THANKS TO WSPA SUPPORTERS IN 2010

More than 50,000 animals were treated for injuries and disease in the hardest-hit areas of earthquake-stricken Haiti.

120,000 WSPA supporters called for an end to bear farming in South Korea, kick-starting a parliamentary process that could result in the phase-out of this intense cruelty.

More than 63,000 Australians joined our Humane chain campaign. Thousands more wrote to their MPs calling for an end to live sheep exports, bringing the plight of these animals to national attention.

140,000 of you supported the people of Catalonia by signing a petition to ban bullfighting. You were heard: the parliament voted for a total ban from January 2012, meaning hundreds of bulls will no longer suffer terrifying deaths in the ring.

17 new animal welfare organisations joined our global network in 2010 extending our reach to animals further across the world.

Thanks to you more than 140,000 dogs were vaccinated against rabies and saved from a painful and pointless cull in Bali.

India’s Foreign Minister backed better lives for animals, becoming the two millionth signatory of our Animals matter campaign. Change in welfare law in this emerging economic power could affect millions of animals.

With your support we fed and treated nearly 6,000 animals after devastating floods struck Pakistan.

10,000 Canadian supporters asked their MPs to Curb the cruelty inflicted on the millions of farm animals that arrive stressed, injured or dead at their destinations. The Canadian Food Inspection Agency (CFIA) announced they are more than doubling the fines for violations of the welfare of transported livestock.
40 million people in Latin America saw our public service announcement on the Warner Channel and now know how to ensure the safety of their animals in disasters.

11 bears were rescued from misery and brought to the lifelong safety of the Romanian bear sanctuary.

384,000 committed and caring individuals – like you – supported us worldwide. You kept us going so we could tackle some of the worst acts of animal cruelty.

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Cover image: A red collar means this dog is protected from rabies and safe from culling.
© WSPA/Jet Ifansasti/Getty Images
A WORLD WHERE ANIMAL WELFARE MATTERS AND ANIMAL CRUELTY HAS ENDED.

This is our vision

The World Society for the Protection of Animals (WSPA) tackles cruelty to animals across the globe. We work directly with animals and with the people and organisations that can influence the treatment of animals, to bring about real change to ensure those animals are treated with respect and compassion.

We do this by running and supporting effective campaigns to:

- help people to understand the importance of good animal welfare
- encourage the implementation of animal-friendly practices and solutions through changes in national policy
- build the science-based evidence for change.

We have a global reach

We engage with change makers, including national governments, the United Nations, the Food and Agriculture Organization and the World Organisation for Animal Health. We also have consultative status at the Council of Europe. We influence key decision makers, who have the power to change animal welfare standards at an international level and improve the lives of millions of animals. Through these organisations and others, WSPA works to ensure that the needs of animals find a place in the most pressing global debates to make the point that true sustainable development must take into account the welfare of animals.

We are there in emergencies

When disaster strikes, WSPA is the organisation that makes sure that animals, which are so vital for community recovery, are not forgotten. Working with our partner organisations, governments and international agencies, WSPA provides world-leading expertise and experience in how disasters affect animals, how they can be helped and what preparations can be made to reduce the risk for animals in disaster situations in the future. Our long experience in collaborating with governments and humanitarian groups means we are sometimes the only animal organisation able to access disaster-struck regions. By acting quickly, we make a very real difference to animals on the ground.

We focus our work locally

We bring about improvements in the way animals are treated by engaging directly with communities and owners. Working on the ground with local partners for greatest effect, we are active in more than 50 countries across the world.

This is our vision

WSPA Board of Trustees

WSPA’s UK-based Board of Trustees is largely composed of representatives from some of the world’s largest and most influential animal welfare organisations and offers guidance to all regional WSPA boards.

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As well as all of the practical and hands-on animal welfare work we were involved in throughout the year, 2010 has been a period of change and intense planning for the future. We have now set our priorities for the next five years and beyond, building on the successes of 30 years of working to protect animals across the world.

Our priorities will be:

• alleviating the suffering of the tens of millions of animals affected by disasters

• stopping the widespread inhumane culling of dogs and cats – more than 20 million are cruelly and pointlessly killed each year

• ending the unnecessary and largely unseen suffering of the billions of farm animals confined to the horrors of intensive farming systems, by promoting the use of humane and sustainable farming practices

• continuing our longstanding work to free bears from captive misery – farmed for their bile or forced to ‘entertain’ through bear baiting and bear dancing

• stamping out the cruel international trade in millions of live wild animals

• saving small cetaceans – the hundreds of thousands of small whales and dolphins which currently have no protection and are killed or captured around the world each year.

We hope you will support the important directions we have chosen for the future and that you will find our Global Review 2010 a strong and fitting tribute to your dedication and generosity. Thank you so much for everything you do to help us protect the world’s animals from pain and suffering – your commitment is truly inspiring.
Future focus: PREPARING FOR DISASTERS

Animals suffer terribly in disasters. They drown during floods, starve in fields covered in volcanic ash, endure serious injury during earthquakes and are often simply left untended while their owners are evacuated. Helping countries at risk prepare to protect their animals before disaster strikes is crucial, and we are rapidly becoming recognised as a world leader in this field...

How we work

We are working towards a vision where the most vulnerable animals and the communities that depend on them are protected from the devastating impact of disasters. Our global team of experts is pioneering risk reduction work in several regions of the world. We demonstrate to governments and international agencies that by planning to protect a country’s animals from disaster, they will also be preparing to protect the wellbeing and livelihoods of its people.

With your help: successes in 2010

- We helped communities in Myanmar and India to protect their animals from future disasters. During one simulated disaster drill in Myanmar, hundreds of inhabitants from nine villages came together to test the early warning and evacuation system we helped to put in place.
- Our first African Veterinary Emergency Response Unit (VERU) was launched in 2010. Based in Kenya, this is the eighth WSPA-funded VERU; each one is based in a key university veterinary faculty. The units, consisting of between ten and twenty veterinary students and veterinary staff, are able to respond quickly and efficiently whenever disaster strikes in their region.
- We negotiated free screenings of our disaster preparedness public service announcement, aimed at families in Latin America. Forty million people saw the advertisement run on the Warner Channel in 2010. This will be extended to 140 million in 2011.
Readiness is important all over the world: WSPA delivered disaster-preparedness training for Canadian civil defence officials in Manitoba province; we also gave Colombian civil defence workers a technical rescue training course which helped them respond effectively to the severe floods that affected their country during the year.

Your support enabled us to carry out valuable research in San Jose (Costa Rica), Bogota (Colombia) and Guadalajara (Mexico), discovering that on average 80 per cent of owners would refuse to evacuate during a disaster without their animals. We will present our findings to governments and agencies as further evidence of the need to consider animals when preparing for disasters.

With your support: plans for 2011

WSPA will build on our links with humanitarian relief agencies and organisations such as the UN Office for the Coordination of Humanitarian Affairs, the Food and Agriculture Organization and the Latin American Network for Disasters. We are uniquely placed to convince them of the need to take account of animal welfare in assessments and responses when disasters strike.

WSPA will expand and strengthen the World Disaster Alliance for Animals – a network of specialist international animal welfare organisations – to co-ordinate, provide funds and take appropriate action for animals affected by disasters across the globe.

WSPA will train disaster liaison officers in at-risk countries to work with their governments, local communities and national and international agencies. The officers will provide key information to WSPA teams on animal needs as well as advocating for animals to become integral to government plans.

WSPA will create a new VERU network in Thailand by initiating a disaster management training programme in all six veterinary faculties. Our aim in Thailand, as with all VERU country bases, is to make the network part of the government’s civil defence structure.

WSPA will embark on an ambitious research programme that will include a study of the direct and indirect costs of the loss of animals in disasters. We will use this as a tool to persuade governments of the importance of including animals in their disaster preparation and response.
GUATEMALA

In May, two disasters struck Guatemala within days of each other. The Pacaya volcano erupted, causing debris and ash to rain down in many cities, and then Tropical Storm Agatha caused landslides and widespread flooding. An astonishing 30 per cent of the country’s animals died in the devastation; survivors suffered injuries, eye and lung problems from the ash and disease. You enabled us to provide food and veterinary care for around 75 per cent of the animals in eight communities.

HAITI

When the worst earthquake in Haiti’s history struck in January we formed the Animal Relief Coalition for Haiti (ARCH) and funded vets and disaster experts to relieve the terrible animal suffering. Working in difficult conditions and travelling through a devastated landscape, the ARCH team treated around 200 animals a day. By the end of 2010 your support helped an incredible 53,000 companion and farm animals get vital treatment and care.

HUNGARY

Hundreds of animals faced death in a toxic landscape in October after more than 600,000 cubic metres of poisonous waste and water escaped from an alumina processing plant. Your support meant we could help save their lives by giving a grant to our Hungarian member society the Rex Foundation. This, along with grants and help from other organisations, including the Dogs Trust and the RSPCA in the UK, helped fund emergency veterinary treatment for hundreds of affected companion animals and livestock.

PERU

The lives of thousands of animals were threatened and a 60-day state of emergency declared when heavy rains caused floods and landslides in Peru in early 2010. We worked side-by-side with member society Unidos por los Animales to provide food and veterinary care – including vaccinations – to 5,214 farm animals across five affected communities.

BOLIVIA

While other parts of the world suffered from horrific floods, Bolivia’s arid El Chaco region was facing its biggest drought in 20 years. Animals were suffering and slowly dying from thirst. With your support we saved the lives of more than 14,000 cattle and pigs by funding three 15,000 litre-capacity lorries to deliver water to livestock owners twice a day for three months.
“You are the only ones who we saw here working for our animals in this situation where animals are the priority of no-one. Those who are working for only humans usually forget that these animals are our assets and we are totally dependent on them for our livelihoods.”

Sardar Khan, farmer, Pakistan

When disaster strikes your generosity means that we can reach out and make an incredible difference to animals and people in distress. Thanks to you our expert disaster management teams helped more than 150,000 animals in 19 countries this year. Here are just a few highlights from our disaster relief work for 2010.

**PAKISTAN**

Without your support thousands more farm animals would have perished after the worst floods in 80 years swept through Pakistan in September. Your donations funded veterinary students and staff from the Vets Care Club (VCC) and the University of Veterinary and Animal Science in Lahore to reach and treat stranded, sick and injured farm animals in the Layyah District of Punjab. Nearly 6,000 suffering animals were saved and many local livelihoods protected. We donated equipment to VCC to help them in future emergencies.

**MONGOLIA**

In March we reached out to farm animals at risk of starving and freezing to death when Mongolia suffered its harshest winter in 40 years. Your generous response enabled us to give hope back to some of the most desperate communities, providing fodder and milk powder for 15,000 livestock fighting for survival.

**VIETNAM**

When floodwaters destroyed stockpiles of animal feed, washed away veterinary equipment and medication and damaged animal shelters in the Tan Hoa commune, north-east Vietnam, many farm animals were still working despite lack of food and shelter. We used your donations to ease their burden, supplying enough food for 600 cattle and buffalo and 750 pigs, repairing 550 animal shelters and ensuring local vets had the equipment they desperately needed to care for animals at risk of disease and starvation.
Gerardo Huertas has combated the effects of more than 60 disasters during his 25 years with WSPA. He is considered to be the most experienced person in his field and has undertaken many challenging missions, relieving the suffering of animals in the Nicaraguan civil war, Kosovo, Afghanistan and the Asian tsunami of 2004.

He is no stranger to the horrors that natural disasters can unleash, but the suffering of Haiti’s people and animals in the aftermath of the earthquake shocked Gerardo to the core. “What I was seeing was so painful to look at it felt like salt in an injury. I was facing the most daunting task of my life,” he says.

Despite such an overwhelming situation, Gerardo’s expertise helped to guide the Animal Relief Coalition for Haiti (ARCH) team. Tens of thousands of animals have now been cared for by the mobile clinic; the National Veterinary Laboratory has been rebuilt and restocked: 12 solar-powered refrigeration units critical for storing animal vaccinations have been installed all over the country; local veterinarians have been trained and thousands of local people have been educated through a public awareness campaign on how to protect their animals from future disasters. Rabies prevention has also been a priority.

“No matter what challenges the country may face in the future, we’re confident that the people of Haiti will be much better prepared. As a Haitian vet, and ARCH country co-ordinator, Dr Jean François Thomas told me: ‘January 12 was a wake-up call for everybody in the country. Haitians will not be caught by surprise again,’ says Gerardo.

“We formed the Animal Relief Coalition for Haiti (ARCH) with the International Fund for Animal Welfare to better co-ordinate the work of animal welfare groups in earthquake-stricken Haiti. A coalition of 21 organisations dedicated to relieving the suffering of the animals, we worked very closely with Haitian government officials, the United Nations and other international agencies to define and answer the country’s most pressing animal-related problems.”

Gerardo Huertas,
WSPA disaster operations director for the Americas

Thank you so much for helping us to protect animals from disasters.
Keep up with our recent work and read the blog updates from our teams at www.animalsindisasters.typepad.com.
In terms of sheer numbers and scale of suffering, industrialised farming systems are responsible for the most serious animal welfare problems in the world. Many of the 60 billion animals living in these unnatural, intensive production systems experience extreme stress and ill health. They may never see daylight or have the chance to behave naturally. And their lives very often end with inhumane handling and slaughter.

Farm animals: STOPPING THE UNSEEN SUFFERING

How we work
We are striving to create a world where animal welfare is integral to all farming practices and where farm animals are treated humanely. Through our campaign work, research and farming expertise we aim to convince consumers, industry and international policy makers that a commitment to humane and sustainable agriculture brings about enormous benefits to animals, people and the environment.
Chain for change

WSPA's *Humane chain*, our Australian campaign against the long distance transport of live sheep, captured the hearts of passionate The Body Shop staff and shoppers in all of their 83 Australian stores in 2010.

Posters, postcards, badges and T-shirts worn by The Body Shop staff effectively raised awareness of the inhumane conditions endured by the four million Australian sheep that are exported to the Middle East by sea annually. Sadly during transport around 40,000 will die each year.

In just one month, over 63,000 shoppers joined in to create a chain of red links, each symbolising an Australian citizen against the cruel live sheep export trade. These chains were then delivered to local Federal Members of Parliament by The Body Shop staff, generating awareness in government and via the media.

To date WSPA’s *Humane chain* campaign, which also includes press, parliamentary and social networking activity, has raised huge awareness of the issue of live animal transport. In 2010 79 per cent of Australians said they believed that live sheep exports are cruel, a jump from 64 per cent in 2008.

In 2011, we will continue to work closely with meat industry stakeholders and fellow Australian animal protection organisations on this issue, starting with a debate in parliament over the continuation of the live animal export trade in March.

“The Body Shop Australia staff are so delighted with the results of our third campaign with WSPA. We actually reached our target of 40,000 chain links mid-campaign; this is a testament to how animal welfare is a hugely important issue for our staff and how well WSPA has helped translate the issue in our unique store environment.”

Adam Valvasori, values manager, The Body Shop

With your help: successes in 2010

- The horrors endured by farm animals subjected to long distance transport in Canada were exposed by our report, *Curb the Cruelty: Canada’s farm animal transport system in need of repair*. More than 10,000 Canadians wrote to their MPs asking them to support our campaign. The power of politicians speaking out on the issue saw the Canadian Food Inspection Agency announce that they would double fines for violations of Canada’s humane animal transportation regulations.

- We mounted *Not in my Cuppa* - a groundbreaking campaign against the industrialisation of dairy farming - to stop the building of an intensive dairy factory in Lincolnshire, UK. This dairy, the first of its kind in Western Europe, would have opened the floodgates to intensive indoor systems subjecting thousands of cows to a miserable existence. These plans were rejected in early 2011 but the spread of mega dairies still poses a considerable threat.

- Each year more than fourteen million animals are likely to be spared from the nightmare of inhumane slaughter, thanks to a training programme that you made possible for staff at more than 60 slaughterhouses in China and 100 in Brazil.

- We ensure that animal welfare is high on the agenda when key international standards and regulations are being introduced, considered or amended. In 2010 we joined forces with Compassion in World Farming, The Brooke and Humane Society International to successfully persuade the International Finance Corporation to include animal welfare and sustainability in its draft performance standards. We also contributed to the drafting of the World Organisation for Animal Health’s global standards.

To keep up to date with the *Humane chain*, please go to http://blog.humanechain.org/
**With your support: plans for 2011**

**WSPA will ensure** that humane and sustainable agriculture is made a key element of the Rio+20 environmental summit in May 2012.

**WSPA will convince** international food businesses of the benefits of improved farm animal welfare and sustainable agriculture.

**WSPA will provide** the advice and expertise needed to persuade policy makers in India and other emerging countries to develop sustainable ways of producing food for their citizens that are good for animals, people and the planet.

**WSPA will promote** the enforcement of legislation that protects farm animals in the European Union, and highlight the need for food they produce to be clearly labelled with the method of production to encourage consumer awareness.

**WSPA will progress** our programmes in Brazil and China which help the agriculture industry, farmers and governmental policy makers to incorporate farm animal welfare into their policies and practices.

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**Let us shine a light**

Your generosity has enabled us to launch an investigations unit to expose the horrific unseen cruelty inflicted on animals around the world. In December our first *Shine a light* campaign targeted the brutal treatment of reindeer herded and slaughtered in Nordic countries. More than 65,000 supporters were outraged at our video footage, which revealed great cruelty including one reindeer even being stabbed in the back of its neck, and were moved to send online letters of protest to the Nordic Council of Ministers.

Strengthened by your support we will be working closely with government officials in Nordic countries in 2011 to improve the welfare of the reindeer and press for enforcement of legislation that protects them.

“I had never heard of animal welfare in more than 40 years in the agricultural industry until this training course which has made me develop professionally. I am now aware of the importance of animal welfare in raising animals and the need for humane care, treatment and slaughter. Many thanks for help from WSPA and for making the improvements in animal welfare really happen. Thanks from my heart.”

Director of a Brazilian slaughterhouse

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Thank you for helping us to make a brighter future for farm animals. Keep in touch with our progress at www.wspa-international.org/wspaswork
Stray dogs and cats:
CReATING CARING COMMUNITIES

For many dogs and cats the world is a terrifying and unwelcoming place. More than 20 million die in excruciating pain each year as cruel and unnecessary methods of stray control including poisoning, shooting, beating, electrocution and gassing are used against them, very often by communities terrified of rabies. This killing is widespread, inflicting agonising deaths upon dogs and cats in at least half of the countries in the world.

How we work

As the world leader in methods of humane and sustainable population management, we advise and work with national and local governments on a kinder, more effective approach. We encourage the use of humane methods of control and illustrate the effects – such as the reduction of rabies – that will benefit not only the animals, but the local people that live with them. Evidence we have collected proves to local people that humane population management is effective and sustainable, and that inhumane methods are unnecessary and cause great suffering. We are proud to share our findings worldwide.

“How we work

“As since we first started work with WSPA, there has been a very positive change in the community’s attitude. At the beginning of the project, some of them just asked us to remove roaming dogs from their area and were not very supportive of the mobile clinic. But after our community education programmes and seeing the mobile clinic work in action, they are incredibly supportive. They now understand that sterilisation is the best way forward because if you remove dogs from one area, other dogs simply move in to take their place and the breeding starts all over again.”

Dr Malika Subodhini, Blue Paw Trust, Colombo
With your help: successes in 2010

- We were able to support humane population management projects in Argentina, Chile, Colombia, Costa Rica, Dubai, Greece, India, Kuwait, Mexico, Nepal, Philippines, Qatar, Sierra Leone, Sri Lanka and Tanzania.

- More than 200,000 dogs and cats were saved from suffering through the projects you funded throughout the year. We vaccinated, sterilised and treated them for wounds and diseases.

- Our work with the Merlo municipality in Argentina convinced it to adopt sterilisation as the means of humane dog population control. Catching and killing alone is no longer the accepted way of controlling the population, and the lives of hundreds of dogs are expected to be saved each year as a result.

- Since 1990 we have helped our member society SLAWS in Freetown, Sierra Leone, deal with the bustling city’s stray dog problem. In 2010, the success of our vaccination and sterilisation work meant we were able to reach an agreement with the national government to develop a country-wide rabies prevention and control programme. So many more animals’ lives will now change for the better.

- Our largest vaccination and humane population management programme continued in Colombo, Sri Lanka. By the end of the year it had halved the number of dog rabies cases from more than 30 to around 15 and our project partner, member society the Blue Paw Trust, reported that the dogs on the streets are in better health than ever before. Colombo’s municipal authorities have now abandoned inhumane methods of stray control and this project has been promoted to visitors from 11 other national governments.

- Our National Rabies Control Workshop, held in Nepal, resulted in the government considering a proposal for a national rabies control plan. Three new municipalities in Nepal have said they will end inhumane culling, saving many dogs from terrible suffering.
Strength to strength: proving compassion works

Since 2009 WSPA has been battling widespread dog culling in Bali. Thousands of owned and roaming dogs faced painful deaths by strychnine in a misguided effort to control an outbreak of rabies. We reported on our pilot vaccination programme and first steps towards a collaboration with the Balinese government in our Global Review 2009.

In 2010, thanks to your generosity, we progressed much further and are able to bring you the positive news that WSPA and the Bali Animal Welfare Association (BAWA) implemented a rabies vaccination programme in the country’s Gianyar region. We saved 60,000 dogs and proved that by following World Health Organization guidelines – vaccinating 70 per cent of dogs in a specific area – rabies can be controlled and eventually eradicated without culling.

Having proved that humane approaches work best to halt rabies, this year your support enabled the project to go island-wide. We were thrilled that all BAWA’s hard work paid off in September when Bali’s government signed an agreement authorising a campaign to inoculate 70 per cent – 210,000 – of all the island’s dogs as an essential first step towards eradicating rabies by 2012.

By the end of 2010, thanks to you, an incredible 140,000 dogs had been vaccinated against the disease and are no longer at risk of a painful death by poisoning. Your generous donations helped us stop the slaughter.

“At every house we were welcomed by smiling faces and the teams were constantly being thanked by the community members for their work vaccinating dogs against rabies. On the day I visited, the head of Tengkulak Banjar came out to thank us. He told us he really loved his community’s dogs and hated the culling that was going on in the rest of Bali.”

Elly Hiby, WSPA scientific adviser for the inhumane culling campaign

“I am one of the happiest people today, and I do hope this mobile clinic will make a difference in raising the visibility of animal welfare in Freetown. Many people will be surprised to see such a vehicle moving around the streets of Freetown for the first time in history. We will use it to create awareness of responsible dog ownership, carry out rabies vaccinations and encourage buy-in from the government to support humane dog population management.”

Dr Jalloh, head of the Sierra Leone Animal Welfare Society (SLAWS) upon receiving a donation of a mobile clinic from WSPA supporter Mark Whitfield.
With your support: plans for 2011

**WSPA will complete** our island-wide mass vaccination programme in Bali by the end of March 2011. At this point in time the programme will have saved the lives of 300,000 dogs – an inspiring showcase for how rabies can be humanely controlled and human lives protected.

**WSPA will save** Cairo’s 50,000 roaming dogs from poisoning and shooting by advising and supporting the city’s authorities to design a humane population management programme.

**WSPA will stamp out** rabies and improve dog welfare in Zanzibar by continuing our holistic programme of veterinary care; education; vaccination; training for vets and animal health workers and animal welfare legislation enforcement.

**WSPA will ensure** our dog population management programme in Colombo, Sri Lanka, will be used as an Asian regional model and training site for national governments, regional municipalities and NGOs.

**WSPA will continue** our work to end inhumane culling and promote humane population management in areas of Nepal, India and First Nations communities in Canada. We expect thousands of dogs will be saved from cruel deaths as a result.

**WSPA will campaign** to protect the millions of dogs which are killed for meat each year by focusing on the trade in South Korea and from Thailand into Vietnam. We also aim, through raising public awareness of the cruelty involved, to end the illegal export of dogs from Thailand for Vietnamese consumption and cut the demand for dog meat.

Thank you for helping us stop the cruel killing of dogs and cats. Keep up-to-date with our work at www.wspa-international.org/wspaswork
Working equines:

EDUCATION FOR CHANGE

The world’s 90 million working horses, donkeys and mules carry out exhausting work in harsh conditions, toiling in busy city centres and rural areas. Most owners have few resources and struggle to care for their equines properly, meaning the potential for suffering is great. Exhaustion, lameness, malnutrition, wounds and injuries from badly fitting equipment and overloaded, poorly designed carts are common. Despite their pain these animals are often afforded little chance to rest or recover.

How we work

In our projects we recognise that to make a difference to working equines we need to change the way they are worked and cared for. We collaborate with owners to help them come up with workable solutions for long-lasting change. With your help we are running four ‘human behaviour change’ projects around the world, helping equine owners understand that by acting to protect and care for their animals they are in turn making their own livelihoods more secure. We back up these projects by providing veterinary care, treatment and preventative advice through mobile and static clinics in eight countries.
“Community facilitators are a really important part of this project. We have ten who work with donkey-owning families to help them think about how to care for their animals properly within their limited means. This is an area of great poverty and unemployment and local people have limited access to electricity and sanitation facilities. Aside from our clinic there are no equine veterinary services and health care for humans is difficult to come by.”

Dr Yousef Mosalem, project leader, human behaviour change project, Palestine Wildlife Society

With your help: successes in 2010

• Eighty community facilitators have been trained and are hard at work helping local people care more effectively for their equines through our projects in Cambodia, China, Colombia, Israel, Nicaragua, Palestine, Thailand and Uruguay.

• Eight thousand horses, donkeys and mules were given veterinary care and treatment through clinics attached to our projects and many more owners received specialist advice through the clinics and community facilitators.

• In Palestine and Cambodia, horses and donkeys are now being given shade and more regular access to water. Following our human behaviour change workshops, communities in Cambodia are banding together to repair badly-made roads to protect their horses from lameness.

• The number of pressure sores treated by the clinic attached to our Palestine project dropped by 34 per cent between the first and second half of 2010. Pressure sores result in prolonged pain and suffering and are usually caused by badly-fitting equipment and overloading – problems that the community facilitators are encouraging owners to address.

With your support: plans for 2011

WSPA will improve the lives of thousands of working horses and their owners in communities in Cambodia and Thailand through our projects with member societies the Cambodian Pony Welfare Organisation and the Lampang Pony Welfare Foundation. We will also be training vets from all over South East Asia at our Thailand-based equine clinic – rapidly becoming a respected regional centre for equine veterinary and welfare education.

WSPA will share the learning from our Pegasus project in Israel with governments and other animal welfare organisations. This is the only project seeking to improve the way that horses, donkeys and mules are kept with legislation and enforcement at its core. Alongside Pegasus we are pressing for additional legislation to be passed in 2011 that will protect those equines hired out by Israeli riding schools and tourist operators.

WSPA will support donkey owners in Palestinian villages to make even more changes to their behaviour, so that all donkeys have water in their stables and cruelty such as hitting them with sticks becomes a thing of the past.

WSPA will help more communities in Bogotá change the way owners look after, handle and work their horses and use these experiences and project results to convince local authorities to try similar approaches in other regions of Colombia.

WSPA will develop the fundraising skills of all member societies involved in equine projects with us so they can become truly independent.

• Our five-year project with Nicaraguan member society AMARTE, which finished in 2010, has been responsible for better care and treatment for thousands of horses. It has also made equine welfare a talking point through ‘Communities for horses’, a group set up by owners dedicated to sharing advice and information on equine care.

• Horses and donkeys passing through the border crossings between Palestine and Israel are in better condition thanks to the work of WSPA member society Pegasus. The number of equines confiscated by the Israeli authorities on poor health grounds reduced by 21 percent during 2010.

With your help: successes in 2010

• Eighty community facilitators have been trained and are hard at work helping local people care more effectively for their equines through our projects in Cambodia, China, Colombia, Israel, Nicaragua, Palestine, Thailand and Uruguay.

• Eight thousand horses, donkeys and mules were given veterinary care and treatment through clinics attached to our projects and many more owners received specialist advice through the clinics and community facilitators.

• In Palestine and Cambodia, horses and donkeys are now being given shade and more regular access to water. Following our human behaviour change workshops, communities in Cambodia are banding together to repair badly-made roads to protect their horses from lameness.

• The number of pressure sores treated by the clinic attached to our Palestine project dropped by 34 per cent between the first and second half of 2010. Pressure sores result in prolonged pain and suffering and are usually caused by badly-fitting equipment and overloading – problems that the community facilitators are encouraging owners to address.
Working partners in Bogota

Life for Bogota’s 2,267 working horses is far from easy. They carry heavy loads including water, lumber and scrap metal. Colic, injuries from their carts and harnesses, and painful fungal infections in their feet caused by wet bedding are all common.

But a human behaviour change project in Bogota, Colombia, run with member society Fundación El Refugio Animal, is making a real difference. Thanks to you 40 trained horse workers like Jonathan Rodriguez are influencing the way people look after their animals for the better. Jonathan became a project worker when his own horse Estrella was saved by an El Refugio clinic after she had colic.

To protect Estrella in the future, El Refugio gave Jonathan advice and a nutritional plan to follow. Because of his obvious willingness to care for his horse properly, he became one of the project’s trained horse workers and an ambassador for equine care in his community. Since the project began in January 2007 we have made an excellent start: there has been a significant reduction in the number of colic cases brought to the clinic and a 50 per cent decrease in lameness cases.

“I am very proud to have been involved in this work and to share my experience with other people in my community. Horses are so important to our livelihoods and it’s now so obvious that if we look after them properly then they will look after us.”

Jonathan Rodriguez, owner of Estrella, a working horse in Bogota

Thank you: together we are making equine lives happier and healthier.
Keep in touch with our progress at www.wspa-international.org/wspaswork
How we work

Your support helps us expose the senseless cruelty involved in the killing and persecution of wildlife, raising public awareness and stopping the demand for wild animal products and entertainments. We lobby governments to convince them of the need to introduce and implement legislation to protect wild animals. With our member societies we fund and support practical projects that encourage local people to look after the wildlife around them and find cruelty-free ways of making a living.

Wild animals: ENDING THE EXPLOITATION

Tens of millions of wild animals are subject to cruelty and exploitation each year. Snatched from the wild, they may be sold into the pet and meat trades or to people and organisations that use and abuse them to make money for entertainment. Sadly many also become victims of the fashion and traditional medicine industries which are responsible for inflicting great and mostly unseen suffering...

“When I worked with the Kalandars and saw the unnatural and painful lives of their dancing bears, I had to control my emotions. I thought, ‘I want to cut the rope but I can’t do this because my long-term goal is to get the family to end the practice.’ In these situations you can’t be emotional and make the wrong move. If you do you will take several steps backward and it takes longer for the bears to be released.”

Bhagat Singh, anthropologist from the Wildlife Trust of India who worked on our programme to free dancing bears
“I am hoping that Balkasar will become a model of good practice for the care and treatment of these abused bears just as Kund Park was. I hope that the bears which are being used for baiting in Pakistan will soon be with me in the sanctuary. I am here to serve them for the rest of my life.”

Malik Sarwar, manager, Balkasar Sanctuary

Overcoming tragedy: a new home at Balkasar

When 21 bears tragically lost their lives in the horrific flooding that devastated our Kund Park sanctuary for baited bears in Pakistan in July, Malik Sarwar felt his life was shattered. As the sanctuary’s dedicated manager, he had lost both his beloved bears and his family home. But determined to carry on Malik moved to the new and nearly completed WSPA-funded sanctuary at Balkasar and dedicated himself to helping the three surviving Kund Park bears − Maylu, Sohrab and Babu – recover from their ordeal.

They are now doing well; and Sarwar is working hard to make the new sanctuary a safe haven for the bears still to be rescued from the horror of baiting by member society the Bioresource Research Centre of Pakistan.

At the end of the year he welcomed six-year-old Chowti, a blind bear who arrived injured and weak from her latest bear baiting event, to the sanctuary. Patiently, Sarwar helped her find her way around her enclosure and encouraged her to eat and forage for food. Chowti now shows great interest in exploring the shrubs in her new home and represents hope for the future of the sanctuary and these deserving animals.

With your help: successes in 2010

- Our comprehensive approach – educating local people, training officials in wildlife protection and the provision of alternative livelihood schemes – has worked for ‘dancing’ bears. We have helped to eradicate bear dancing from most areas of India; our 2010 survey – carried out with member society the Wildlife Trust of India (WTI) – revealed that it now survives only in a few extremely remote areas. Numbers have dropped from 1,000 suffering bears in 1997 to between 20 to 30 bears by the end of 2010.

- Bear baiting in Pakistan has also greatly declined. With member society the Bioresource Research Centre we have encouraged thousands of religious leaders in bear baiting areas to speak out against this cruel entertainment and have challenged powerful landlords, who organise the events on their land, to hand over the bears. At the end of the year only 16 per cent of village fairs held by landlords included bear baiting, compared with 31 per cent in 2009 and 49 per cent in 2008.

- In September, our lobbying work with member society Green Korea United was backed by more than 120,000 supporters and resulted in a Korean member of parliament tabling a bill to ban bear farming. Bear farming in Korea currently confines approximately 1,400 bears to horrific captive conditions where they live until they are around 10 years old. At this age they are slaughtered for their bile which is sold for use in traditional Asian medicines. We hope the bill will be considered in mid-2011 and bring about an end to Korean bear farming once and for all.

- We have been working with the Vietnamese government to stop bears being taken from the wild for bear bile farming. And thanks to our support for the campaign, delivered by our partner Education for Nature Vietnam (ENV), 75,000 Vietnamese people had pledged not to use bear bile by the end of the year.

- A major Chinese pharmaceutical company has decided to end its involvement in bear bile sales. Your generosity enabled us to work with a UK member of parliament and multinational business contacts to bring this decision about. Inspired by this success we will continue to persuade other companies to follow suit.
With your support: plans for 2011

**WSPA will encourage** 12 more Kalandar bear-owners in Pakistan to give up bear baiting by helping them find different ways of making a living through our alternative livelihoods scheme. Our legal consultant will also file lawsuits to strengthen laws against bear baiting, making it increasingly difficult for landlords and organisers to hold the events.

**WSPA will focus** on our work with WTI to stop bear cubs being poached from the wild for the dancing bear trade in India.

**WSPA will continue** our campaigns against bear bile farming in Vietnam and Korea with our partners ENV and Green Korea United. We will also investigate how we can best help the 12,000 bears still on bear bile farms in China.

**WSPA will tackle** the Norwegian whaling industry by launching a report that publically questions its existence, costs and benefits and develop a ‘pledge not to eat whale meat’ campaign. This campaign will show politicians and the media the support that exists from Norway’s own citizens to end whaling in their country.

**WSPA will expose** the extreme cruelty faced by other ocean wildlife. As well as pursuing our campaigns against whaling we will target the horrific hunting of dolphins and the cruel deaths of sharks for shark fin soup.
Wild returns for bonobos

The bonobos from the Lola ya Bonobo sanctuary that we helped release with your support in 2009 – a world first – continued to thrive in their new environment in the Democratic Republic of Congo throughout 2010. Members of the Lola ya Bonobo team based near the release site report the apes are eating a good variety of food and moving confidently through the forest. More releases are planned for 2011.

Secure futures for orangutans

Thank you for working with us since 2006 to help the Borneo Orangutan Survival (BOS) Foundation build a brighter future for the 600 orangutans at its Nyaru Menteng sanctuary. The sanctuary is now financially secure and able to carry out its vital work. Your support meant that by the end of 2010 it had developed enough fundraising capacity and financial self-sufficiency to purchase a long-term lease for a huge area of forest (87,000 hectares) as a release site for rehabilitated orangutans. Our project with a revitalised BOS will finish in spring 2011.

Dolphins no longer on display

In 2010 we joined forces with New Zealand’s leading marine biologists, animal welfare academics, conservationists and the New Zealand Veterinary Association (NZVA) to demand that the country ban the keeping, importing and exporting of cetaceans (types of dolphins and whales) for captive display. The Conservation Minister has agreed in writing to amend the legislation when it is next reviewed, banning the keeping of dolphins in captivity in New Zealand.

“Without Lola ya Bonobo, Etumbe would have starved to death. I am so happy we have now been able to set her free and that she is living happily at the release site with her baby. Nsomi is so big now, growing quickly – it’s just wonderful to see her moving expertly through the trees like a young bonobo born free,”

Lola ya Bonobo sanctuary founder Claudine Andre
“It’s time to end the cruel slaughter of whales and leave these magnificent creatures alone. In the 21st century how can we even contemplate killing whales or any animal in such barbaric ways? Governments should act on their responsibilities and protect these beautiful creatures.”

Sir Paul McCartney

Waging war on whaling
At the 62nd meeting of the International Whaling Commission we challenged the Norwegian government on the cruelty of its hunts, releasing graphic undercover footage with our Norwegian partner groups. The footage showed crude and inhumane killing methods and how whales can die in agony due to the difficulty of hunters delivering an accurate lethal shot. Its screening represents the first time that Norway was directly and publicly challenged over the inhumanity of its hunts. Norway is one of only three countries still conducting commercial whaling, despite a worldwide commercial ban.

Cutting conflict
We have been working in Turkey to reduce the conflict between fruit farmers and the bears that raid their orchards. The conflict has often resulted in farmers shooting bears in the forests around their land in retaliation. To tackle the problem we have partnered with member society Doğa Derneği to help farmers protect their vital crops by humanely bear-proofing their orchards with methods such as electric fences. In 2010, with the Turkish Ministry of the Environment and Forestry and our local partners, we organised the first National Workshop on human–bear conflict. We hope this will lead to humane solutions being rolled out across the whole country.

Safe haven for bears
Eleven captive bears were rescued from lives of suffering and brought to our Romanian bear sanctuary near Zărnești in 2010. Built with your generous donations and managed by our member society Milioane de Prieteni (Millions of Friends) since 2005 the sanctuary provides a safe haven for bears confiscated by the authorities. Tello, one of the 2010 arrivals, was seized from a four-metre square metal cage at a guest house in September. By the end of the year there were 56 bears at the sanctuary. We will continue to fund the sanctuary’s running costs in 2011.

Thank you for helping us save wild animals from harm.
To find out more about our wildlife work visit www.wspa-international.org/wspaswork
Changing attitudes: SHARING KNOWLEDGE WORLDWIDE

The many proven benefits of promoting good animal welfare, including its crucial link with sustainable development, are not yet fully understood and recognised by many of the world’s governments, organisations, businesses and academic institutions. But such recognition is vital if laws are to improve and animals are to have the care and protection they deserve.

How we work

We are campaigning for the United Nations to adopt a Universal Declaration on Animal Welfare (UDAW) to bring about change attitudes and encourage countries to improve protection for animals including the way they are treated and kept. Our teams of international and regional experts work worldwide to ensure that animal-related scientific expertise is shared with government and organisational policy makers and that animal welfare becomes entrenched in formal and informal education curriculums. We also believe that a global network of organisations advocating and providing practical care for animals is key to raising awareness of animal welfare issues with both governments and local people. We proudly support more than 1,000 animal welfare organisations to this end by providing access to resources, networking opportunities, support and training.
Your support…
Made education matter

By the end of the year your donations helped us train more than 1,300 primary and secondary school teachers in nine different countries. This has the potential to spread vital animal welfare messages to thousands of students worldwide for years to come. Highlights included our work with the National Curriculum Development Centre in Uganda (which led to animal welfare being integrated into the curriculum for primary classes six and seven) and Costa Rica and Peru renewing their agreements with us to continue the teacher training and professional development that we started in 2008.

Creating powerful new advocates for animal welfare by targeting educationalists at colleges and universities is also an essential part of our work. Without our input many courses in veterinary and agricultural sciences would have little or no emphasis on animal welfare. During 2010, through our workshops and lectures, 617 lecturers and senior staff from universities and colleges in 14 countries were reached with animal welfare messages and the reasons why they should be integrated into their teaching.

We celebrated another education success when a number of establishments, including the Veterinary Society of Argentina, endorsed Concepts in animal welfare, our resource for veterinary lecturers, and committed to promote its use. Additionally, our signing of a Memorandum of Understanding with the Department of Veterinary Services in Kenya means that work to integrate animal welfare education into the curriculum of the country’s five animal health and industry training institutes is underway.

Making dates with donkeys

A unique project, set up by member society Pegasus and Israeli date plantation owners, has given formerly abused and unwanted donkeys a new lease of life as well as a useful job to do. Since May last year around 30 donkeys have been moved from the Pegasus facility, run by Zvika Tamuz, to two plantations near the ancient city of Jericho. The donkeys are being well looked after and are busy performing the important job of keeping the bases of the date palms free from grass.

Pegasus has been improving the health of the region’s working equines since 2004 and has been a WSPA member society since 2007. In just over three years, your support has helped Zvika rescue and care for hundreds of abused donkeys and horses. He also works at the crossings between Palestine and Israel with the backing of the Israeli government. He gives advice on equine care and explains that if animals are not looked after properly they can be confiscated under Israeli law.

“Thanks to Zvika’s hard work the condition of the animals in the region is improving greatly. Abandonment of equines is on the wane and the horses and donkeys that cross the border between Palestine and Israel are much better cared for,” says Ali Findlay, Middle East programmes manager, WSPA.

“I can’t imagine the plantation without the donkeys. They do an excellent job for us and our staff really enjoy their presence while they are working.”

Uri Kopper, manager of Nativ Agude plantation, Israel
Big change for big business
A new guidance issued in 2010 by the International Organization for Standardization (ISO) has the potential to improve the lives of billions of animals thanks to the work of our Netherlands office. Since 2008 WSPA Netherlands had been part of a working group which included nearly 400 experts from 99 countries tasked with developing guidance on social responsibility: ISO26000. Specifically the text requires “respecting the welfare of animals, when affecting their lives and existence, including by providing decent conditions for keeping, breeding, producing, transporting and using animals.” It also mentions animal welfare in relation to other topics covered by the guidance, including environmental sustainability and recognising that animal welfare has impact well beyond the animals themselves.

“We hope that this guidance on social responsibility will be something that many organisations will want to aspire to, adding credibility and integrity to their work. It is exciting to imagine the impact that it could have if adopted by industries such as farming where millions of animals suffer needlessly every day because there is limited recognition of the need to consider their welfare.”
Dirk-Jan Verdonk, WSPA Netherlands programmes manager

Thanks to you...
Animals have powerful new advocates
Our campaign for the adoption of a Universal Declaration on Animal Welfare (UDAW) forged ahead. By the end of the year the governments of Bolivia, Canada, Chile, Peru, Singapore, Suriname and Tonga had given their support along with ministries in India, Indonesia and Thailand. Shashi Tharoor – at the time Indian Minister of External Affairs – became the two millionth signatory of the Animals matter campaign that supports the development of a UDAW. He immediately tweeted this news to his 600,000 followers. Altogether 43 governments had announced their support for a UDAW and 2.2 million people had signed up to Animals matter – www.animalsmatter.org – by the end of the year.

With your help...
Sustainability is becoming more humane
We pressed for animal welfare to become integral to sustainable development at a number of key national and international events throughout the year. This included the first in a series of animal welfare meetings which we organised and co-hosted in New York, to support our strategy to promote animal welfare at the United Nations (UN) and particularly within preparatory discussions relating to the 2012 Earth Summit. We were excited to see our statement: ‘Sustainable development allows humanity to protect and improve life in all its forms and expressions’ included in the Chair’s summary at the Commission for Sustainable Development in May.

“Thanks to you...”

“The People and Government of National Unity and Reconciliation of Nicaragua wish to express recognition of the important role animals play in the balance of the environment and their effect on the quality of life of the Nicaraguan society and of the world.”
Samuel Santos Lopez, Minister of Foreign Affairs of Nicaragua

Your commitment...
Strengthened our network
In 2010, 17 new societies joined our global network of animal welfare organisations, including the Hong Kong SPCA, the Mozambique Animal Protection Society and Stop Live Exports (Australia). By the end of the year the network included an amazing 1,006 societies from 157 countries.

Your donations helped us provide training for more than 200 member societies, delivered through conferences, bespoke training and skill exchanges. Our ten regionally based training workshops dealt with a range of issues including: the illegal wildlife trade; lobbying for policy change; leadership skills; shelter management and developing dog population management solutions.

More than 10,000 unique visitors from 147 countries used our website Animal welfare online – www.animalwelfareonline.org – throughout the year. Launched in 2009, it features a wide range of useful animal protection and organisational development materials in multiple languages.
With your support: plans for 2011

**WSPA will sign up** more UN member states to the campaign for a Universal Declaration on Animal Welfare, focussing on Guatemala, India, South Africa, Tanzania and several Pacific island states.

**WSPA will highlight** animal welfare for inclusion during national and international preparatory discussions leading up to the Earth Summit in 2012. This will provide a springboard for countries to include animal welfare within their sustainability solutions.

**WSPA will deliver** our First concepts in animal welfare education programme for primary and secondary schools to teachers in 12 countries – Brazil, Colombia, Costa Rica, India, Kenya, Mexico, Peru, Puerto Rico, Tanzania, Thailand, Uganda and Vietnam – reaching thousands of students.

**WSPA will run** a pilot project with the Bangkok Metropolitan Authority to train one teacher from each of the 87 primary and secondary schools located in District 5 of Bangkok. We hope this will open the door for animal welfare becoming part of the Thai national curriculum, encouraging compassion from an early age.

**WSPA will ensure** that university veterinary faculties and agriculture and livestock training institutes benefit from our tertiary education programme – Advanced concepts in animal welfare. We will start in 16 countries: Argentina, Brazil, China, Colombia, Costa Rica, India, Indonesia, Kenya, Korea, Mexico, Nepal, Peru, Philippines, Tanzania, Uganda and Vietnam.

**WSPA will build** a strong global network of civil society organisations and provide opportunities for them to work with us on campaigns by advocating animal welfare to their own governments and other stakeholders.

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**Art for animals**

A well-known local artist, Prakaash Chandwadkar, worked with children from two schools in Kathmandu and members of our education team during September to create a colourful mural featuring a dog-friendly message: ‘Help stray dogs to be healthy and happy’. It was painted along the wall outside of the school in a community where member society the Kathmandu Animal Treatment Centre (KAT), with support from WSPA, runs its humane dog population management programme. Prior to KAT’s intervention around 10,000 dogs a year were poisoned inhumanely by the local authority in an attempt to stop rabies. The mural is the culmination of an education project where together WSPA and KAT have worked with a local school to provide animal welfare lessons about dogs in their community – how to care for them and how to prevent rabies.

“It was our pleasure to join your mural painting project. Our children enjoyed working on it very much; they know how important it will be in spreading the message about how rabies can be controlled by humanely controlling the street dog population and the need to treat the dogs with care and affection.”

Bal Krishna Vaidya, coordinator, Malpi City School, Naxal, Kathmandu

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“The WSPA media training was invaluable to me and our organisation. I was so glad that it was experiential, it wasn’t about coming away with written notes, but some actual hands-on skills to use in real life situations. Two weeks after the course I was involved with a media event and felt a lot more confident knowing I had this training to back me up.”

Jodie Jankevics, campaigns manager Stop Live Exports, Australia

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To continue our vital work for animals we need your help.
Please visit www.wspa-international.org to discover the many ways you can get involved.
Despite continuing uncertain global economic conditions, financial performance remained good in 2010 with significant increases in both income and total reserves. Total income was US$62 million in 2010 compared to US$56 million in 2009, a significant increase of 11 per cent year on year and an excellent achievement.

All fundraising offices performed well in 2010 with an increase in income in the majority. Most of the increase came from regular gifts and trust and corporate donations. In particular Australia, Denmark, Netherlands and the UK all made significant increases in income during 2010. Included in the UK figures is income generated in Thailand, a new fundraising market which generated US$600,000 in 2010 with further development.
planned in 2011. New market entry is a key part of the organisation’s fundraising strategy in the coming years.

Total expenditure increased from US$50 million in 2009 to US$58 million in 2010, an increase of 17 per cent. Fundraising expenditure remained constant at US$12 million globally, demonstrating an increase in efficiency in generating funds. Global support costs increased slightly to meet the challenges of implementing the new strategic plan but the increase represents only a very small proportion of the overall increased expenditure in 2010.

Expenditure on animal welfare increased from US$37 million to US$44 million in 2010 representing an increase of 19 per cent. This increase accounts for 98 per cent of the total year on year increase in expenditure. Of note is the significant increase in disaster expenditure, due mainly to the Haitian earthquake and the floods in Pakistan. Animal welfare now accounts for 76 per cent of total global expenditure, which is in line with our financial strategy of increasing the amount and certainty of funds available for animal welfare work.

2010 was another excellent year financially for WSPA with an increase in charitable expenditure while adding US$1.4 million to reserves, which is in line with the trustees’ reserves policy of laying a solid financial foundation. This improvement in our financial stability is valuable at a time of continuing economic uncertainty and as the organisation embarks in 2011 on its new five-year strategy. With your continued generous support and the implementation of this strategy we are confident in our ability to reduce animal suffering around the world in a sustainable way.

The figures are extracted from WSPA global consolidated accounts which are non-statutory and unaudited. They are provided for general information purposes only. All accounts of individual WSPA offices however are audited locally.

As a result of the new strategic plan new activity categories have been introduced for expenditure, and therefore figures for 2009 have been restated to give comparisons on a like-for-like basis where possible.

For more financial details of WSPA’s global financial affairs, please contact WSPA International. For further financial information about individual WSPA offices, please contact the relevant office (details on back cover) or WSPA International.
THANK YOU

Without you our work to change animals’ lives for the better would not be possible.
WSPA Australia

Daniel and Berry Almagor; Rita Andre; The Body Shop; Shirley Brine; Jeff and Linda Brivik; Denis Brophy; Jeff and Debbie Compton; Wayne Fitzherbert; Hunter Hall; Gayl Harrison; Peter and Barbara Hoadley; Intrepid Travel Pty Ltd; Duncan Macintosh; Nigel Madeley; Robyn McKeown; Andrew Milner; Jane Mundy; Mary O’Sullevan; Vivienne Porter; Jane Rich; Maria Ridsdale; Dr Alice Simpson; Meridy Taite; Marjorie Wallace.

WSPA Brazil

Fernanda Bortolucci of Pedigree; Leonardo Brandão, Marta Cintra and Luiz Lucass of Merial; Roberto Cabral and Anderson Valle of IBAMA; Rosana Lage of Organarrt; Kátia Lemos of MPDFT; Antonio Marcos and Marco Túlio of Nutriave Alimentos; Celso de Moraes of Moraes Alimentos; Mário Sergio Teixeira of HOG VIX.

In support of a universal declaration on animal welfare: Olympia Díaz Amado (Municipal Council of Zapatoca); Gloria Inés Gutiérrez Botero (Mayor of Montenegro); Javier Cardona (Mayor of Tebaida); Julio Cesar López Espinosa (Provincial Governor of Quindío); Omar Duarte García (Municipal Council of Zapatoca); Néstor Duran Gomez (Municipal Council of Zapatoca); Alberto Hart (General Director of Environment of Peru); Simón Morales Jaramillo (Mayor of Filandia); Louise Irene Kraag-Ketelijik (Ministry of Foreign Affairs of Surinam); Mónica Soriano López (Vice Minister of Foreign Affairs of Bolivia); Heraldo Muñoz (Ambassador, Permanent Representative of Chile to the UN); Jorge Armando Navas (Mayor of Piedecuesta); Patricia Mora Ocampo (Mayor of Circasia); Juan Carlos Villanova Orellan (Municipal Council of Zapatoca); Edgar Cuervo Osorio (Mayor of Pijao); Maria Eugenia Palacio (Mayor of Bello); Jorge Ricardo Parra (Mayor of Salento); Fitzgerald Cantero Piali (Deputy of the Republic of Uruguay); Néstor Fernando Macias Plata (Municipal Council of Zapatoca); Olbar Andrade Rincón (Provincial Governor of Amazonas); Reinaldo Díaz Rueda (Municipal Council of Zapatoca); Freddy Aguilar Rueda (Municipal Council of Zapatoca); Alonso Salazar (Mayor of Medellín); Julio Cesar Zamora (Municipal Council of Tigre).

WSPA Canada

Elizabeth Aszkazanazy; BMO Bank of Montreal; The Calgary Foundation; Canadians for the Ethical Treatment of Food Animals; Eden Conservation Trust; Betty Hasler; The James A and Donna-Mae Moore Foundation; The Irene Joy Stewart and Florence Maud Shedden Endowment for Domestic and Wild Animal Welfare; Eric Margolis; The Schad Foundation; Toronto Community Foundation.

WSPA Denmark

Aage V Jensen Charity Foundation

WSPA Germany

Fressnapf Tiernahrungs GmbH; GCL Animal Welfare Foundation; Oberlausitzer Stiftung für Tierschutz Katana; Arcanum Stiftung.

WSPA New Zealand

Jean Benton; Pamela Howlett; Joan Pepere; Pukeko Trust; Patricia Scott; Reiko Sugiyama; Jill Tucker.

WSPA South East Asia

Canon Marketing Thailand Co. Ltd; The Emporium Shopping Complex Co.; TRUE Corporation; Daddy Dough.

WSPA United Kingdom

Al Fayed Charitable Foundation; Hannah Altman; Ampelos Trust; Nancy Andrews; Anna Rosa Forster Charitable Trust; Bear Group SA; Betty and Stanley Abbott Charitable Trust; Betty Lawes Foundation; Hilary Charles; Paul Dane; Paul Davies; Dischma Charitable Trust; Elise Pilkington Charitable Trust; Julie Ellison; Emanuel Herwald Trust; Ernest Kleinwort Charitable Trust; Stephen Hall; David Innes; Investigo Ltd; Marsh Christian Trust – Marsh International Welfare Award; Trond Moen; Nichola Peagam; Persula Foundation; Francesca Quint; Ruth Smart Charitable Trust; John Scott; Suzanne and Tom Thomson; Tubney Charitable Trust; Zyro Ltd.

Numerous donations were made in memory of loved ones. Our heartfelt thanks go out to the friends and families who honoured their cherished memories by making a gift to WSPA. We would like to give special recognition to the many people who left WSPA legacies in 2010. Their generosity ensures that WSPA’s work will continue well into the future.

WSPA USA

ASPCA; Sheri Berman and Gideon Rose; Debra and Leon Black; C G Boerner LLC.; The Carl Jud Foundation; Cecil B DeMille Foundation; Elinor Patterson Baker Trust; The Good Works Fund of the SEI Giving Fund; International Fund For Animal Welfare; Irene C Evans Charitable Trust; Judi and Howard Strauss Foundation; Peggy Kavookjian and David Nora; Diana and Abner Kingman; Belina Lazar; Cherie and Kenneth Mason; John Middleton; Holly Morris; Lorraine Oberfeld and Alejandro Doring; Pegasus Foundation; Pettfinder.com Foundation; Pettus-Crowe Foundation; Joann and Frank Randall; Eugenie Sotiropoulos-Foss; Amanda and Andrew Street; Thrivent Financial for Luthersan Foundation; Marlene Titus; Nanette Tufts; Guy Wildenstein; William and Charlotte Parks Foundation for Animal Welfare.

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Celebrity supporters

Jamie Archer; Dominic Brun; Affonso Camargo (in memoriam); Mark Charnock; Claire Cooper; Simon Cowell; Hugh Fearnley Whittingstall; Sarney Filho; Ricky Gervais; Lygia Audrey Landers; Leona Lewis; Sami Lukis; Sir Paul McCartney; Rosie Marcel; Nick Maxwell; Carlos Minc; Terry Nutkins; Corey Oliver; Igor Olshansky; Melissa Parke; Andrew Reid; Lee Rhiannon; Miranda Richardson; Andrew Sachs; Thrisadade Sahawong; Claude Stewart; Michaela Strachan; John Tartaglia; Tiffani Thiessen; Ricardo Tripoli; Nick Xenophon.
We can translate your passion for animal well being into real improvements to animals’ lives that they will feel both now and in the future. Knowing we have your support and commitment enables us to effectively plan and continue our vital animal welfare work. There are so many different ways in which you can help WSPA to help the world’s animals.

HOW YOU CAN HELP

MAKE a regular donation

HOST a WSPA fundraising event for your friends or colleagues

JOIN our campaigns and partner with WSPA to save animals

GIVE as you earn through your company charitable giving scheme

MAKE animal friendly choices when you shop, eat and travel

NOMINATE WSPA as your company’s ‘Charity of the Year’

TELL your friends, family and colleagues about our work

LEAVE a gift in your Will

VISIT our websites or contact your nearest WSPA office to find out more (see back cover).
World Society for the Protection of Animals

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Leadership Giving Society

WSPA is indebted to our Leadership Giving Society members for their ongoing support and dedication to helping animals in 2010.

As WSPA celebrates our 30th year of advocating for animal welfare, we hope you will continue to stand by us in our mission to end animal cruelty and suffering, worldwide. Thank you for your support.

Gifts of $100,000 or greater
- Anonymous (1)
- Cecil B DeMille Foundation

Gifts of $25,000–$99,999
- Anonymous (1)
- Amanda and Andrew Street
- Animal Charities of America
- ASPCA
- Elinor Patterson Baker Trust
- Petfinder.com Foundation
- Ms. Eugenie Sotiropoulos-Foss

Gifts of $10,000–$24,999
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- C.G. Boerner, LLC.
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- Diana and Abner Kingman
- Ms. Belina Lazzar
- Miss Ruby McKibben
- Lorraine Oberfeld and Alejandro Doring
- William and Charlotte Parks Foundation for Animal Welfare
- Joann and Frank Randall
- SEI Giving Fund
- Thrivent Financial for Lutherans Foundation
- Nanette Tufts
- Wildenstein & Co., Inc.

Gifts of $5,000–$9,999
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- Ms. Cynthia Blestek
- Ambreen and Tristan Brown
- Ms. Audrey Buyn
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- Irene C. Evans Charity
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- Ms. Marlene Titus
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- Ms. Susan McAllister
- Ms. Anna Morrison
- Mrs. Liya Olshansky
- Ms. Laura Pegler
- Pet Sitters International
- Mr. & Mrs. Jonathan Ratner
WSPA’s Leadership Giving Society is a committed group of individuals who believe in the value of investing in animal welfare. By committing a gift of $1,000 or more, they helped protect, rescue, save and comfort animals all around the world.

Mrs. Ann Richards  
Mrs. Sharon Rush  
Mrs. Eleanor Schapa  
Mr. Ori Sofer  
Students for the Ethical Treatment of Animals  
Tiangong Int’l Foundation  
Ms. Irene Trautman  
Helena van Dierendonck  
Mr. Nevin Williams  

Gifts of $1,000–$2,499  
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Ms. Mary McCracken  
Ms. Ira McEvoy
Legacy Society

WSPA is thankful for those supporters who chose to recognize us in their estate plans, committing their legacies to making a lasting difference for animals.

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Clova and Lyle Abrahamson
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Ms. Aileen Allen
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Ms. Tracey Allen
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Many donors have found great joy and satisfaction in their decisions to include WSPA in their estate plans. Because of their support, WSPA is able to build a brighter future for animals—one that future generations can enjoy.
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Matching Gifts

WSPA is appreciative to those companies that committed to doubling—or even tripling—their employees’ donations to WSPA.

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Applied Materials HQ Group
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Prudential Foundation
Bequests enable WSPA to help animals when and where they need it the most — be it providing relief during a disaster, helping to end inhumane dog culling or promoting the welfare of farm animals.

Bequests

WSPA is grateful for the following bequests — these compassionate legacies will continue to benefit animals for years to come.

Ms. Sylvia M. Bancroft
Ms. Katherine Cech
Miss Evelyn G. Davies
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Mr. Richard N. Duncan
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Helen Barry-Stone
Dr. Ethel Holdbrooke Thurston
Cary L. Townsend Trust
Mr. & Mrs. Henry Zimpelmann

World Society for the Protection of Animals – U.S. Office
Schedule of Income and Expenses for the year ending December 31, 2010

### Revenues

- Contributions & Membership: $7,797,640
- Bequests: $856,934
- Dividends & Interest Income: $68,514

**Total Revenues:** $8,723,087

### Expenses and Losses

- Animal Protection & Humane Education: $6,751,251
- Fundraising: $1,810,825
- Management & General: $203,647

**Total Expenses:** $8,765,723

**Gain on Investments:** $171,782

**Surplus/Deficit:** $129,146

**End of Year Net Assets:** $2,368,248

Source: IRS Form 990 and Audited Financial Statements 2010

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Mr. John Bowen, Secretary
Mr. Carter Luke, Treasurer
Ms. Silia Smith
Mr. Andrew Rowan

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