



# Saving animals in 2014: How your gifts helped

## An amazing year for animals

From rescued bears to vaccinated dogs – to healthy working animals and safer seas – I am proud to say that 2014 was an incredible year for animals.

The kind donations from World Animal Protection supporters like you stretch far and wide, and it is because of each individual donor, trust and company that we have been able to protect and improve the lives of millions of animals across the globe.

2014 started strongly with a campaign win, when long-term funding for London Metropolitan Police's Wildlife Crime Unit was announced. This huge success came towards the end of a two-year battle to save the Unit – and means that crime against wild animals in our capital will continue to be effectively policed.

Your generous support helped us rescue more bears from cruel captivity. Throughout the year, we saved 16 bears from appalling conditions and brought them to live in our world-renowned bear sanctuaries in Pakistan and Romania.

2014 also saw the launch of our global Sea Change campaign to save marine animals from the threat of 'ghost gear' – the thousands of tonnes of dangerous fishing litter abandoned in our oceans every year.

And thanks to you, we were able to give emergency food, shelter and medical care to more than 296,000 animals caught up in the devastating effects of natural disasters, including volcanic eruptions in Cape Verde and Indonesia.

I would like to thank everyone who has supported our fundraising appeals and campaigns, including those who have kindly remembered World Animal Protection in their Will. Our supporters are at the heart of everything we achieve for animals, and your dedication continues to bring us closer to a world where animal cruelty and suffering has ended.

A handwritten signature in black ink, appearing to read 'Stephen Sibbald'.

**Stephen Sibbald**, Acting UK Country Director  
World Animal Protection UK

## Saving bears from suffering



Rene, a rescued Asiatic black bear, living free from cruelty at our sanctuary in Pakistan.

**Thanks to you, we were able to rescue 16 bears from cruel, captive conditions in 2014.**

Bear baiting is an illegal blood sport still practiced in some areas of Pakistan – where a weakened bear is forced to fight trained attack dogs for ‘entertainment’. Along with our partner, the Bioresource Research Centre, we saved 11 bears from this horrendous violence and brought them to live at our supporter-funded bear sanctuary.

Together with our partner in Romania, Asociatia Milioane de Prieteni, we rescued five bears from squalid conditions, trapped behind bars in run-down zoos. They are now enjoying the large oak forest and pools at our sanctuary in Romania.

UK supporters also kindly donated to help end the cruel bear bile industry in Vietnam. Together, we succeeded in closing down Ha Long Bay’s bear bile tourism industry – bringing us another step closer to eradicating this cruel practice for good.

## Disaster relief for animals



Our vet Dr Sergio Vasquez treats a sick mule following volcanic eruptions in Cape Verde.

**You helped us give 296,000 animals emergency food, shelter and vet treatment in the aftermath of seven major disasters around the world.**

During a year of devastating disasters, your generosity helped give vital aid to animals in six countries across the world suffering from the effects of flooding, volcano eruptions and cyclones. We treated animals in desperate need after the volcano Mount Fogo (Portuguese for ‘fire’) erupted on Fogo Island in Cape Verde. Our disaster team helped evacuate animals and funded emergency food and vet care, in total helping 22,500 animals in the aftermath of the dangerous eruptions.

We also celebrated 50 years since our first disaster response mission, having helped over 3.5 million animals since our first intervention in 1964.

## Improving the lives of farm animals



Cattle enjoying the benefits of pasture on a higher welfare farm in Brazil.

**You helped us forge partnerships with some of the world’s most influential food companies to give farm animals a better quality of life.**

Billions of farm animals are forced to endure lifelong suffering in cramped and dismal conditions, but in 2014 your support enabled us to partner with BRF, one of the largest meat producers of pigs and poultry, who committed to phase out sow stalls and move to pig ‘group housing systems’ – meaning pigs have more room and the chance to socialise.

And in India we helped the National Dairy Research Institute develop the country’s first animal welfare guidelines to protect dairy cows and buffalo. This will help improve the lives of nearly 50 million farm animals, who would otherwise be kept in poor and unnatural conditions.

## Defending UK wildlife



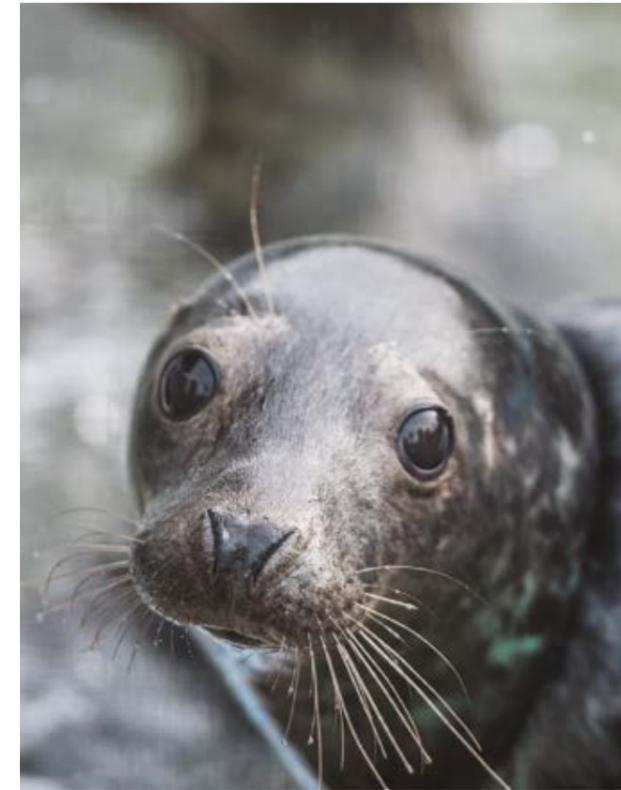
The Wildlife Crime Unit with a polar bear skin - one of the many horrific items they’ve seized.

**Your support helped us successfully campaign to save the London Metropolitan Police’s Wildlife Crime Unit (WCU) and secure its long-term funding.**

Our two-year campaign, backed by tens of thousands of supporters, finally succeeded in securing the future of our capital’s wildlife police that protect wild animals from criminals who want to harm and exploit them for profit.

Some examples of investigations made by the WCU include suspected illegal sales of ivory or endangered species, and disturbance to the habitat of protected species. This long-term funding will help make sure that crime against wildlife is properly policed – and that wild animals in the UK get the protection they deserve.

## Making waves for marine animals



A rescued seal pup recovers after having nine metres of fishing net removed from around his neck.

**Together with your help, we cleaned up 123 beaches and funded dives to clear the litter from our seas.**

2014 saw the launch of our global Sea Change campaign to end the suffering of marine animals trapped in dangerous fishing litter.

‘Ghost gear’ – the 640,000 tonnes of fishing nets, traps and line abandoned in the ocean every year, can cause immense suffering to marine animals. Made from strong, durable plastic, many nets end up tangled around animals’ bodies, constricting tight around them as they struggle to break free.

We’ve been working with seafood companies to find sustainable solutions that will reduce the amount of ghost gear entering the ocean, and supported the rescue and rehabilitation of seals entangled in discarded nets around the Cornish coast.

# Financials

	UK*		International**		Total	
	2013	2014	2013	2014	2013	2014
<b>Income</b>	£'000	£'000	£'000	£'000	£'000	£'000
Donations from individuals	6,854	6,248	2,937	13,652	9,791	19,900
Legacies	3,920	3,053	0	993	3,920	4,046
Trusts, foundations and corporate donations	222	153	21	62	243	215
Other income	912	916	658	413	1,570	1,329
Income from affiliates	0	0	12,746	9,181	12,746	9,181
	11,908	10,370	16,362	24,301	28,270	34,671

	UK*		International**		Total	
	2013	2014	2013	2014	2013	2014
<b>Expenditure</b>	£'000	£'000	£'000	£'000	£'000	£'000
Animal Welfare Activities	3,188	2,547	21,091	25,253	24,279	27,800
Fundraising	1,683	1,668	1,577	4,554	3,260	6,222
Governance	40	27	1,402	927	1,442	954
	4,911	4,242	24,070	30,734	28,981	34,976
Funds remitted between UK / International	6,997	6,128	(6,997)	(6,128)		
<b>Net surplus/(deficit)</b>	<b>0</b>	<b>0</b>	<b>(711)</b>	<b>(305)</b>	<b>(711)</b>	<b>(305)</b>

\* UK refers to the operations of the UK Branch of World Animal Protection

\*\* International refers to the operations of all branches and subsidiaries of World Animal Protection excluding the UK branch.

World Animal Protection has affiliated organisations in Canada, Denmark, the Netherlands and Sweden that form part of the Global organisation. The data contained in this report only includes the income donated to the UK organisation by these organisations and not their total income.

This financial data represents an extract from the audited annual report of World Animal Protection for the year ended 31st December 2014.

Copies of the annual report of World Animal Protection can be obtained from the Charity Commission via its website - [www.charitycommission.gov.uk](http://www.charitycommission.gov.uk)

## Thank you

We can only protect animals around the world thanks to the generosity of our supporters. We would like to extend our special thanks to the following people and organisations:

Betty and Stanley Abbett Charitable Trust  
 AlFayed Charitable Foundation  
 Mrs D M France-Hayhurst Charitable Trust  
 Persula Foundation  
 The PIMCO Foundation  
 Sue Rouse Charitable Trust  
 Ruth Smart Foundation  
 Turney Charitable (Animal Welfare) Trust

Amanda Abbington  
 Marc Abraham  
 Mr & Mrs Ashwell  
 Brian Blessed  
 Ruth Bratt  
 Dominic Brunt  
 Mark Carwardine

Mark Charnock  
 Paul Dane  
 Paul Davis  
 Alesha Dixon  
 Peter Egan  
 Stephen Fry  
 David Gandy  
 Ricky Gervais  
 David Hasselhoff  
 Amanda Holden  
 Sir John Hurt CBE  
 Robin Ince  
 Diane Keen  
 Mollie King  
 Steve Leonard  
 Gareth David Lloyd

Sir Paul McCartney MBE  
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 Jamie Oliver MBE  
 Sharon Osbourne  
 Michael B Quigley  
 Francesca Quint  
 Anwen Rees-Myers  
 Simon Reeve  
 Hayley Roberts  
 Gaby Roslin  
 Brian Sewell  
 Michaela Strachan  
 Charlotte Uhlenbroek  
 Jan Whiteley  
 Amy Williams MBE