



Thank you for transforming
the lives of animals

Impact report 2021

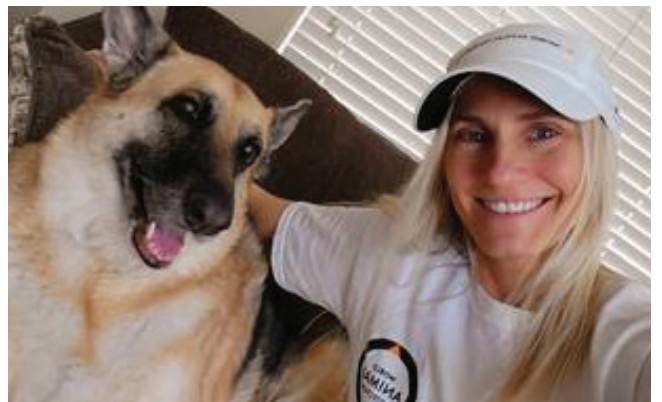


A remarkable year for the world's animals

As a dedicated supporter of World Animal Protection, you know that animal welfare has been in the news now more than ever. The COVID-19 pandemic is forcing the world to realize how vulnerable we all are to the destruction of habitats, over-production and the exploitation of animals.

Despite the many challenges of this past year, our dedicated teams continue to step up for animals wherever they are in need. With your support, we have been responding to devastating emergencies like the fires in the Amazon. We are even celebrating some important wins for the world's animals this year including Expedia's recent agreement to stop selling dolphin experiences to tourists.

These actions and progress would not be possible without the generosity of people like you. Thank you for the many ways you are moving the world to create better futures for animals.



Welcome Lindsay Oliver!

Lindsay joins World Animal Protection as our new Country Director. She has been an animal advocate for more than 20 years. Most recently, she was a Senior Director at Rise for Animals. She was also Senior VP at Mercy For Animals where she secured new strategic partnerships and served as media spokesperson. She has been featured on CNN, The Today Show, the Washington Post, and The Wall Street Journal. We are thrilled to have her with us to lead our team, as we continue our work to move the world to protect animals.

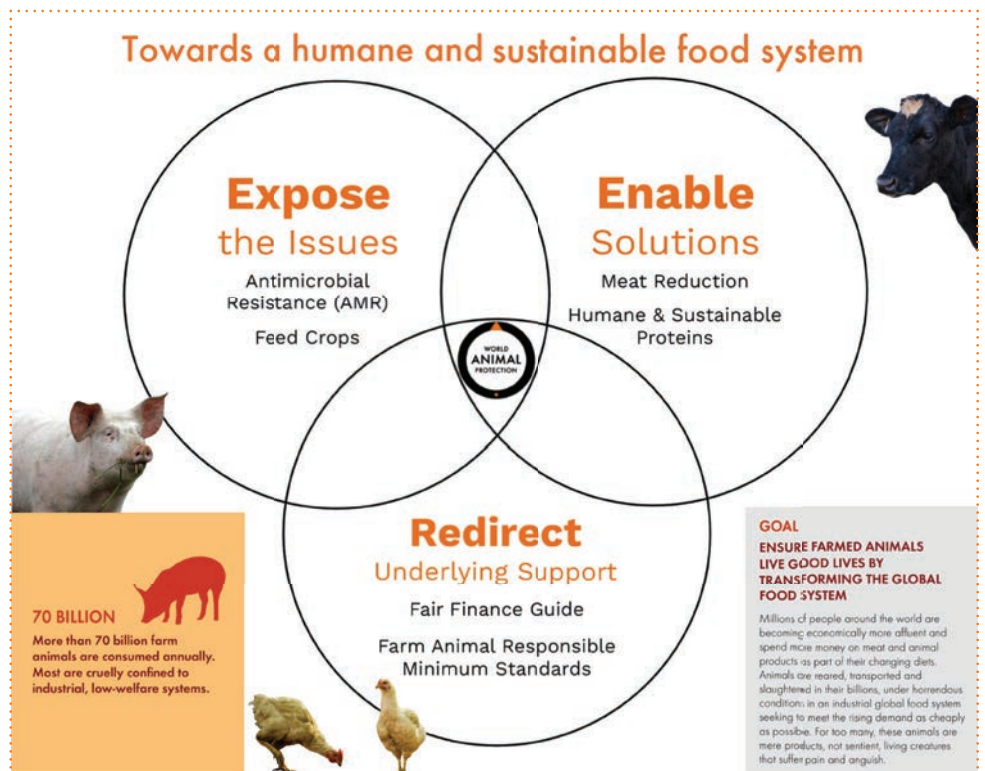
At a glance: World Animal Protection's 2021-30 strategy

Creating a better future for the world's animals

World Animal Protection is embarking on a dynamic new 10-year strategy that will transform the lives of the most vulnerable animals. Central to this strategy is our goal to disrupt systems that are causing the greatest suffering for animals, specifically factory farming and the wildlife trade.

At right is a high level overview of our two inter-related strategies, which build on decades of donor-supported work to move the world to protect animals. Our critical goals for this strategy include stopping the construction of new factory farms by 2030 and ending the exploitation of wildlife for entertainment and the exotic pet trade.

In this year's update, we provide incredible example of how generous donor support is advancing these goals and creating a more humane existence for all animals.





Brazil fires devastate wildlife

Fires are raging now across two of Brazil's most bio-diverse regions, set deliberately to clear the land. In the hardest hit areas of Pantanal and Cerrado, wild animals are suffering and dying in vast numbers. They are being burned alive, as their food supply and habitat is destroyed.

With generous donor support, our Emergency Response Program in Brazil can help animals in danger. Their top priorities are to assist groups on the ground in these emergency zones to meet animals' survival needs, treat their injuries, move them out of harm's way and take them to a rescue center if further care is needed. When animals have recovered enough to return to the wild, we help with their rehabilitation and release.

Most of Brazil's wildfires are being set intentionally, often illegally by those intending to grab recently cleared land for cattle or crops. This is yet another way that factory farming is destroying the world. More than 1,000 large fires have burned across the rainforest since January, including one in Cerrado the size of Connecticut and New Jersey. Wildfires in Pantanal have reached 261,000 hectares this year, exceeding the historical average. Due to the remoteness of the region, it is difficult to estimate the number of wild

Factory farming's connection to the fires

Clearing land and growing crops such as soy to feed farmed animals is now one of the biggest threats to wild animals in Brazil. Factory farming is the single greatest cause of wildlife habitat destruction around the world causing widespread suffering of sentient animals, threatening their existence and the survival of our planet.



Thanks to generous donor support, World Animal Protection is providing aid to local Brazilian partner, the Tamanduá Institute. The Institute specializes in the care and conservation of anteaters, sloths, and armadillos and is a founding member of GRETAP (Pantanal Animal Technical Rescue Group). GRETAP provides help to wild animals impacted by the fires in the area. Donor support is helping to build new enclosures for rescued Giant anteaters and provide specialized pediatric veterinary care. One of their projects, called “Orphans of the Fires” rehabilitates baby and juvenile giant anteaters (shown above). To-date they have rescued eight baby anteaters.

animal impacted, but we do know that jaguars, tapirs, porcupines, caimans, anacondas, and peccaries are at risk and are also impacted by the loss of their habitats and the scarcity of food and water.

These man-made fires are also interacting with the effects of climate change, which have left much of Brazil in a drought and making the land even more susceptible to out-of-control burns.

In addition to supporting rescue work, we are working to end these fires altogether by moving governments and businesses to stop the expansion of factory farming. We are fighting for new legal protection of existing habitats so no new land can be made available for cultivation of the animal feed used in factory farming.

Uncovering illegal wildlife trade activity

In September, we revealed that over 200 species of wild animals sourced from the Amazon rainforest were being sold illegally at urban markets in Peru. Animals including jaguars, primates, sloths, river dolphins, manatees, and capybaras were for sale. They are most commonly sold as meat, but also as luxury pets and for spiritual, medicinal and decorative use.

In addition to the deplorable conditions forced on these animals, the Belén market has few health and safety measures to prevent zoonotic diseases from spreading from wildlife to people.

Backed by the evidence we have gathered, we are asking the Peruvian government to work with local authorities to stop the trade of wildlife for human consumption; G20 leaders for a commitment to end the global wildlife trade; and the public to not support the wildlife trade.



Providing essential care for animals during the pandemic

COVID-19 and the restrictions on tourism has created a desperate situation for rescued animals at sanctuaries throughout the world. The loss of revenue means food and basic medicines are in short supply and animal caretakers can't be paid. But thanks to our supporters, World Animal Protection's partner sanctuaries are continuing to operate and provide the essentials, even as the pandemic drags on.

A new life for elephants

Elephants like Jahn and Mae Thongsuk (pictured above) live at Following Giants sanctuary in Thailand and were in danger of going without food or even losing their home. Until recently, Jahn had a difficult life as a riding elephant, carrying tourists every day. When she wasn't giving rides, she was chained to one spot, alone in the blazing sun. Now Jahn is free to roam the forest and enjoy the company of her gentle friend Mae Thongsuk.

Donor support provides essential aid

Ongoing lockdowns and travel restrictions mean sanctuaries like Following Giants have been without revenue since March 2020 and still face a precarious future. We are extremely grateful for concerned donors who came forward to help provide emergency

"We would like to take a moment to thank the donors of World Animal Protection who help us support our elephants and mahouts over these uncertain times. It is support like this that enables us to continue to help feed the 60+ elephants in our area. The number of elephants returning to the area is still on the rise and we really couldn't do what we do without these partnerships and the wonderful help of our donors. Thanks to everyone for coming together in this time of need. Together we will get through this."

- Kindred Spirit Elephant Sanctuary, Thailand

funding. Your generosity means that high welfare camps and sanctuaries can maintain operations through this extremely difficult time. And elephants like Jahn and Mae Thongsuk can continue to get the care and protection they need.



Double the impact of your support for elephants!

Any donation of \$5,000 USD or more to our **Elephants. Not entertainers** program, received by December 31, 2021, will be matched by A Kinder World Foundation. The Foundation's mission is to foster respect and compassion for all forms of life. They have generously supported World Animal Protection since 2016 and have made a commitment to match donations in support of elephants during the ongoing COVID-19 crisis.

Your support is helping sanctuaries like Elephant Valley Project in Cambodia provide food and other essentials for its 10 rescued elephants.

Bear rescues at Liberty

This year seven bears have found a new home at Liberty bear sanctuary in Romania, where they will get to live amazing lives. These bears faced an uncertain future without the intervention of the sanctuary. Rescue was truly life-saving for two young cubs that arrived at Liberty in March, 2021. They were only two months old when they were found alone, hungry and very scared. They received health check-ups when they arrived (shown at right) and today their condition has greatly improved. They are gaining weight and happily playing in their safe environment.

Like the elephant venues, bear sanctuaries have also been greatly impacted by lockdowns due to the pandemic and are very appreciative of your support, which enables them to continue providing care and shelter for rescued bears.



Landmark win for wildlife

Expedia agrees to stop selling tickets for dolphin attractions

Earlier this year, we asked people like you to join the “pod” urging global online travel company Expedia to end sales of captive whale and dolphin tickets. More than 350,000 World Animal Protection supporters around the world have been campaigning tirelessly on this issue since 2019. We are thrilled to announce that your efforts worked! Expedia announced in November that it will end its support for whale and dolphin interactions and circus-style performances by prohibiting their sale. Thank you for making this huge victory for whales and dolphins possible!

Expedia Group now joins other major travel brands like TripAdvisor, Virgin Holidays, British Airways Holidays, Booking.com, Transat, Air Canada, WestJet and Sunwing who have committed to no longer sell tickets to captive dolphin shows and encounters in response to our campaign.

We will be able to leverage this win to influence other global travel companies such as TUI Group, which still make huge profits from animal attractions and fuel this endless cycle of cruelty.



In January 2020, we escalated our dolphins campaign against travel giant Expedia Group with public stunts and demonstrations across seven countries. We captured the public’s attention with inflatable dolphins, flyboards, and tweetstorms.

PetSmart Petition

In mid-October, World Animal Protection delivered a petition to the Seattle headquarters of North America’s largest pet retailer, PetSmart, urging them to phase out the sale of reptiles and amphibians. In Canada, we also delivered the petition, signed by 50,000 people, to high-traffic stores in downtown Toronto to further amplify our message. Veterinarians, scientists, and other animal welfare organizations have now joined our campaign urging PetSmart to stop participating in the wildlife trade, citing its harms to animals, the environment, and humans.

America's First Whale Heritage Site

Dana Point, California, was accredited this year as a viable, sustainable sanctuary for dolphins and whales. The new site, achieved through our partnership with the World Cetacean Alliance – and generous donor support – is now one of the best places in the world to view these animals in a natural, protected environment.





Exposing industrial farming's links to deadly superbugs

Factory farms contaminate waterways

Donor support plays an essential role in supporting our investigations into emerging issues related to animal welfare, environmental threats and impacts to human health. We recently conducted such an investigation into the effects of factory farming on water contamination and the potential dangers for people.



In samples taken from waterways near factory pig farms in Canada, Spain, the US and Thailand, our researchers found evidence of antibiotic-resistant genes (ARGs), which are the building blocks for "superbugs" – bacteria that is resistant to one or more antibiotics.

When antibiotics become ineffective in treating infections in people, routine procedures like caesarean sections or cancer treatments can become deadly.

Unhealthy conditions on industrial farms increase the risk for injuries and illnesses for mother pigs and their babies. Rather than providing more humane, animal-friendly environments, factory farms routinely and irresponsibly dose the animals with antibiotics.

The report found that pig waste from these farms could then be spreading superbugs into the wider environment. Once in the environment, superbugs can reach people.

First study of its kind

The report is the first multi-country investigation of its kind. This research is part of World Animal Protection's efforts to convince governments to support farmers in transitioning to more sustainable and humane systems.

WHO estimates that up to 10 million people are expected to die from superbugs each year by 2050 if action isn't taken to stop antibiotic overuse.

Making the case for eating less meat

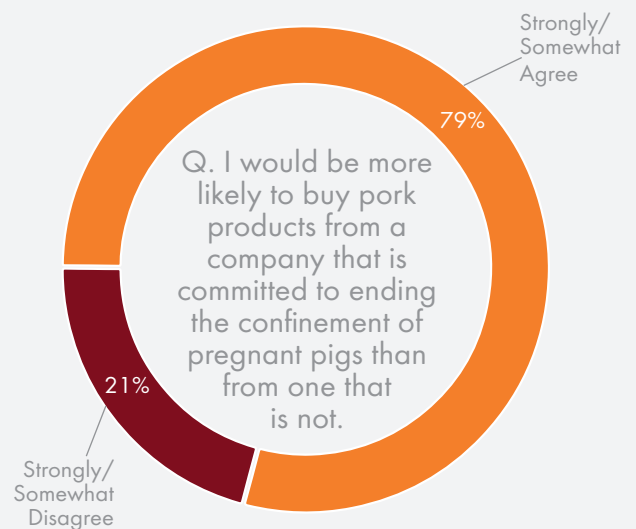


As part of Climate Week NYC in September, we gave New Yorkers an opportunity to try a delicious plant-based chicken product, while learning about the connection between factory farming, high meat consumption, and climate change.

Our solar-powered food truck, staffed by World Animal Protection employees, gave passers-by free samples of a plant-based jerk chicken satay. The event was a partnership with the agency Promobile Kitchen and plant-based chicken company Daring Foods. The event was attended by 540 people, covered by local media and seen by more than 9,000 social media followers on Instagram and Twitter.

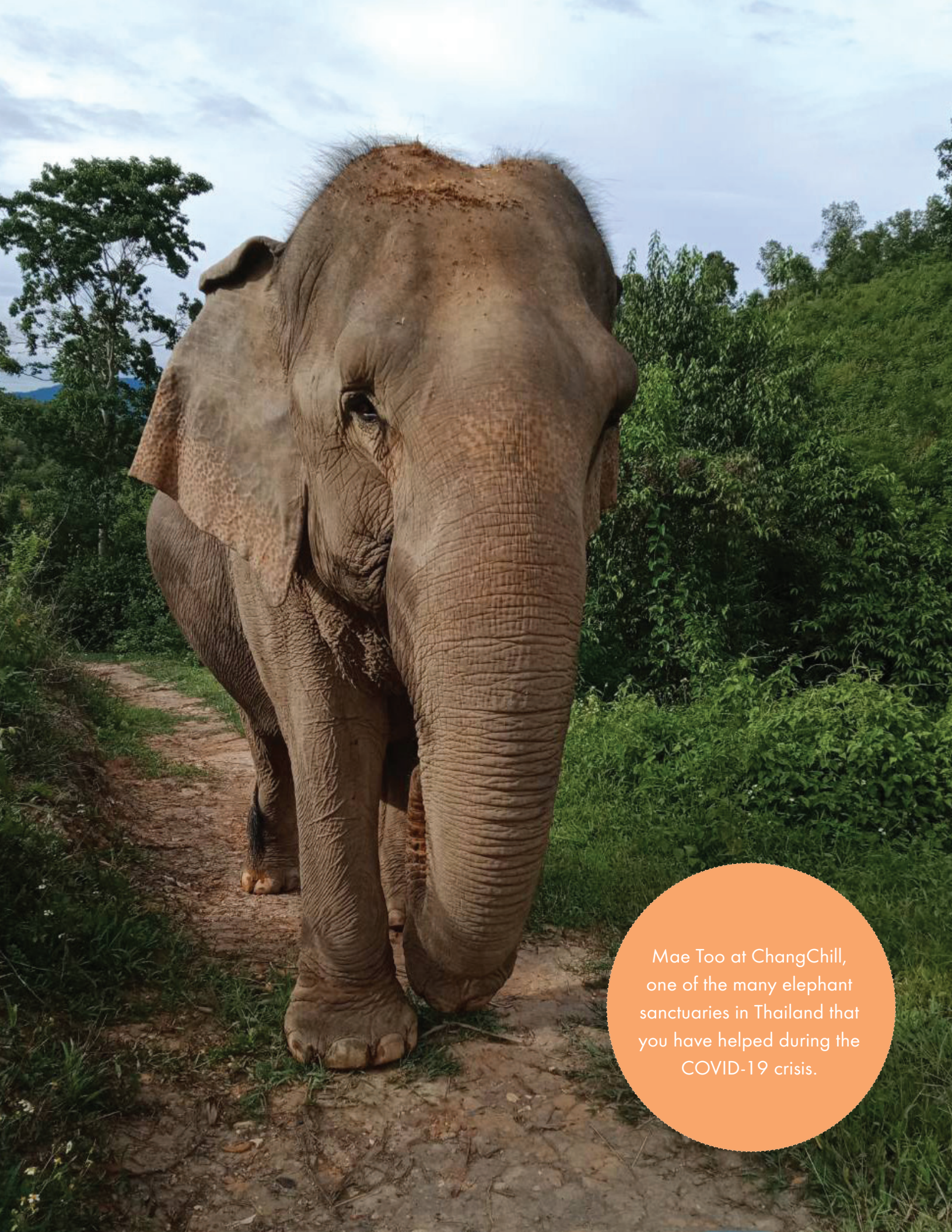
US consumers support higher welfare for pigs

According to our recent survey, more than three quarters of regular pork buyers said they would be more likely to buy products from companies committed to ending the use of gestation crates for pregnant pigs. Consumer opinion is a strong driver for change. These insights help us move food producers to consider alternatives and improve conditions for farm animals in their supply chains. Through the support of our donors, we are able to build this important evidence to advance the transformation of food systems.



Better lives for millions of pigs

People like you have helped improve the lives of more than 23 million pigs. By supporting our Raise Pigs Right campaign (2015 to 2020), you have helped reduce close confinement and barren environments for pigs in farming. You've also helped us lobby governments, showcase our evidence demonstrating the benefits of higher welfare environments, and mobilize people globally to take action in support of better treatment of pigs.



Mae Too at ChangChill, one of the many elephant sanctuaries in Thailand that you have helped during the COVID-19 crisis.

Thank you for being a generous supporter of World Animal Protection

You have played a critical role over the past year as we responded to animals suffering from the impacts of COVID-19 pandemic. Your support has been essential for providing emergency funding for sanctuaries as lock-downs remain in place, cutting off revenue needed to care for rescued animals.

The pandemic underscores the need to break away from the exploitation of animals for tourism and entertainment and 'build back better'. As you help us to deliver emergency support, we are continuing to encourage the travel industry to end the trade and exploitation of wildlife once and for all.

We also greatly appreciate donors who are helping us expose the devastating impacts of factory farming, as graphically illustrated by the fires in Brazil this year. This work will continue to grow as our new 10-year strategy gains momentum. We are committed to targeting entrenched global systems that cause so much suffering and anguish to animals.

With generous donor support, we will elevate animal welfare as a priority among global issues impacting food security, human health and the environment in the years to come.

Thank you for supporting the world's animals!

Making a gift

Donate online at www.worldanimalprotection.us

or by mail to:

World Animal Protection, 535 Eighth Ave, 3rd Floor New York, NY 10018

If you wish to donate stock, please see instructions here: www.worldanimalprotection.us/ways-give/giving-stock

About us

We are World Animal Protection

We end the needless suffering of animals.

We influence decision-makers to put animals on the global agenda.

We help the world see how important animals are to all of us.

We inspire people to change animals' lives for the better.

We move the world to protect animals.

We strive to end injustice.

We are local

Working on the ground with local partners for greatest effect, we are active in more than 50 countries.

We are global

We have consultative status at the Council of Europe and collaborate with national governments, the United Nations, the Food and Agriculture Organization and the World Organization for Animal Health – influencers with the power to improve the lives of millions of animals.

John Karas

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