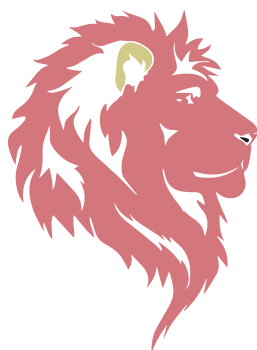


## ANNUAL REPORT 2016 – 2017



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# 01

Who **We  
are**

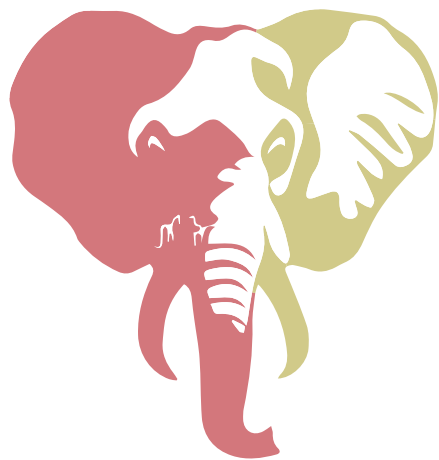
we are  
**WORLD ANIMAL PROTECTION**

We were known as WSPA (World Society for the Protection of Animals). Our vision is a world where animal welfare matters and animal cruelty has ended. Together we can move the world to protect animals.

- › We end the needless suffering of animals.
- › We influence decision makers to put animals on the global agenda. We help the world see how important animals are to all of us.
- › We inspire people to change animals' lives for the better.
- › We move the world to protect animals.

## HOW **WE** moved the **WORLD** this year

*“My aim is to keep everyone inspired, motivated and proud of the organisation and the work we all do, while we achieve our ambitious goals.”*



The enormous impact we can have became very clear during the ‘Global elimination of rabies: the time is now’ conference in December. Here, the World Health Organization (WHO), the World Organisation for Animal Health (OIE) and the Food and Agriculture Organization of the United Nations (FAO) committed to ending dog-mediated rabies by 2030.

This was a huge moment for us. Evidence of our mass dog vaccination programme successes with our government partners prompted the conference to make humane solutions, rather than dog culls, part of its global rabies elimination plan. This result and our presence as the only animal welfare and protection organisation encapsulate how we work with international partners to catalyse change.

### Protecting Animals in the Wild

During the year the unacceptable pain and suffering inflicted upon the world’s wildlife was flung into the spotlight through the horrific hunting and killing of Cecil the lion. We responded quickly and authoritatively to condemn the tourist entertainments that are killing our precious wild animals. Hundreds of thousands of outraged people and many travel companies were moved to support our Wildlife — Not entertainers campaign.

### Protecting Animals in Disasters

We pride ourselves on giving hands-on help to animals when natural disasters turn their worlds upside down. We responded to 12 different disasters in 10 countries during 2016, including Vanuatu after Cyclone Pam devastated the island nation in March. Here our team saved animals from injury, disease and starvation and brought hope to their distraught owners.

Uniquely, we also work at a global level to protect animals from disasters and in 2016 we achieved an incredible milestone. After two years of our campaigning work, the UN formally recognised the importance of protecting livestock from disasters in the Sendai Framework for Disaster Risk Reduction 2016–2030. The implications of this world-moving decision are enormous and will prevent the deaths and unimaginable suffering of millions of animals.

### Protecting Animals in Farming

We also took great steps forward for farm animals this year. Our global partnership with Nestlé, launched in 2014, is benefitting millions and not just those hens in the Nestlé supply chain. The company’s commitment to stop using eggs from chickens farmed in barren battery cages in North America encourages other companies to follow suit. Such decisions fill us with optimism. It means all hens in North America could be laying their eggs free from cages in the very near future.

### Protecting Animals Together

We sincerely appreciate the generous support of our many donors and partners around the world. We hope you will find our Year in Review 2016 an inspiring tribute to the trust you have placed in us and the impact you are helping us achieve. Together we are making a world of difference.

### Protecting Our Future

Responsibility for the oversight of our global work for animals lies with our board of trustees. In 2016 they looked to the future — reviewing and enhancing their own effectiveness and that of our organisation generally to ensure World Animal Protection’s long-term governance is of the highest possible standard.

— Steve McIvor,  
CEO

## WHY **World** **animal** **PROTECTION**



**Why?** Because animals have a right to live free from pain.

**How?** By tackling cruelty and suffering worldwide.

**Today** we're working on projects worldwide — helping governments and communities to protect and care for their animals.

**Did you know?** 3,000 dogs used to be culled every year in Cali, Colombia for fear of rabies. We persuaded the government to sterilize dogs instead. The number of strays fell by 25%. Dog bites reduced. And when the project ended, 10,000 people paid to sterilize their dogs, rather than returning to culling.



**WE HELP THE WORLD SEE HOW IMPORTANT ANIMALS ARE TO ALL OF US**

**Why?** Because millions of people depend on animals.

**How?** By demonstrating the vital relationship between people and animals.

**Today** we're campaigning for a Universal Declaration on Animal Welfare, and over 2 million people, 330 animal groups and dozens of governments have already pledged their support.

**Did you know?** In 2013 we successfully moved the United Nations to include animal welfare in resolutions for the first time — a victory that will lead to policy change worldwide.



**WE INSPIRE PEOPLE TO CHANGE ANIMALS' LIVES FOR THE BETTER**

**Why?** Because we all have the power to improve animal welfare.

**How?** By moving communities and governments to stop animal suffering.

**Today** we're focusing on ending bear baiting in Pakistan — just one example of our work to end cruelty by helping people everywhere to respect and protect animals.

**Did you know?** We've been moving the world to protect bears for more than 20 years. In India, Turkey and Greece, we've helped to end bear dancing — for good.



**WE PUT ANIMALS ON THE GLOBAL AGENDA**

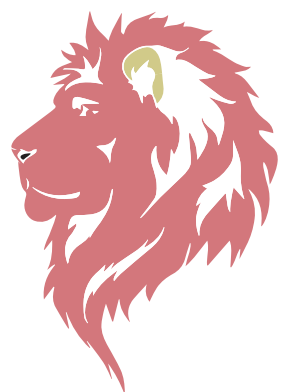
**Why?** Because a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

**How?** By being part of the big global debates on how we live within the world's resources now and in the future.

**Today** we're helping shape the UN's Sustainable Development Goals that all countries need to adopt from 2016, to ensure animal protection is not forgotten.

**Did you know?** In 2013 we persuaded UN Member States to adopt animal protection language in two General Assembly Resolutions (on agriculture and disaster risk reduction). For the first time this places animal welfare at the heart of policy and decision making at the United Nations.

## PROTECTING animals in WILD



Their lives are continually under threat. Many are simply used and abused for entertainment. On land and sea our planet's wild animals are threatened with cruelty and exploitation. Snatched from their natural habitats, they are traded, often bred and brutally 'trained' to become entertainers and pets. Others may be killed for their body parts.

Millions of marine animals die from injury and drowning every year — victims of tonnes of abandoned and lost fishing gear increasingly filling our oceans.

We are working to end their suffering - moving governments, businesses and people worldwide to protect wild animals and keep them in the wild where they belong.

## In 2016, We...

Exposed the *holiday horrors* of wild animals, including elephants, lions, dolphins, tigers and bears, being cruelly used for entertainment.

Our hard-hitting *Wildlife – Not entertainers* campaign, coupled with pressure from our supporters, led to 88 travel companies committing to no longer selling or promoting elephant rides to their clients.

Told the real story behind the seemingly harmless tourist activities of walking with lions and cub stroking in Africa. Our report *Breeding cruelty* — how tourism is killing Africa's lions, launched after the shooting of Zimbabwe's Cecil the lion, revealed the unacceptable exploitation and violence lions endure for entertainment. Within 48 hours, 24,101 people had joined our movement to keep wild animals in the wild.

Harnessed the power of 248,226 supporters to press Thomas Cook, one of the world's largest and best-known travel companies, to stop selling and promoting elephant rides. Our Facebook posts about this company and why they should stop the rides reached more than 500,000 people. We will continue to work with Thomas Cook to stop the rides.

Understood more about the global scale of wildlife entertainment through research undertaken for us by the University of Oxford. This research also highlighted how positive TripAdvisor reviews posted by unwitting tourists are encouraging people to visit some of the world's cruellest wildlife entertainments.

Rescued 10 bears from cruel and illegal bear baiting in Pakistan and gave them safe haven in our Balkasar Sanctuary. We supported seven of their owners to find different ways of making a living after they handed over their bears to us. And religious leaders in 201 mosques were encouraged to raise the issue of bear baiting in their Friday prayers.

Tackled the problem of millions of marine animals being killed and injured in lost and abandoned fishing gear by launching the Global Ghost Gear Initiative (GGGI). This alliance of government, fishing industry, business and NGO representatives is committed to finding solutions to the issue.

Developed sea changing partnerships with national and local groups dedicated to saving animals from marine entanglement. With them we removed a massive 92 tonnes of ghost gear, including nets, lines and lobster pots, from the world's seas and coastlines.

Pioneered a sea lion disentanglement and treatment rescue method with the Alaska Department of Fish and Game. This can now be used by governments and wildlife groups worldwide to rescue seals and sea lions trapped in ghost gear. It was introduced at a rescue workshop we funded for marine mammal experts worldwide.

Pressed the United Nations to incorporate the ghost gear problem into its fisheries policies. We successfully made our case to 11 UN ambassadors and the UN's Division for Ocean Affairs and the Law of the Sea at our New York event. These links have given us a voice on future UN resolutions regarding sustainable fisheries — key to addressing the ghost gear problem.

Launched our Amazon community education campaign to protect the Region's pink river dolphins — botos — from being cruelly killed for bait to catch Piracatinga fish. We also introduced local people to responsible boto-watching tourism projects that are boosting Amazon community economies. The Brazilian government introduced a five-year ban on Piracatinga fishing in January and we are supporting communities to find other ways of making their living.





## Looking forward In **2017**

- › Mobilise a further 250,000 people across the world to take meaningful actions to keep wild animals wild – and not entertainers.
- › Encourage travel companies who no longer promote and sell cruel wildlife entertainments to work with us developing animal-friendly solutions that appeal to tourists and benefit local communities.
- › Drive forward the innovative Global Ghost Gear Initiative that we founded. We're uniting the fishing industry, governments, international organisations and NGOs to create and use solutions that will save millions of marine animals.



## PROTECTING animals in DISASTERS



Animals are comfort, security, livelihoods. They help rebuild futures. More than 40 million animal lives are threatened annually by natural disasters like floods, droughts, earthquakes and cyclones.

Our highly trained teams travel to devastated communities where they relieve animal suffering and give distraught owners hope.

We also give animals a voice before disasters even happen, convincing governments and humanitarian organisations to include their protection in emergency planning and responses. Educating and training vulnerable communities to prepare to protect their animals from natural catastrophes is another vital part of our work.

## In 2016, We...

Saved 1,433,727 animals from death, injury and starvation in 10 countries through direct, hands-on action with governments and international partners. These included the International Federation of the Red Cross and the Red Crescent (IFRC) and the Kenyan Veterinary Service. Took our lifesaving aid to Vanuatu after Cyclone Pam tore through the country in March. Our vets worked quickly, treating badly injured animals and those at risk of disease. We also supplied emergency feed for 30,010 animals including pigs, goats and poultry. With our help, Vanuatu communities are now cyclone-proofing their lives with locally made, storm-proof animal shelters. They are also using new technology for cyclone alerts and education. This includes a unique cyclone preparation and warning animation DVD.

Created a global first when, after two years of our campaigning work, the UN formally recognised the importance of protecting animals from disasters. Animal protection is now a firm part of the Sendai Framework for Disaster Risk Reduction 2015–2030. This world-moving decision is expected to prevent the deaths and unimaginable suffering of millions of animals.

Protected 263,321 animals in Kenya by vaccinating them against deadly Rift Valley Fever and rabies. These vaccinations are part of our project with the University of Nairobi and the Kenyan government to help local owners prepare to protect their animals from El Niño. El Niño is creating weather patterns causing serious flooding to Kenya and putting animals at serious risk of disease.

Helped thousands of animals suffering in two separate disasters in Chile. Our teams worked day and night to save cattle, goats, pigs, horses and pets after severe flooding swept through the normally dry Atacama region in March.

And then in April, the Calbuco volcano in Chile's Los Lagos region showered farmland with poisonous ash. Altogether, we protected 35,826 animals by providing emergency feed and veterinary treatment. We trained farmers in basic veterinary care too.

Celebrated the Costa Rican government's landmark recognition to protect animals in disasters through their National Risk Management Policy 2016–2030. We were delighted to be involved in the policy's development throughout 2015. Similar work with New Zealand's government resulted in animal protection and welfare becoming part of the country's National Civil Defence and Emergency Management Plan in December.

Set up teams of veterinary volunteers and veterinary camps to work in Nepal's ravaged landscape after the horrific earthquakes of April and May. We took emergency treatment to more than 27,000 animals and brought comfort to their grateful owners in the earthquakes' aftermath.

Worked innovatively with the Mexican Red Cross in Tabasco to help people protect their animals and families from flooding that regularly devastates their land and crops. Through our pilot project we have helped local families develop solutions such as aquaponic farming systems to deal with the food and animal feed shortages. These systems, which we hope will ultimately be used throughout the region, combine hydroponics — water-only crop growing systems — and aquaculture (fish farming). The fish waste nourishes hydroponically grown crops like mixed herbs and vegetables.





## Looking forward In 2017

- › Continue to work with international humanitarian and development organisations, including the IFRC and the UN, to ensure global progress is made in preventing the deaths and suffering of animals during disasters.
- › Support the governments of India, Mexico and Kenya to include animal welfare in their national emergency plans.
- › Take our lifesaving aid to where it is needed most. By 2020 we expect to have saved 5 million animals from suffering.

## PROTECTING animals in COMMUNITIES



Their suffering is hidden and huge in scale. Behind the closed doors of industrial farms, animals are rapidly being bred, reared and readied for slaughter in their billions. Most endure cramped, barren conditions, unnaturally fast growth rates, and unacceptable distress and pain.

But it doesn't have to be like this.

With producers, governments and consumers worldwide we are championing farming practices and systems that protect animals from suffering and protect the environment and people's livelihoods too.

## In 2016, We...

Inspired two Chinese pork producing companies to pilot group housing systems for their sows. We'll use their successes to persuade other producers to also switch to group housing.

More than 600 million pigs are farmed in China each year in intensive conditions. Sows live in row upon row of tight metal cages where they can't turn around. These intelligent animals are denied any chance to behave naturally. The severe frustration and distress they suffer is unimaginable.

Collaborated with Brazilian-based BRF, one of the world's biggest food companies, to plan how they can completely phase out sow stalls by 2026. We are also helping them assess and improve the welfare of the 1.6 billion broiler chickens they farm each year. Across the world, chickens reared for their meat are confined to intensive systems and are bred to grow at twice the rate of traditional breeds. As many as 10,000–20,000 birds may be crowded together in large sheds with no natural light and little fresh air.

Galvanised our US supporters to help the 400,000 caged hens that lay 120 million eggs annually for Panera Bread's chain of 1,800 cafés. By writing directly and passionately to the Panera CEO about the hens' plight, our supporters helped to convince the company to switch to cage-free only eggs by 2020.

Targeted supermarkets in the UK and the Netherlands asking them to sell and promote milk from dairy cows that have access to pasture rather than from those that are kept indoors. In intensive dairies, cows are kept year round in large barns where they may never see the sun or chew on fresh grass.

Focused on the problems faced by India's dairy cows by continuing to promote the national welfare guidelines we developed last year with the National Dairy Research Institute (NDRI). With our local partners we are helping dairy farmers to produce better quality milk through improved husbandry practices.

Ensured that more than 80 million chickens, 7.2 million pigs and 480,000 beef cattle experienced less stress and suffering and a kinder end at slaughter. We did this by training more than 2,200 Brazilian and Chinese slaughterhouse staff in animal care, handling and treatment.

Worked closely with our partner Nestlé on farm animal protection issues throughout the company. This included verifying Nestlé's farm assessment programme in 12 countries and providing training for Nestlé staff and suppliers. It also involved advising on solutions to identified problems and helping Nestlé develop its global animal protection programme.

Lobbied governments ahead of a landmark United Nations agreement on how to achieve sustainable development. We worked at the heart of the process to show how good animal welfare is part of the solution to massive global challenges such as world hunger and poverty. We'll continue to push for better animal welfare when countries and companies invest in farming.





## Looking forward In **2017**

- › Mobilise a vibrant global public movement to influence food companies to farm millions of chickens, hens, pigs and cattle in higher welfare systems.
- › Collaborate with leading food producers in global, regional and national markets to develop sustainable farming practices that promote the welfare of farm animals.
- › Catalyse change in international food policy, persuading world leaders that farm animal welfare is a vital part of a healthy future for people and our planet.

# MOVING THE WORLD





## FARMING matters in Dubai

More than 2.1 million farm animals are getting better care and treatment on 1,368 small Dubai farms, through your support of our joint inspection scheme project with the Dubai Government.

Before our partnership the chickens, turkeys, goats, sheep and cattle on many small farms were suffering due to not being handled, kept or fed properly.

“The problems included animals being fed inappropriate left-over human food that made them ill; not having enough water to drink, and being kept in seriously substandard enclosures. Farmers were also suspicious. They often turned government veterinary officers away despite the help offered with veterinary treatment and advice,” explains Alistair Findlay, our Middle East programmes manager.

“The small farm processes were also affecting the country’s sustainability. Lots of excess food was being thrown away instead of being sold at local markets. This was contrary to the government’s aims for Dubai to become independent of food imports.”

### ENCOURAGING FARMERS

“To tackle the problem we helped to devise an inspection and scoring scheme with the government’s veterinary services and encourage small farms to improve the care of their animals. We wanted to encourage the farmers to make improvements linked with the Five Freedoms for farm animals that would lead to them being licensed by the veterinary services department. Licensing means they can sell their extra produce at markets,” explains Alistair.

Since 2014 the project has gone from strength to strength with 250 small farms getting involved in the scheme in just one year.

“The incentives — increasing income by being allowed to sell their products; reduced veterinary costs and support to improve the well-being and productivity of farm animals — has made it a no-brainer for small farmers,” says Alistair.

The scheme has also saved both the government and farmers time and money. As Mohammed Yousif Al Hammadi, head of Dubai’s veterinary therapeutic unit explains, “This has been through the reduction of disease outbreaks and reducing the unnecessary treatments given to animals that had been fed incorrectly.”

### FAMILY FOCUS

Ali Naser Salah Lootah owns a farm of more than 100,000 square metres and is just one of the farmers involved in the scheme. He is delighted with the help and support he has received.

“The results have been excellent. Our animals seem much healthier. When we started, we kept them confined in indoor enclosures, but following the DMVSS advice we’ve made more areas free range and have developed more open areas. And this has helped us raise more animals.”

The farm now has an outside free range area for turkeys and there are plans to create natural foraging areas by planting vegetation. Other improvements include nesting perches, a perching area for laying hens, a free-range goat pen and goat birthing facility.

We will support the DMVSS to get even more small farmers involved with the scheme – hopefully 1,500 by the end of 2016.

The conditions for animals kept on large commercial farms also need urgent improvement. Millions of chickens are farmed intensively in Dubai and we are working with the government to develop high welfare systems for them.

## Next steps

# 08

## GIVING to world Animal Protection

Australian businessman Steve Molver is passionate about protecting wildlife and supporting our work. He and his wife, Sharon, have been making generous, regular gifts to us for the past six years. Steve explains that much of his passion for animals stems from his childhood in Southern Africa.

“One of the pleasures of growing up in Africa is that you are a lot closer to animals. You see them in their natural environment and know that that is where they should be... Living in Africa provides an exposure to symbiotic natural balance.”

“It made me understand that animals cope well when they have a fair chance. But they cannot thrive when their natural habitat is taken away from them or when they are captured or hunted. Very few of us are taking responsibility for correcting this imbalance... Against us wild animals have very little defence.”

“In Africa and elsewhere you will have desperately poor people offered money to capture or poach wild animals. They do this to help feed their families. Many of us might do this in the same situation, but a rhino can be worth more to them alive than dead, through sustainable tourism. We have to work with people to bring about this understanding. It needs to be a joint effort to give people and animals a win-win outcome,” says Steve.

### SUPPORTING WILDLIFE

Steve and Sharon are particularly proud to support our work focussing on responsible wildlife tourism — notably our *Wildlife — Not entertainers* campaign. He believes that some people unwittingly take part in cruel wildlife entertainment through sheer ignorance and is thankful that the *Wildlife — Not entertainers* campaign effectively addresses this.

“I am embarrassed to say that we once went on an elephant ride. We were then exposed to your elephant ride programme highlighting the extreme cruelty inflicted on the elephants during their training period. It hit me like an axe to the head — the ride was like condoning slavery. “Such cruelty is shocking and horrendous and people would react differently if they were made aware of this.”

### DESERVING CAUSES

“People should consider supporting organisations that protect animals because they are possibly more deserving than many other causes,” says Steve. He cites the example of numerous universities with endowment funds of several billion dollars, whose sole objectives are the promotion of some of the most talented individuals on the planet.

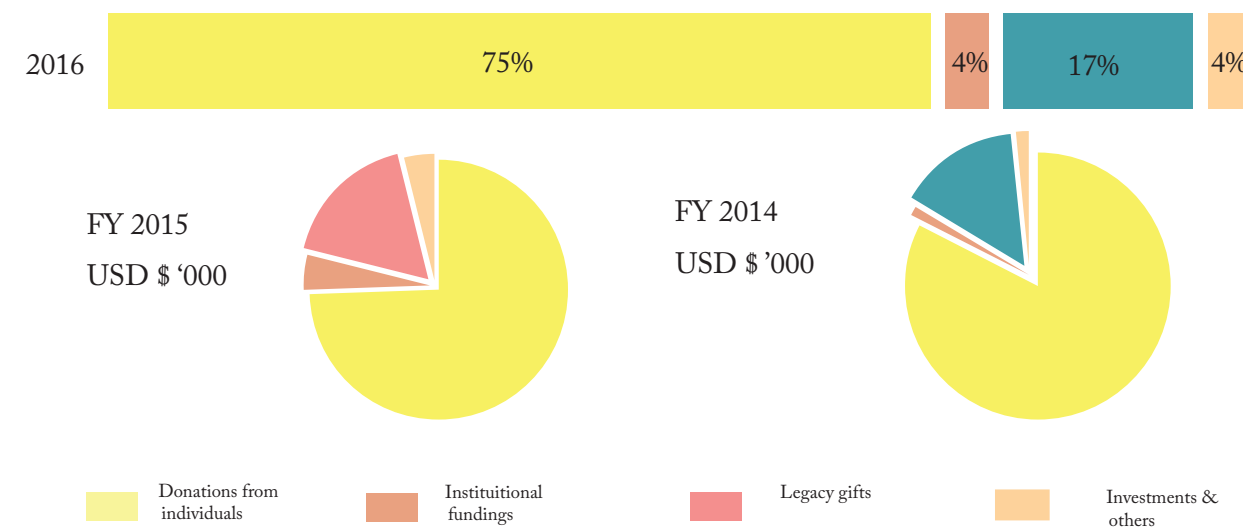
“A person who attends these universities has a better chance of survival than, for example, a leopard cub on the outskirts of Nairobi. The cub is facing unprecedented survival pressure brought about by the human population explosion. If people diverted as little as 10% of educational giving to wildlife assistance, it would make very little difference to us as a species, but have a huge impact on animal welfare.”

“I tend to be a big picture person and if you think about it logically and look at giving as a whole, animal welfare gets an extremely small share of resources. This is completely out of kilter with the survival needs of our planet’s precious animals...I believe, as a species, we have been lucky with abilities, resources and the lifestyle we enjoy and perhaps we can help restore the balance...”

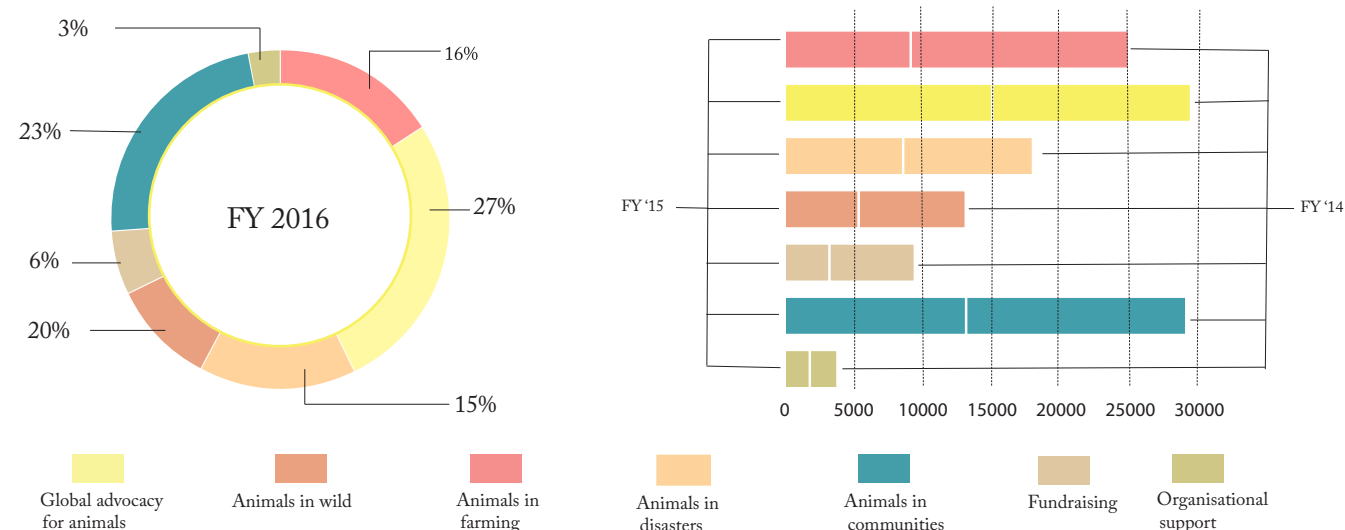
## Wildlife — Not entertainers

# FINANCIAL Summary

## Income



## Expenditure



Our total global income in 2016 amounted to just under US\$60 million.

In continuing difficult economic conditions, this represented a fall of about 10 per cent over 2015, and was due mainly to a reduction in individual donations, more specifically cash gifts. We remain immensely grateful to all our regular supporters and donors who are committed to working with us to achieve our global mission for protecting and improving the lives of animals at scale.

All other types of income showed an increase, with particularly strong growth in securing funding from corporates, trusts and foundations and other agencies. Nevertheless, our regular individual donors continue to provide by far the greatest proportion of our gross income, and we will continue to honour the trust placed in us by our regular supporters, by achieving more for animals.

Our aims and the approaches to achieve them are limited by the income available to us. Therefore, after three years of budgeting for a deficit, we set a surplus budget for 2015. We reduced our total expenditure by over 20 per cent to US\$ 56.2 million (US \$71.4m in 2014) and achieved a surplus of US\$3.5m. This inevitably involved an overall reduction in programme expenditure as well as in other areas such as fundraising investment. This reduction was slightly more than we had budgeted for, as planned expenditure on some initiatives was delayed.

Our animals in the wild programme showed a small increase. This reflects the number of existing campaigns and the importance attributed to new campaigns which have already had a major impact: Sea Change and Wildlife. Not Entertainers, which both highlight issues of great public interest in protecting wildlife and keeping wild animals in the wild.

We also continued our campaigns to protect bears from baiting in Pakistan and farming in Vietnam, and our support for the Romanian bear sanctuary in Zarnesti.

Expenditure on our animals in communities programme fell by almost 50 per cent, as we re-evaluated our approach about the best way to deliver change in this area. A similar process was at work in our animals in farming programme, though the reduction was smaller.

Expenditure on disaster management work also fell, by around 9 per cent, partly as a result of there being no single disaster on the scale of Typhoon Haiyan or the Haitian earthquake of earlier years. We were able to carry forward some unspent disaster budget into 2016. Our commitment to this field, for which we have a unique global reputation, remains undiminished.

We reduced our global advocacy for animals expenditure by 42 per cent. This in part reflects greater integration of this work into specific campaigns, but also our aim of placing a relatively greater focus on our four main programme areas.

The board and staff of World Animal Protection are constantly working to ensure that the funds so generously entrusted to us by our donors and supporters, are spent in ways which maximise their impact on the welfare of animals. We all know that changing the world for the benefit of animals is not an easy matter. But we also know that together we can make a significant difference. We thank you for your trust in us.

Paul Baldwin

Chair of the Finance and  
Audit Committee

# Governance

World Animal Protection’s Canadian office is based in Toronto and is a registered charity. World Animal Protection is the operating name of World Society for the Protection of Animals Canada.

We work with other affiliated World Animal Protection offices around the world. World Animal Protection’s International office, which coordinates the work of the global organization, is based in London. Our offices are linked together through collaboration agreements, ensuring that they work in a unified and consistent way in support of a strategy developed by staff from across the global organization.

# Board of trustees

(who are directors for Companies Act purposes)

Mr Paul Baldwin (Chair w.e.f. 9 March 2016)

Mr Mark Watts (President until 9 March 2016)

Mr Dominique Bellemare

Ms Nesta Hatendi (Deputy Chair w.e.f. 9 March 2016)

Ms Sarah Ireland (appointed 9 May 2016)

Dr Chinny Krishna (resigned 1 June 2016)

Ms Christine Lloyd (appointed 9 May 2016)

Mr Carter Luke

Ms Hanja Maij-Weggen (resigned 20 October 2015)

Ms Marcelle Meredith (retired 1 June 2016)

Ms Mwikali Muthiani (appointed 9 May 2016)

Mr Joseph Nhan-O’Reilly

Ms Cecilia Vega Leon (retired 1 June 2016)

## WORLD ANIMAL PROTECTION GLOBAL LEADERSHIP

Steve McIvor Chief executive (Appointed in September 2015)





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