfare onto the global agenda.

I am delighted that our approach made people sit up, take notice and take action. The 500k strong KFC petition was one of our most successful in motivating supporters to sign up and we achieved a 26% increase in our farming global media coverage. This is a testament to the hard work of everyone involved, proving that we are an engaging and inspiring authority on farming. We must build on this momentum, by being brave and continuing to speak out to protect farm animals around the world.



Sensory leaflet: We used the distressing smells, sounds, and sights of industrial farming to move more than 700,000 people worldwide call for an end to cruel farming methods.

Vital aid: Mongolian herder Mr Tsolmonpureu feeds one of his baby goats. This is just one of more than 161,000 sheep, goats, camel and cattle that we stopped dying of starvation through our work with the Mongolian Red Cross in 2018.

Protecting animals in disasters

Protecting animals in disasters

“A more prosperous and resilient future for billions of domestic animals”



Gerardo Huertas

Global programme director, animals in disasters



The waters had swept through her goat pen, immediately killing four of her 20 goats; four others died shortly afterwards from pneumonia and fevers.

Like most people in her area, which is normally affected by drought, Agnes was completely unprepared. She was desperately worried about her surviving eight cows, six sheep and 12 goats; they are her main income and pay her children's school fees.

Keeping animals safe

Thankfully, we could help. We vaccinated and wormed her livestock to keep them safe from illnesses in the flood's aftermath.

Whenever someone asks me about my work, I say it's about animals and the people that depend on them, people like Agnes Mutunga from Makueni County, Kenya.

Agnes is a maize farmer, an experienced livestock keeper and a mother of four teenagers. Our team met her in April after severe floods – the region's worst in five years.

Agnes' story is typical of millions of owners and billions of vulnerable animals in many parts of the world at risk from disasters.

The key to protecting animals in disasters is not just being on the ground in the aftermath. It's also about making significant and sustainable change to protect their futures and consequently the livelihoods of the families that depend on them.

We want national governments to develop disaster risk reduction policies. We want to help them build their capacity and resources to include animals.

But we can't do this alone. We work with humanitarian organisations ensuring they understand that protecting animals protects communities. And so, we are building working and training partnerships with the International Federation of Red Cross and Red Crescent Societies.

We are also developing relationships with regional bodies including the African Union to build a disaster risk reduction framework across continents.

Together, we are traveling towards a more prosperous and resilient future for billions of domestic animals and for the families that care for and depend on them.



Flood affected: Agnes Mutunga outside her house in Makueni County, Kenya. We stepped in to help animals belonging to Agnes and her fellow villagers when heavy rains floods swept through the normally drought-affected areas. Eight of Agnes' goats – essential to her livelihood – died in the extreme weather.

“We should do more to prevent tragedies happening again”



◀
Dr Sergio Vasquez
Disaster response officer, Costa Rica



The eruption of Guatemala’s Fuego volcano, meaning volcano of fire, was furious and sowed pain, desolation and death.

Thousands of animals and 194 people were killed. More than 200 people went missing and 12,000 were evacuated. An estimated 1.7 million people (10% of the country’s population) are believed to have been affected.

We deployed to help protect animals and their owners. I remember meeting Carlos Guarcas, his son and their cow Lucia. They live in one of the communities affected by June’s eruption. Don Carlos told us how frightened they were when the eruption started and how he ran as fast as he could with his family to escape. When we met he was very concerned that Lucia, and his other cows, horses and birds would be poisoned by the toxic volcanic ash that covered everything.

He told me that lots of families in the areas depended on their animals. He also said they were unaware of the dangers of the ash; that most people did not know they had to wash it off pastures and food before letting their animals try to graze. Ingested ash causes terrible digestive problems as it solidifies in their stomachs. Don Carlos was worried the animals would die.

Working partners

Guatemala’s authorities and the ministry of agriculture authorised us to intervene in the locations surrounding the primary impact where we helped more than 12,000 animals like Lucia.

We gave them food, so they would not try to graze through the volcanic ash, medication for their wounds, burns and illnesses, and vitamins.

Although we were very satisfied with the level of assistance we provided and with our partners in the field, we felt we should do more to prevent tragedies happening again. So, we collaborated with the government, local organisations, a network of NGOs and academics to develop protocols for the protection of animals in emergencies. These protocols are included in Guatemala’s national response plan.

This collaboration makes us proud. Beyond the immediate relief, we are helping construct lasting and sustainable protection that will benefit the wellbeing of hundreds of thousands of animals if the volcano erupts again.

“We deployed to help protect animals and their owners.”

Veterinary help:
Our disaster response officer Sergio Vásquez tends a wound on a dog’s neck during the eruption of Guatemala’s Volcán de Fuego.



Taking immediate action for animals



Help needed: A worried young man waits for his very ill dog to be treated in the aftermath of Volcán de Fuego.

Fabiola Castillo

Digital coordinator, Costa Rica



When we heard about Volcán de Fuego’s terrifying eruption, we immediately shared animal protection tips and key messages via social media, including Facebook and Instagram.

We wanted to help as many owners as we could save their animals from getting sick or dying from ingesting ashes.

I’ve worked in our Costa Rica office for five years. From here we share infographics, videos, photos, interviews and advice to more than one million followers in Latin America before, during and after disasters. Sharing these messages quickly has saved thousands of animals.

We also receive lots of inspirational feedback across our digital channels. Our followers send messages supporting our work in the field; they know that the lives of many animals depend on our interventions.

I’m very proud to work for World Animal Protection. By communicating through social media, we are showing it’s possible to change people’s behaviour so they can protect millions of animals.

In 2018 we...

Safeguarded more than 52 million animals

through our disaster preparedness work in five countries including India, Kenya, Brazil, Thailand and Guatemala. We did this by ensuring animals' incorporation into national, state, and local disaster management plans and by supporting preparedness training for civil defence teams and local people. This training meant more than 500 people gained a better understanding of how to prepare to protect animals from disasters.



Training matters: In August 2018, World Animal Protection team members took part in a disaster training course in Kanchanaburi, Thailand. Here, they undertake a bird handling exercise.



Saved more than 460,000 animals

from death, starvation and disease in 12 countries affected by 12 disasters including volcanic eruptions, droughts, floods and a tsunami.

Water world: When tropical cyclone Ava hit the eastern part of Madagascar, we took food to hungry animals on the Vakona Reserve. The reserve rehabilitates animals, rescued from trafficking, that cannot be released back into the wild; the furious cyclone and devastating floods had destroyed their food sources.

Emergency relief: Just one of the more than 460,000 animals our hands-on help protected from death, starvation and disease in 2018.

Funded a mobile veterinary clinic, feeding and treating 8,868 wild and domestic animals after Cyclone Ava slammed into Madagascar's east coast in January. Ava knocked down forests and devastated communities injuring goats, poultry, cattle and pigs and destroying the natural food sources of wild animals like lemurs and parrots.



Animal aid: Our disaster response manager Steven Clegg in Turgen Soum, Mongolia with members of the Mongolian Red Cross. He hands over some of the 1,000 emergency relief packs we provided to save the lives of animals struggling to survive in the extreme weather conditions of the 'dzud'.

Protected more than 38,000 pets and farm animals

when a continuously erupting volcano on Ambae Island, Vanuatu contaminated their food and water supplies with ash. We gave families five-gallon buckets to collect clean water for their thirsty animals, funded two mobile veterinary clinics, and antibiotics.



Help for pigs: After Vanuatu's Ambae volcano erupted we funded two mobile veterinary clinics, antibiotics and other assistance that helped more than 38,000 animals survive the tough times ahead.

Stopped more than 161,000 sheep, goats, camels and cattle from starving and freezing to death

through our work with our partner, the Mongolian Red Cross from April to May. The animals were facing extreme conditions known as a dzud - temperatures as low as -50°C, harsh winds and drought. We funded animal emergency relief packs containing vitamins, mineral blocks, and milk replacement powder.

Gave emergency food and minerals to 28,780 animals

belonging to 1,685 indigenous Bolivian families after floods and severe mudslides swept through Chuquisaca district. These families are completely dependent on their alpacas, cattle, horses, sheep, pigs, and goats for their livelihoods.

Saved animals in flood situations in six other countries.

These included:

India - providing feed and minerals for 34,912 animals in Kerala.

Costa Rica - giving medical care and food to 16,000 vulnerable pets, cows and horses in the Limon region.

Kenya - vaccinating 130,000 animals against deadly Newcastle Disease in Makeni County.



Flood survivor: Working with the Indian Red Cross Society we provided much-needed cattle feed, and mineral mixture for nearly 35,000 animals affected by the August floods in Kerala. The flooding was the worst the area had seen in nearly a century.





Earthquake survivor: We were the first animal welfare organisation to arrive in Palu, Sulawesi after the earthquake ripped through the area. We took emergency food and comfort to animals in evacuation shelters like this one.

Comforted and cared for 3,000 hungry, injured and frightened animals in Sulawesi, Indonesia after the earthquake and resultant tsunami. We were the first animal welfare organisation to arrive and distributed emergency animal food and water at shelters protecting people and animals.

Launched our International Animals in Disaster Initiative (AiD)

animalsindisasters.org at the United Nations Disaster Risk Reduction Platform for the Americas in Colombia in June. AiD encourages non-governmental organisations, governments and international organisations to share disaster management expertise. It firmly links with the implementation of the Sendai Framework for Disaster Risk Reduction 2015–2030 adopted by UN member states.

Ensured disaster management for animals is included in the first draft Animal Health Strategy for Africa.

We were the only animal welfare organisation invited by the African Union to be part of the 25-strong expert term working on the strategy. Once ratified the strategy will powerfully protect millions of animals.

Animal relief: Our emergency packs including mineral blocks, milk replacement powder and vitamins were delivered to suffering animals in 1,000 herder households in Mongolia's Türgen Soum region.



Forged strong relationships with humanitarian organisations

particularly the International Federation of Red Cross and Red Crescent Societies (IFRC). We partnered with them in three countries – Mongolia, Thailand, India, to protect the animals and livelihoods of people affected by disasters.

Inspired Tamil Nadu's state government

to protect thousands of animals by including them in their new state animal disaster management plan. The plan was first used to successfully tackle Cyclone Gaja's effects in November.

“For me this organisation is the caring big brother of Africa's animals”



Judy Kimaru

Disaster operations manager, Kenya



I am now known as the ‘disaster lady’ by experts from all over Africa. It sounds funny, but I take it as a great compliment because I think it means I’m getting our message across!

A lot of World Animal Protection's work is on the ground, reacting to disasters and helping communities prepare for them. But the real, lasting change happens at the conferences and workshops where we can persuade countries to adopt policies to protect animals during disasters.

And so, building relationships with influential organisations like the African Union – specifically its Interafrican Bureau for Animal Resources (AU-IBAR) – is key to improving millions of animals lives.

Special relationship

Because of our relationship with AU-IBAR, I was invited to be part of the team of 25 experts developing the first ever draft Animal Health Strategy for Africa (AHSA). World Animal Protection was the only animal welfare organisation present and this is where my ‘disaster lady’ name was first used. I’m sure this is because I drummed in to the other experts at every opportunity the importance of protecting animals before and during disasters.

“I drummed in to the other experts at every opportunity the importance of protecting animals before and during disasters.”



After care: We treated animals, vaccinated them against disease and advised owners how to care for them in the aftermath of the severe floods which affected Makeni Country. Here, Dr Judy Kimaru our animals in disaster campaign manager and Dr Ambrose Kipyegon from the veterinary emergency response unit tend a goat with an abscess.

And clearly persistence pays off because disaster management for animals is now not only part of the AHSA, but it's also in the implementation framework. This means countries will be monitored and give evidence of what they are doing for animals every year up to 2025. We expect the African Union to ratify the strategy in early 2019.

I'll keep on doing my best to ensure that our relationship with AU-IBAR goes from strength to strength. For me this organisation is the caring big brother of Africa's animals.

Its prime objective is to develop animal resources so that African people have food and livelihoods, but this is not possible without animal protection. We have developed a successful partnership based on our belief that helping animals live free from suffering and cruelty also helps people live better lives.



“We are sharing our expertise to protect 300 million livelihoods”

In every disaster there is always one person who stays in my mind for months and even years afterwards. They remind me why the work we do is so important.

I met Mr Rajappa Mundattil, in Enathy village, Kerala during August. He had just survived his region’s most devastating floods and landslides in nearly a century. More than 46,000 livestock, including cattle, goats, sheep and pigs, and 2.5 million poultry birds were killed.

Mr Rajappa seemed exhausted, relieved and anxious – all at same time. He was very proud of his four cows and three goats that had survived the terrifying flood waters that swept through unexpectedly. But his face clouded over as he described a goat he couldn’t save... She was 2.5 months pregnant.

He explained she was a big loss – that he, and his family were nearly completely dependent on their animals for their livelihoods. Pointing to the floodwaters receding from the fields, he said his animals’ grazing had been destroyed and he was worried they would die.



Flood-stricken: Left to right – our disaster project manager, Hansen Thambi Prem, and our communications manager, Shashwat Raj meet flood survivor Rajappa Mundattil, in Enathy village, Kerala, India.

Life-saving protection

Thankfully, we were able to help. We supplied cattle feed and mineral mixtures to protect his livestock and therefore his family through the times of scarcity following the floods. Coordinating our work with the Indian Red Cross Society and Kerala’s state government, we helped 12,504 households and 34,912 animals.

After a disaster strikes, over a billion of the world’s poorest people who own livestock rely on the International Federation of Red Cross and Red Crescent Societies to try and recover from the disaster and restore their livelihoods. By joining hands with them, through a global partnership, we provide technical support and capacity development on livestock, animal health and management. In return we can protect many more animals through their networks and reach.

I am very pleased that this partnership is already underway in many countries like Mongolia, India, Thailand, Kenya, Costa Rica and the Philippines. We are sharing our expertise to protect 300 million livelihoods, saving animals and people just like Mr Rajappa and his livestock.



Hansen Thambi Prem

Disaster project manager, India



Feeding time: Former captive bears, once cruelly exploited for entertainment, gather at the Romanian Bear Sanctuary in Zarnesti. By the end of the year there were 101 bears being cared for at the sanctuary which is run by our partner Asociația Milionare de Prieteni (AMP). The sanctuary raised around 60% of its running costs (£347,000) during the year, exceeding their target of 55%.

Inspiring partners

We simply couldn’t do our work for the animals that so urgently need our help without the generous and passionate commitment of our supporters.

“I’m a new board member and very passionate about the mission”



I believe in all that World Animal Protection stands for. I have been nothing but impressed with the work we are doing to make a difference in animals’ lives and by the remarkable people within the organisation.

Animals have always been a part of my life. I learned compassion and the importance of animal life by rescuing all my furry friends and giving them forever homes. My special needs kitty, named Little Baby Barry, has had the biggest impact on my life.

Maggie Rubey Lynch
Major donor and trustee, USA



As soon as I learned about World Animal Protection and understood its mission, I was immediately supportive and wanted to be a part of the story.

Safe haven: Enzo, a serval, is one of seven wild cats rescued by World Animal Protection and the New York State Department of Environment Conservation in July. The cats were kept by a man in Buffalo, USA, who allegedly intended to sell them illegally as pets. They were rescued, given immediate veterinary care, and transferred to two sanctuaries where they will live out their lives in safety. Enzo’s new home is the Turpentine Creek Wildlife Refuge in Arkansas.



He was born blind and found roaming the streets of LA. Even with his disability, he is the smartest, most caring, and trusting little guy in the world. He taught me how special life is even when things are not perfect.

Soon after becoming a board member, I participated in World Animal Protection’s Fourth of July holiday rescue of baby servals and caracals that were being sold illegally. This rescue inspired me to become even more committed to, and interested in, protecting animals from the exotic pet trade. I wanted to support the effort and made a donation to help the rescue. These wild cats are now healthy and in sanctuaries where they will live long and happy lives.

I am very proud of all that World Animal Protection does; I’m a new board member and very passionate about the mission. I want to be involved in as many activities as possible! I pray for the end of unnecessary suffering of animals around the world and hope we influence people to make a difference.



Graeme MacGregor and Catherine Wilson
UK

“Our dream is an end to the systematic abuse of bear bile farming”



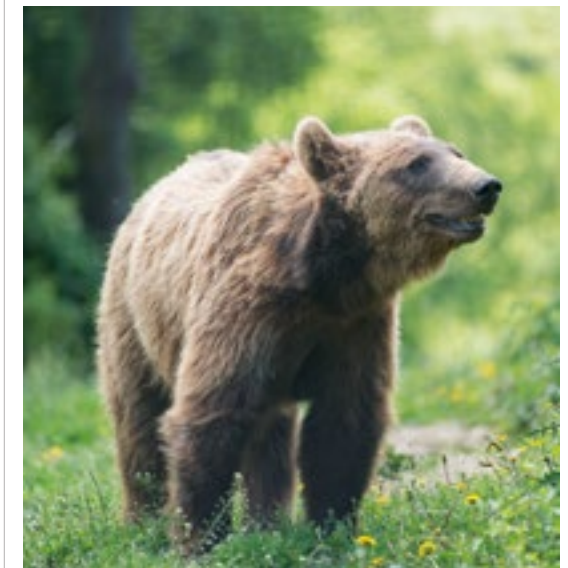
Graeme: Many years ago, I owned a Newfoundland dog which reminded me of a bear. I became very interested in researching bears as a species. This was before the internet, but even then, there was a lot of information about the brutal tortures inflicted on these beautiful animals for entertainment and profit.

I made my first gift upon discovering that World Animal Protection – then the World Society for the Protection of Animals (WSPA) – was campaigning to end monstrous practices like bear baiting and bile farming.

“Together, Catherine and I are dedicated to protecting bears and this is why we support World Animal Protection.”

Together, Catherine and I are dedicated to protecting bears and this is why we support World Animal Protection. Our dream is an end to the systematic abuse of bear bile farming and we know World Animal Protection is working tirelessly towards it. We hope that in future people will better understand their responsibilities towards the vulnerable creatures of the world who often have no voice or rights.

Bear protection: Liberty is a bear sanctuary in Zarnesti, Romania. The sanctuary is run by World Animal Protection partner group AMP who provide a safe home for bears rescued from captivity and poor quality zoos.



Catherine: I was fortunate to grow up with rescue dogs. Their unconditional love, despite sometimes harrowing early lives, showed me that we owe them more than we often give back.

Working practically to protect animals is important to me and for the last few years I’ve volunteered for a local horse and donkey sanctuary.

But I believe that global action for animals is vital too. I’m very grateful that World Animal Protection is at the forefront of assisting ill-treated working animals on a global scale.

Graeme and I are pleased to support World Animal Protection. We admire your dedication to highlighting and working to end some of the most barbaric cruelties inflicted by people on their fellow animals. We also believe that by encouraging compassion in young people, you are helping foster a new generation of adults who care more for those less fortunate, both animal and human.

“Animal welfare governed my ethical principles”



Pieter Knape
Netherlands



I was raised in an animal-loving family and events involving animal rescues from my early childhood in Indonesia, are indelibly engraved in my memory.

Situations when my mother, risked her own life rushing among cars, to pick up run-over dogs. My father rescuing a dog hiding in our garden from people that meant it harm. That same dog, later on, stayed by my father's sick-bed until he died. And my imposing French grandmother buying a basket of song-birds from passing hawkers, and releasing them to my and the hawker's awe.

Growing older, the companionship of dogs became indispensable to me – they are so invariably honest and grateful and joyous. And I gradually realised that animal welfare governed my ethical principles – how I judged other people's characters, and selected my close friends. I am convinced that someone without respect for animals, also does not have it for their fellow humans.

I was inspired to donate to World Animal Protection (at that time WSPA) and its work, after hearing about it from my mother, a long-term donor.

People sometimes choose to donate to necessitous fellow-men or to family. I choose to donate exclusively to animal welfare because animals cannot speak for themselves. They are God's most vulnerable and innocent creatures. When they are abused they are entirely dependent on our benevolence and mercy.

I particularly support World Animal Protection's work saving bears from the bile industry, from baiting and dancing, and for all animals abused for hard labour, amusement, consumption and tourism.

The prospect that even after my death my financial support to animal welfare will be secured, gives me enormous peace of mind and satisfaction. And so I have bequeathed my inheritance in my last will to World Animal Protection, an organisation in which I have all confidence. I would invite and encourage everyone to do the same.



Care for elephants: High profile supporter Alesha Dixon meets Lotus on a visit to Boon Lott's Elephant Sanctuary (BLES) in Thailand. BLES cares for elephants rescued from the tourism industry.



Canada
Gurdeep Ahluwalia, TV anchor/host
It's an honour to be an ambassador. It's been a real education for me, and also humbling to bring some of the issues I've learned about to my network on a grassroots level. In particular, the Better Lives for Dogs campaign resonates, because I've spent lots of time in India, and remember seeing as a kid so many stray dogs there.



Netherlands
Jennifer Ewbank, singer/songwriter
An animal's eyes can speak a great language. They just need to be seen. World Animal Protection gives them their voice.

Thailand
Tono Phakin Khamwilaisak, singer, actor, presenter
As we believe that humans are the world's smartest species, we should know how to treat the animals.



UK
Alesha Dixon, singer, presenter, author
I've seen first-hand through the Wildlife. Not Entertainers campaign that World Animal Protection tackles the root cause of a problem not just the symptoms, and they find sustainable solutions. They demonstrate time and time again that through collaboration and teamwork we can inspire a kinder, and safer world for both animals and humans. I'm proud to be an ambassador.



Sweden
Rivet, musician
As a public persona I feel it's a responsibility to use your voice not only to push your own work but also to lift subjects of higher meaning. For me that's definitely animal welfare, as they are the most abused and overlooked group on our planet.



Tom Svensson, conservation photographer
World Animal Protection has the same love for animals and work as hard against the wildlife trade as I do, so I am very proud to be able to work together with them and help out to save the endangered species in the world.



Financial summary

Generating income to enable us to deliver our work is an ongoing struggle. There is a lot for us to do, and it is vital that we generate substantial funds to help us make the biggest difference for animals.

In 2018, we secured US\$55.7m of income. This was less than 2017; in that year we had an exceptional year for legacy income. Most of our income continues to come from our individual donors. We are grateful for the kind donations of \$40.8m which enable us to carry out our mission to protect animals.

Major gifts from individuals, foundations and trusts, corporates and governments remained constant at \$3.5m. Towards the end of 2018 our investments experienced a loss in their book value leaving us with a loss in value of \$0.7m for the year. This loss has recovered in 2019 and historic returns remain above the market average.

During 2018 our expenditure was \$61.1m which meant that we spent \$6.4m more than the income generated in the year. This represents planned activity to deliver our mission enabled by using reserves generated from surpluses achieved in previous years, including the high level of legacy income in 2017. This meant we were able to increase spending in 2018 on our mission to move the world to protect animals to \$46m.

We cannot generate income without investing in fundraising, but we ensure that our fundraising is as effective and efficient as possible. In 2018, we raised \$3.68 for every \$1 spent, an increase of 12% from 2017. In 2018, we also increased investment in fundraising activities to ensure our income is sustainable. This investment allows us to strategically pilot new fundraising initiatives with the aim to attract new donors to support our mission.

Understanding our figures

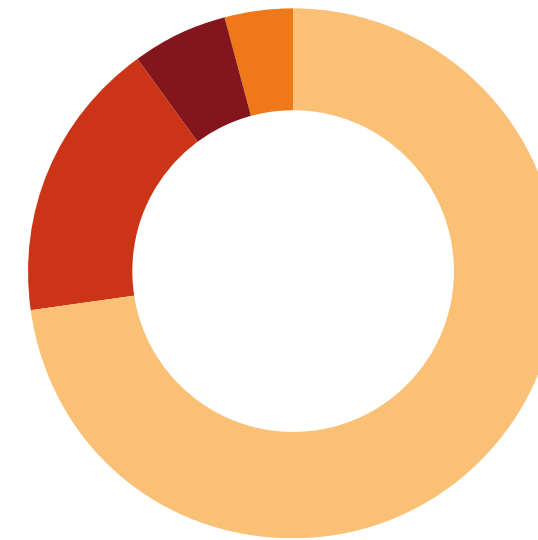
The figures included in our Global Review represent the figures of all World Animal Protection entities, including branches/subsidiaries or affiliates. The figures included are taken from our management accounts which were produced at the end of January. Audits are now taking place and the consolidated audited financial statements for the UK charity (which includes our branches and subsidiaries only) are on schedule to be signed by the Board and Auditors on 5 June 2019, following which they can be viewed on our website.

Our most valuable asset – our people

Our people are the heart of our organisation. It is only through our dedicated and committed teams that we can deliver our mission to move the world to protect animals. We are strongly focussed on creating the right culture for our employees and volunteers to grow and flourish. We want to be able to attract, recruit and retain the very best people to work for World Animal Protection and ensure they have the right support and development to nurture them to work flexibly across the globe.

Income and expenditure

Income \$55.7m



Individual giving	73%
Legacies	17%
Partnership giving	6%
Other income	4%

Expenditure \$61.1m



Animals in the wild	32%
Fundraising	25%
Global advocacy	19%
Animals in farming	13%
Animals in disasters	6%
Animals in communities	5%

How we'll move the world in 2019...

Thank you for helping us give more than 3 billion animals better lives last year. Here are just a few of the things we want to do next...

We'll protect animals in communities by...

Persuading two regional governmental organisations – the South Asian Association for Regional Cooperation and the African Union – to start the process to introduce regional rabies elimination strategies. These strategies will incorporate humane dog population management and mass dog vaccination against rabies that will improve the lives of millions of dogs in the region.



— **Close companions:** There are an estimated 400 million dogs globally, but unlike this dog brought to a rabies vaccination drive in Thailand, most do not get the care they need. Through our full-cycle dog population management approach we are moving the world to give all dogs better lives.

Working nationally and locally to move more countries towards humane dog population management, implementing rabies elimination strategies and conducting mass dog vaccinations. These countries include India, China, Thailand, and Brazil – where 137,000 dogs will be affected. In Benin, Madagascar, Zanzibar and Zimbabwe we will continue working with the Global Alliance for Rabies Control supporting vaccinations, and national rabies elimination strategies, benefitting more than 500,000 dogs.

Continuing our work in Kenya and Sierra Leone, to support the expansion of on-the-ground vaccinations, microchipping, sterilisation and treatment projects to directly help 59,000 dogs.

We'll protect animals in the wild by...

Launching our Wildlife. Not Pets campaign to disrupt the trade in wild animals as pets. We'll target the illegal transportation of wild animals, focussing on the trade in African Grey Parrots. And we'll campaign to change international policies to make it harder for wild animals to be traded as pets. Through innovative consumer engagement approaches, we'll drive down the public acceptability and demand for wild animals as pets.

Demonstrating how to move elephant venues from low to high welfare. We'll do this by transforming two venues in Thailand. These will be examples, supported by the international tourism industry, which other venues can replicate. We will bring further shifts to the wildlife tourism industry through a global campaign launch targeting the cruelty of dolphinariums.

Securing lasting solutions to tackle the problem of ghost gear by transitioning the stewardship of the Global Ghost Gear Initiative (GGGI) to a new lead partner, Ocean Conservancy. We'll be involved with GGGI members to protect marine life from harm and improve the health of marine ecosystems.



— **Clean-up crew:** A team working to free the seas around Florianópolis, Brazil of ghost gear. Ghost gear can take up to 600 years to decompose – it entangles, mutilates and kills marine life and contributes greatly to the ocean's plastic problem.

Developing our global Wildlife. Not Medicine campaign, which will focus on ending the exploitation and cruel use of bears, lions and tigers in traditional medicine products. We will continue to work with partners to lobby the government in Vietnam to enact strict regulations on bear breeding to end bear bile farming in the country once and for all.

“Where possible, we use our disaster response operations to press governments of the countries where we deploy to include animals in disaster risk reduction strategies.”

We'll protect animals in disasters by...

Mobilising people, and advocating through our International Animals in Disasters Initiative, to move Brazil, Guatemala, Kenya, Thailand and India to include animals in disaster risk reduction strategies. We expect that the powerful examples set by these nations will encourage other countries to follow suit, leading to much wider impact for millions of animals beyond their borders.

Influencing the International Federation of Red Cross and Red Crescent Societies (IFRC) to continue to use and extend animal-friendly examples and solutions to help people affected by disasters. We will work jointly with them wherever possible, sharing our skills and expertise, and continue our partnerships with IFRC chapters in Thailand, Mongolia, the Philippines, and regional offices.

Rescuing animals facing distress in disaster situations. Where possible, we use our disaster response operations to press governments of the countries where we deploy to include animals in disaster risk reduction strategies. We believe response operations create an atmosphere conducive to convincing governments of the clear connections between protecting animals and protecting their citizens' livelihoods and wellbeing.

— **Emergency relief:** Just some of the more than 460,000 animals our hands-on help protected from death, starvation and disease in 2018.



— **Dairy care:** A cow at Binsar Dairy, a high welfare 10-hectare dairy farm on the outskirts of Delhi, India. Sadly, unlike the Binsar animals, many dairy cows in India have a harsh life – particularly those kept in packed urban areas. Our National Dairy Code, developed with India's National Dairy Research Institute, and now adopted by several states, is tackling their suffering.

We'll protect animals in farming by...

Convincing five Indian dairy companies to stop sourcing milk from the worst facilities that keep cows and buffaloes in terrible conditions. To support this work, we will mobilise 50,000 people to call for good welfare in supply chains and discourage suppliers from sourcing from these substandard dairies.

Releasing the second issue of the Pecking Order, our fast-food chicken welfare ranking system. This will help us press fast-food brands to give the chickens they use better lives. We'll also launch our research on the economics of higher-welfare chicken production to show consumers and businesses the cost-effectiveness of giving chickens lives worth living.

Improving the lives of more than 5.7 million pigs overall through our Raise Pigs Right campaign. We'll target supermarkets locally and globally, galvanising them to oppose the caging of sows and the mutilations of piglets and adapt their policies and supply chains accordingly. By extending our successful pilot projects with pig producers in China, Thailand and Latin America, we will give 93,000 sows and 1,690,000 pigs raised for meat better lives.

Giving a better life to billions



Paul Baldwin
Chair, board of trustees

On the move: World Animal Protection's international board of trustees tour the Romanian Bear Sanctuary where they held their 2018 board meeting. The sanctuary is run by our partner AMP and supported by World Animal Protection.



After reading our Global Review I hope, like me, you are impressed and inspired by the scale of our global impact, and the ways we tackle cruelty to animals head on.

There is such campaigning breadth it feels unfair to pick out one success, but the Global Ghost Gear Initiative is a personal highlight. It shows how we can initiate a movement, bring in government, corporate and international NGO partners and move a previously unappreciated problem into the mainstream.

It's also a great example of developing a practical solution and giving it a sustainable and independent future to benefit millions of marine animals. As we work to develop our new global strategy Beyond 2020, it is immensely encouraging to see the power of our theory of change in action.

My most powerful memory of 2018 is visiting Thailand for our Wildlife. Not Entertainers campaign. Seeing the overt cruelty to and suffering of animals used for peoples' entertainment was tough to stomach. However, it was an important reminder of the urgency, importance and scale of the problem we are working to address.

Fortunately, I also visited another venue we support, where the welfare of the animals is appropriately prioritised. This gives me hope for a better future.

None of our work is possible without our extraordinarily talented and dedicated people. I love visiting our offices and hearing the humbling and inspiring stories from those on our work's front line.

I am also lucky to be supported by our board of hardworking and highly professional trustees; they give their time freely and care so passionately about our mission. They are dedicated to ensuring that our governance is robust, and that we all remain accountable for delivering our mission responsibly.

However, my final comments are to our supporters. It is only with your backing that we have the power to move the world to protect animals; with you we can give a better life to billions. My most sincere thanks to you all.

Board of trustees

(who are directors for Companies Act purposes)



Trustee team: Some of our international board of trustees at the Romanian Bear Sanctuary. This hardworking team give their time freely and are dedicated to our mission.



- 1. **Paul Baldwin, chair**
- 2. **Dominique M Bellemare**
- end of term 6 June 2018
- Sandra Beretti**
- appointed 6 June 2018
- Franc Cortada**
- appointed 6 June 2018
- 3. **Nesta Hatendi**
- 4. **Sarah Ireland**
- 5. **Thomas Jones**
- Mrs Anna Lemessany**
- resigned 12 September 2018
- 6. **Ms Christine Lloyd**
- 7. **Carter Luke**
- end of term 6 June 2018
- Berangare Michel**
- appointed 6 June 2018
- Mwikali Muthiani**
- 8. **Mark Watts**
- 9. **Karen Winton**

Thank you

We greatly appreciate the generous support of the following people, trusts and foundations, corporations and governments for our animal protection mission.

Thank you also to our generous supporters who wish to remain anonymous and to those who left a gift in their will in 2018.

Australia and New Zealand

Rita Andre, Shirley Bassett, Elaine Bragg, Rebecca Busse, Ivy Cheah, Gillian Dahlsen, Doves Nest Foundation, Ruth Eisner, Marini Ferlazzo, Wayne Fitzherbert, Catherine Gray, Lin Hiddleston Foundation, Peter and Barbara Hoadley, Intrepid, Karma Collective, Lion Pty, Ltd, Craig Maclean, Nigel Madeley, National Australia Bank, Valerie Newman, Patricia McKibben, Maxwell Family Foundation, Steve and Sharon Molver, Xiona Pan, PwC, Jane Rich, Sharon Rowe, Alice Simpson, Stockland, Reiko Sugiyama, Telstra, Glen Toovey, Marjorie Wallace, Westpac, Richard Wilenski, Robyn and Terry Wiles **Estates** Mary Birnie, Gabrielle Blazer, Lawrence Butcher, Pauline Cowan, Chi Lam Fang, Margaret Gibbons -McKendry, Jack Gleeson, Karen Hobbs, Thelma Howell, Peter Hutchins, Gretha Johansen, Marion Kingston, Dorothy Lange, Dave Leeman, The Jean, Juliette and Gilberte Leman Trust, Dorothy Malone, Victor Menson, Jeanette Parker, Louise Joseph Smet, Margaret Sneling, Susan Spivey, Jack E Trinkhouse, Joyce Tyrer, Donald Ward **Canada** Hallward Fund at Toronto Foundation, The Alan and Patricia Koval Foundation **Estates** Estate of Sandra Gail Anderson, Estate of Jack Hallam **Netherlands** Netherlands Ministry of Economic Affairs and Climate Policy, Netherlands Ministry of Infrastructure and Water Management, TUI Care Foundation **UK** Centre for Environment Fisheries and Aquaculture, Department for Environment Food and Rural Affairs, Al Fayed Charitable Foundation, Sue Rouse Charitable Trust, Earlsmead Charitable Trust, Betty and Stanley Abbett Charitable Trust, Dischma Charitable Trust, The FatFace Foundation, Paul Dane, Paul Davis, Lady Annabel Goldsmith, Graeme MacGregor and Catherine Wilson, Francesca Quint **United States** The New **Estates** Ada Rina Cavadini, Laurence Goodall, The Haworth -Booth Family, Margaret Mary Lisle, Mary Brenda Matthews, William Robert Peat, Brian Albert Salmon, Diana Maud Smith, Aline Eleanor Steele, Stephnie Jane Sainsbury-Palmer, Margaret Yvonne Werner, and the other 180 generous supporters who left a gift in their Will in 2018.

United States Acton Family Giving, Ambreen and Tristan Brown, Madeleine Burns, Audrey B Buyrn, Cathleen McFarlane Foundation, Inc., Charities Aid Foundation of America, Steven Corri, Sandra P Fricke, Thomas J Jones, Peggy, Nora and David Kavookjian, Carter J Luke, Margaret R Lynch

United States Catherine McBrien, Morgan Stanley Global Impact Funding Trust, Inc. Alan J Morris, David Reuben, Sharon Rush, Eugenie Sotiropoulos-Foss, Mr and Mrs Andrew Street, Jan, Susan and Karen Suwinski, Margareta Taylor, The Goodnow Fund

York Community Trust, Marlene Titus, Eva Rodriguez, Tlusti, Margaret Wallace, William & Charlotte Parks Foundation, Mr and Mrs James Wintersteen, Michael N Wood, John Wright and the 22 generous supporters who left a Bequest in 2018.

World Animal Protection appreciates the continued generous support of the Open Philanthropy Project in our shared goal of reducing farm animal suffering around the world.

We would like to thank the following high-profile supporters for their help in 2018.

Alesha Dixon, Aliya-Jasmine Sovani, Amazing Arabella, Amy Williams MBE, Anthony Farnell, Ashlan Cousteau, Bob Richards and friends, in memory of Cozy Powell, Brian Blessed OBE, Candice Batista, Carla Collins, Danielle Cormack, Deborah Meaden, Dominic Brunt, Dr Jane Goodall DBE, Dr Pete Wedderburn, Emily Penn, Emma Milne, Evanna Lynch, Gaby Roslin, Gurdeep Ahluwalia, Jack Harries, JD the Kid, Jennifer Ewbank, Joanna Lumley OBE, Karman Wong, Keshia, Kristen Renton, Kristin Bauer, Leona Lewis, Liisa Winkler, Loretta Schrijver, Mark Charnock, Mike Bradwell, Monica Guo, Philippe Cousteau, Rachel de Thample, Ricky Gervais, Rivet, Ruth Bratt, Simon Reeve, Susie Porter, Tanya Streeter, Taylor-Ann Hasselhoff, Tom Svensson, Tono Phakin Khamwilaisak.



Sloth support: A three-toed sloth at AIUNAU, a sloth rescue and release centre in Medellín, Colombia. During 2018 our supporters funded four new enclosures to help our hardworking partner AIUNAU rehabilitate and release sloths confiscated from the wildlife trade and those kept as pets.

Our offices



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