

# WILD WELFARE ANNUAL REPORT 2020





# THANK YOU FROM OUR CHAIRMAN

At the end of last year my introduction to our 2019 annual report focused on what a small team of hardworking experts can achieve. Given the challenges we have all faced in 2020, I have been so impressed with how our team have adapted to all that the year threw at them and how they continued to work towards improving captive animal welfare around the globe, despite the difficult restrictions of the pandemic.

We are all fully aware of the impact COVID-19 has had on our personal lives, businesses, and charities, but I want here to concentrate on the achievements Wild Welfare has made over the past twelve months and how we have risen to the challenge by quickly learning to work in a very different world. Throughout this report you will see how we have adapted and explored new avenues to achieve our mission. Charities have been hit hard by the pandemic and Wild Welfare is no different, but we have been focusing our grant applications on trusts and foundations, which are sympathetic to those organisations affected by the current situation. We have also launched a membership programme for those who wish to become 'Wild Welfare Warriors'. Our social media streams have expanded, and our reach is growing fast, penetrating new regions, and opening up Wild Welfare to new audiences and support.

We managed to carry out some project site visits in person at the start of 2020, but as the year progressed it became clear that we would not be able to carry on as normal for quite some time. We quickly adapted to working more online and we currently carry out much of our training and capacity building with our partners through video calls and webinars. We have fully embraced a number of digital platforms, which has enabled us to continue engaging with our partners and client communities through virtual presentations and forums, using online conferencing.

This technology has also allowed us to continue our research and advocacy work, all aimed at helping to improve animal welfare standards around the world. We have been able to remotely assist with improving the welfare standards of individual animals as well as captive facilities, and to contribute towards the drafting of potential new welfare-oriented legislation. We have successfully forged new alliances and nurtured existing partnerships to help achieve all aspects of our mission.

One of the strengths of Wild Welfare is an emphasis on good communication with our partners. This has been challenging as we have had to rely on emails and video calls. What was once easier to discuss in person has become more challenging, but the team has met this and other challenges and needs head on and will continue to work through these obstacles, so we can end the suffering of captive wild animals around the world.

I wish you all well and thank you for your continued support through the most difficult of years.



**Dr David Jones**  
**Chairman & Founder**

# 2020 HIGHLIGHTS



## FROM AROUND THE WORLD

The Wild Welfare team may not have travelled as extensively as usual throughout 2020, but our charity's reach has still been able to help animals, individuals and facilities across the globe.

From the UK where we are based and have been active as part of a coalition calling on government to protect animal welfare laws post-Brexit, to Malta where we contributed to a consultation on new zoo legislation. From South Korea, a new country for us to make an impact in, to Thailand where our Partner for Animals programme continued to develop.

2020 has seen us continuing to help educate and inspire those caring for wild animals in captivity and secure better care and welfare for the animals themselves.



### Helping bears with our Partner for Animals Programme

Despite the restrictions we and our partners have faced as a result of the COVID-19 pandemic, our Partner for Animals programme that links Yorkshire Wildlife Park and Noboribetsu Bear Park in Japan, has gone from strength to strength, with continued information sharing improving the health and welfare of bears at the Park.

### Launching Legacy Giving and Supporter Membership

We launched not one but two new fundraising avenues this year - Legacy Giving and Supporter Membership - two new ways our supporters can help fund our global projects. We also ran a Coronavirus Appeal and a Christmas Appeal, successfully securing vital additional funds for our work.

### Speaking up for Animals Around the World

We added our voice to help raise awareness of important animal welfare issues this year, including the international wildlife trade and the use of animals in circuses in Vietnam. We also contacted senior UK government officials to raise awareness of the Animals Manifesto, a ground-breaking document calling for animals to be properly considered in COVID recovery policies and financing.

### Publishing Essential Animal Welfare Research

Our partnership with Nottingham Trent University's School of Animal, Rural and Environmental Sciences Research, saw the successful publication of research into zoos in developing countries. The research, which will help shape the focus of our projects moving forward, highlighted a series of animal welfare issues linked to the behaviour and mental state of zoo animals across a number of facilities and countries.

# 2020 HIGHLIGHTS



## FROM AROUND THE WORLD

### New countries helping more facilities and their animals

This year we took our first steps into a new country (virtually of course), delivering animal welfare training to staff working with Oriental storks in South Korea. We spoke to more than 30 delegates from the Eco-Institute for Oriental Storks and other facilities across the country. We have also been having some of our Care for Us species guides translated into South Korean to make them even more accessible to everyone.

### Securing better welfare for animals in tourism

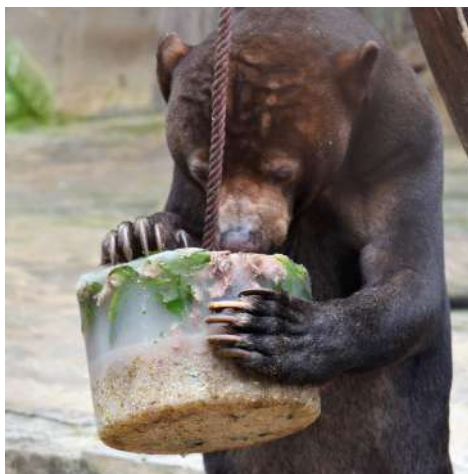
We secured our partnership with one of the world's leading digital travel platforms, Booking.com, this year, who have committed to ensuring their partners meet high standards of animal welfare. We are supporting them in the ongoing implementation of their statement of commitment to animal welfare and the welfare standards all their accommodation partners around the world are asked to meet.

### E-learning ready to launch

Our e-learning programme neared completion this year and our team began preparation for its launch. The exciting new online programme offers standardised animal welfare and husbandry knowledge to anyone working with captive wildlife around the world, upskilling those working with animals so they can deliver optimum care and welfare.

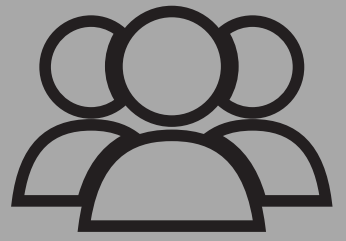
### Going online with our animal welfare training

With no signs of the Coronavirus letting normal travel resume, we took our training online. Generous funding saw us first create training specifically designed for individuals and zoological associations, on the topic of the development of a welfare standard, and how to audit and certify zoos and aquariums against the standard. We then delivered this and other welfare training through numerous webinars.





# 2020 IN NUMBERS



## 10+

Presentations delivered (in person & online), including international conferences, webinars and tailored training.



## 15+

Countries we have had an impact in with our animal welfare work.



## 680+

People trained in animal care and welfare concepts & practices around the world.



## 12+

New resources developed and translated into multiple languages.

### KNOWLEDGE IS POWER!



# UPDATES FROM JAPAN



Pandemic restrictions meant we were unable to get to Japan this year. However, with strong existing relationships with our partners within the country we were able to adapt and utilise these relationships from afar.

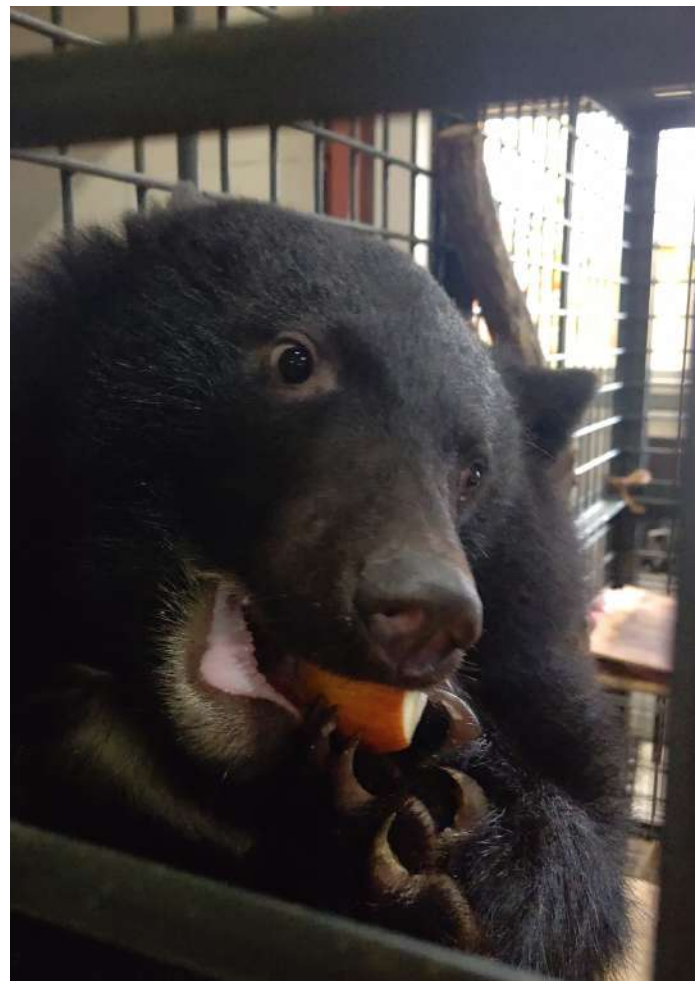
From providing ongoing support to Noboribetsu Bear Park to providing ad hoc but critical advice to facilities and the public on ongoing captive wildlife concerns, we have been able to continue to support animals in Japan throughout 2020.

## Bear Cub Rescue

Throughout the year we have been supporting the rescue of a young bear cub named Kumako. Orphaned as a result of her mother being shot - which is legal in Japan - she was taken in by the hunter. Legally, bears cannot be released after a certain time of being in captivity, so sadly this means Kumako must remain under the care of humans and cannot return to the wild.

Rather than send her to a zoo, we have been working with a dedicated organisation in Japan who, with Wild Welfare's support, hope to build a sanctuary for Kumako and other bears in similar situations.

We have provided designs, advice on food, animal management and veterinary care and want to continue this support into 2021 as we develop plans for a suitable new home for her.





# Partner for Animals Programme helps bears



Having got off to a great start in 2019 with our Partner for Animals programme, with partnerships starting between North Carolina Zoo and two zoos in Thailand and San Francisco Zoo and the Brazilian Association of Zoos and Aquariums (AZAB), other partnerships in the pipeline for 2020 could not get started quite as we planned. However, positive news from Japan more than made up for this.

Early in the year we were making plans for a joint training programme from Wild Welfare and Yorkshire Wildlife Park (YWP), for staff from Noboribetsu Bear Park in Japan. That was put on hold for 2020 but the partnership continued, with information sharing still benefiting the bears. Veterinarians from the Park have been reaching out to us and YWP, and we have been able to offer advice on enrichment, feeding and care, through videos, emails and calls. The Park has reduced the number of bears they breed from, which is a huge success, and they have developed a comprehensive enrichment programme.

The work going on at Noboribetsu has the potential to highlight to other bear facilities, zoos and parks in Japan, why making improvements for captive wild animals is so necessary and worthwhile and we look forward to being able to visit in 2021 to see the improvements they have made. You can read more about our Partner for Animals programme [HERE](#).

**The Park were shortlisted for an animal enrichment award in 2020. They were recognised for their enthusiasm and understanding of environmental enrichment and good welfare for their bears and praised for their work with external organisations to achieve positive changes.**

飼育管理やエンリッチメントをより幅広く・奥深く・効率的に発展させていくため、国とのグローバルな情報交換を行っています。

Wild Welfare、Yorkshire Wildlife Parkとパートナーシップを結んだり、国際環境エンリッチメント会議に参加し、海外のトレーニング手法や、エンリッチメントの取り組みを細かく情報収集しています。

## Wild Welfare、Yorkshire Wildlife Parkとのパートナーシップ



レクチャー形式の情報共有



イギリスの動物園でのヒグマのトレーニング動画共有



ワークショップで一緒にエンリッチメント器具を製作・設

# National captive wild animal welfare standards

There are no effective national animal welfare standards for captive wild animals in Japan. The current Act on Welfare and Management of Animals (1973), although revised in 2019, still has little reference to captive wild animal welfare and no form of measurable enforcement.

With more than 3,500 facilities registered in Japan as type I "exhibiting" animal handling businesses, thousands of animals are potentially suffering due to this lack of standards. We used 2020 to continue working with the Animal Literacy Research Institute (ALRI), the Japanese Coalition of Animal Welfare (JCAW), the Japanese Association of Zoos and Aquariums (JAZA) and the Ministry of Environment, to address national animal welfare standards in Japan.

We were delighted to renew a Memorandum of Understanding with the ALRI, who have represented us in Japan this year, and set up several meetings between JCAW and JAZA, to discuss a joint lobbying effort focused on enacting national welfare standards for captive wild animals and a preliminary lobbying document is being drafted with the involvement of all parties.

## Animal cafés research

We finalised our joint research paper on the welfare conditions in animal cafés in Japan. Animal cafes are extremely common and popular in Japan with approximately 3,000 known to exist, between them holding thousands of exotic animals in cramped, unsuitable conditions.

We worked with colleagues from Nippon Life Science University to carry out research into these cafés, researching and documenting more than 80 as part of our investigation. We will now be submitting our research paper for publication, further contributing to the growing number of evidence-based materials we are developing to help support the changes in national welfare standards within the country.

## Other work in Japan...

With our Japanese partners we continued investigating a marine park that has a few remaining animals but needs to be closed. Writing to the relevant authorities as expert witnesses we hope we see this facility close permanently in 2021.

We have also provided professional advice to JAZA in its efforts to support its zoological members during the pandemic, particularly in reference to financial aid and the consequences to animal operations as a result.



# RESEARCH HIGHLIGHTS COMMON ANIMAL WELFARE CONCERNS

Towards the end of 2020, research we conducted in zoos in developing countries, highlighted a series of animal welfare issues.

The research, which was a collaboration between Wild Welfare and Nottingham Trent University's School of Animal, Rural and Environmental Sciences, found welfare concerns linked to the behaviour and mental state of zoo animals across a number of facilities and countries.

Our team carried out welfare audits in zoos across countries within South America, Southeast Asia and North Africa as part of the research, which revealed some recurring animal welfare concerns as well as human health and safety issues. Further analysis attributed the concerns to a lack of basic animal care provision.

The research, carried out in 11 zoos in seven developing countries (Brazil, Egypt, Libya, Indonesia, Thailand, Malaysia and Vietnam), revealed that the animal behaviour, animal mental states and human health and safety concerns, were likely linked to historical and cultural differences, a lack of knowledge among animal care staff, and a lack of availability of learning opportunities on the latest animal husbandry methods and animal welfare science.

The research will be used by our team to help shape the focus of our global projects and continue our work achieving long-term solutions to the most critical issues facing wild animals in captivity.

You can read the published research in full [HERE](#).



***"The research proves what our work with captive animal facilities has been telling us for many years now; some very basic animal care provision is seriously lacking within zoos in many developing countries of the world.***

***Be it because of cultural differences or an understanding of what constitutes good animal welfare, these welfare concerns are negatively affecting animals' lives.***

***We need to ensure that all animal care staff care and understand about animal welfare and that involves giving them access to up-to-date learning, education and relevant resources.***

***Cultural differences should never be an excuse for poor animal welfare, we need to encourage all zoos, aquariums and wildlife facilities around the world to adopt the latest welfare science and make welfare their number one priority."***

**Simon Marsh, Acting UK Director**

# WILD ABOUT WELFARE E-LEARNING PROGRAMME

As 2020 came to a close we were putting the finishing touches on our innovative new online education programme. The Wild About Welfare digital education programme provides accessible learning content on animal husbandry and welfare practices.

It is completely free to access, available online via laptop, mobile or tablet and can benefit anyone delivering care to captive wildlife around the world.

In partnership with The Jeanne Marchig International Centre for Animal Welfare Education (JMICAWE) at the UK's University of Edinburgh, we have been working with an e-learning specialist from the University to develop the programme, which consists of eight individual modules, each of which comprises a fully downloadable learning document and an interactive online quiz to consolidate learning.

This programme and the educational support it will offer the animal care staff we work with around the world is such a necessity. Our own recent research in zoos has highlighted the lack of knowledge among animal care staff in developing countries. This programme can help address the deficiency by offering accessible, simple yet comprehensive learning for all captive wildlife caregivers around the globe.

The programme is scheduled to launch early in 2021 (it may have launched by the time this report goes out). Initially it will be available in English and planning is already underway to have it translated into Japanese, then additional languages thereafter, to reflect the countries in which we work and the diverse community of animal care staff we support.



THE UNIVERSITY OF EDINBURGH  
The Royal (Dick) School  
of Veterinary Studies  
The Jeanne Marchig International Centre  
for Animal Welfare Education

ANIMAL HUSBANDRY DIGITAL EDUCATION  
PROGRAMME

## WILD ABOUT WELFARE

Putting Animals First For Care And Welfare

***Wild Welfare's digital education programme creates accessible and engaging opportunities for animal care principles to be learned and understood.***

***The online learning is designed primarily for animal care staff who may not have had previous opportunities to learn about animal welfare concepts and husbandry practices.***

***A knowledge and skills gap within animal care staff is a primary issue that, if addressed, can help improve welfare standards for animals under human care around the world.***







## ANIMAL HEALTH CARE

Specifics in captive animal husbandry and welfare practice related to animal health.



## ANIMAL WELFARE CONCEPTS

Understanding the principles of animal welfare for best practice



## ENRICHMENT PROVISION

Captive animal husbandry and welfare practice related to enrichment provision.



## THE CAPTIVE ENVIRONMENT

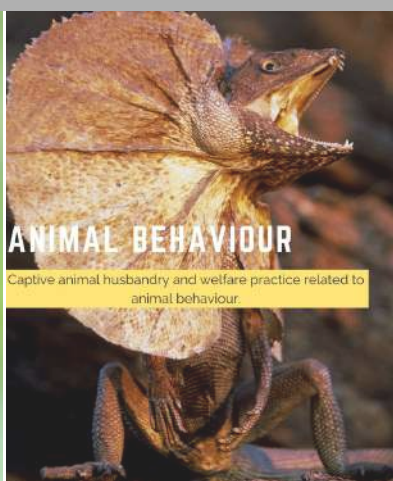
Enclosure Design, Management and Maintenance for Animal Welfare

Each module in the Wild About Welfare programme has a learning document and an interactive quiz, with questions and activities to encourage knowledge retention and inspire learning. There are eight modules in total, all free to access and fully accessible from a computer or mobile device.



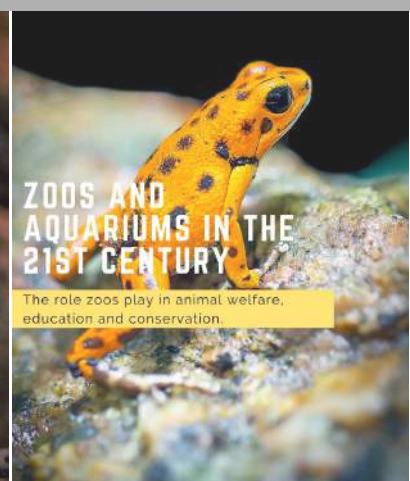
## RECORDS, PLANNING AND PROTOCOLS

Animal management and record keeping to promote good animal welfare.



## ANIMAL BEHAVIOUR

Captive animal husbandry and welfare practice related to animal behaviour.



## ZOOS AND AQUARIUMS IN THE 21ST CENTURY

The role zoos play in animal welfare, education and conservation.



## NUTRITION AND FEEDING

Captive animal feeding practices to promote good animal welfare.



# What the E-learning Programme can achieve

The Wild About Welfare programme offers animal care staff the tools they need to provide optimal welfare for animals living in captive facilities such as zoos, aquariums and wildlife centres.

***“We can empower animal care staff to understand what good animal welfare looks like and what the animals in their care need.”***

**Simon Marsh, Acting UK Director**

The programme offers a thorough introduction to animal husbandry practices in bite-sized online modules on subjects including animal behaviour, animal welfare needs, health, nutrition and animal enrichment.

Developed by Sarah Blake and Georgina Groves from Wild Welfare and Dr Heather Bacon, OBE and Dr Louise Connelly from the University of Edinburgh, the programme's range of tools - downloadable learning documents and online quizzes and activities - offer the chance for learners to work at their own pace, consolidating knowledge as they progress.

Huge thanks must go to The Silent Foundation, whose kind support helped develop the programme, and everyone involved from the University of Edinburgh and The Jeanne Marchig International Centre for Animal Welfare Education.

Look out for the Programme when it launches, you will be able to find it under the Resources page on our website [HERE](#).

**Activity 5: Animals Needs.** Match the needs of an animal to the way in which you would satisfy it.  
(Drag the boxes on the right to connect to a box on the left. You have two attempts)

Nutritional needs	Suitable living habitat
Environmental needs	Opportunities to experience positive emotions
Behavioural needs	Enrichment devices
Health needs	Veterinary care and expertise
Mental needs	Suitable food and water

***“We are delighted to partner with Wild Welfare on producing this important educational resource.***

***Our team has established expertise in animal behaviour and welfare science, and digital education.***

***Combining this with the practical experience and expertise of the Wild Welfare team, has resulted in an accessible, interactive resource that aims to improve captive animal welfare globally, by inspiring caregivers to optimise animal husbandry in wildlife facilities.”***

**Dr Heather Bacon OBE, University of Edinburgh**

**Only three of these images are showing enrichment.** Select the correct images (you have two attempts and you can deselect images)

 Visitor interaction	 Ice block	 Pile of food
 Scented sandcastle	 Visual Barrier	 Rope bridge



# SECURING BETTER WELFARE FOR ANIMALS IN TOURISM



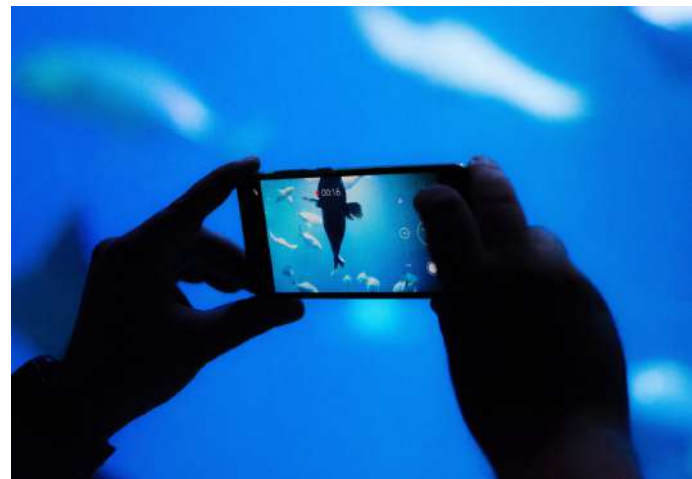
Wildlife tourism is a huge global market and can promote local livelihoods, education and conservation. Opportunities to see and interact with wild animals abound in many tourist destinations around the world, from taking a sloth selfie or feeding a crocodile, to whale-watching or riding an elephant, tourists are offered a whole host of experiences by a wide range of facilities and individuals.

Many experiences though, can put an animal's welfare and human safety at risk. Often unwillingly and without knowing it, tourists can contribute to significant animal suffering and illegal activities such as endangered wildlife trading, and human health and safety can be put in jeopardy.

There is increasing demand for travel and tourism companies to show due regard for the ethical and welfare aspects of wildlife tourism, so we were thrilled to consolidate and then publicise the news of our partnership with Booking.com this year.

Booking.com are one of the world's leading digital travel platforms, and they have committed to ensuring their partners around the world meet high standards of animal welfare. Their statement of commitment and animal welfare standards confirm this, showing their recognition for the responsibility they have to ensure any experiences they offer do not negatively impact animals' lives.

Our work with Booking.com is helping support the ongoing implementation of their welfare standards in a practical, workable way and as part of this work, we have launched two new dedicated website pages about animals in tourism, accessible [HERE](#).



***By working with companies in travel, we want to help end future captive animal exploitation within the tourism industry and ensure expeditions and experiences involving wildlife are governed by protective policies and ensure minimal animal disturbance and increased welfare.***

# ONLINE TRAINING GOES LIVE AND GOES GLOBAL

One of the greatest challenges we have faced as a result of the coronavirus is that it has halted the team's ability to travel to project countries in 2020. However, as ever, the team adapted quickly with one major change - to evolve a new way of delivering our welfare training workshops, which would usually be hosted in-country.

Thanks to generous support from Wildlife Reserves Singapore (WRS), who were keen for our training workshops to be available remotely so we could continue our global animal welfare impact, we moved our training programmes online.

## Learn Through Our Webinars

Our training programmes cover all aspects of wild animal care within captive facilities, from healthcare and veterinary techniques, to the provision of appropriate animal nutrition and encouragement of positive behaviours, as well as species-specific care. We also consider ethical conundrums that animal carers may face on a daily basis and provide clear approaches and direction for practical assessment and monitoring of animal welfare standards.

During the course of 2020 we adapted this information into an engaging, interactive online platform to enable us to continue our important partnerships. Moving forward, when we can deliver face to face in-country training again, our online webinars will still remain accessible so we can further our reach and teach and inspire even more animal care staff in welfare concepts and practice.

Wild Welfare's training is centred on creating environments that instil confidence, encourage inclusivity and focus on problem-solving activities, which can help individuals learn complex topics more easily. Our online platform already offers animal welfare and behaviour training and welfare auditing training. The principles of welfare auditing was a priority topic for us to develop, in particular, training others how they can become effective auditors. Welfare audits are essential because they highlight the most pressing welfare improvements that should be prioritised within a facility according to a set operational standard.



Full information on all our training webinars is available on our website **HERE**, including an outline of what the training includes, learning outcomes and who can benefit from the training.

## Wildlife Reserves Singapore Group

Thanks to  
Wildlife Reserves  
Singapore for  
supporting the  
development of  
our online  
platform.



This year has also seen us delivering bespoke webinars to groups and facilities around the world. Georgina Groves presented a webinar entitled 'Enrichment for Animal Welfare', to members of India's Central Zoo Authority (CZA), as part of CZA's capacity building initiatives. Dave Morgan presented to the University of South Africa, delivering a welfare webinar to students on the Advanced Diploma in Nature Conservation and Environmental Management course, and animal welfare field manager, Sarah Blake, delivered animal welfare training to a South Korean stork facility, as part of a virtual conference on Oriental stork management and conservation.



The team has had to master the intricacies of hosting live and recorded webinars, the communication glitches that can arise and how to resolve them. Body language is an incredibly important tool when providing practical training, both from the trainer understanding how the recipients are responding and vice versa, making adaptations to that interaction to ensure successful understanding of content.

Without the ability to interpret body language, the team has had to ensure the webinars can check success by using interactive Q and As, feedback forms and accessible materials.

These are just some of the online training our team was able to offer throughout 2020. With no sign yet of being able to travel internationally, it is likely the online space will remain just as important as we head into 2021.

***"The training of auditors is absolutely essential to ensure consistency in the interpretation of standard criteria, and to prevent subjective bias."***

**Field Director Dave Morgan, pictured here presenting online to the University of South Africa from his home office.**



# SPEAKING UP FOR ANIMALS

As well as carrying out our global project work, pushing forward animal welfare legislation and developing innovative welfare resources, we are active members of several coalitions, that enable us to speak up for animals in need around the world.

2020 was no different in terms of the number of serious issues affecting animals that we could help speak out and take action on.

The very beginning of the year saw us join more than 60 other organisations to call on UK Prime Minister Boris Johnson to protect laws regarding animal welfare after the UK exits Europe. Called the Brexit Animal Welfare Alliance, we have been sharing our voice as part of this group since 2019, helping to ensure that animal welfare is not compromised and that animal sentience is fully recognised in UK law once Britain leaves the European Union.

The Alliance comprises animal welfare groups with a wide range of knowledge and experience in the farming, environment, animal law and animal welfare sectors. Wild Welfare is proud to stand alongside these other organisations in an attempt to ensure that the government's stated commitment to animal welfare is achieved.

As well as signing a letter in support of calling for specific actions to be taken by the government to safeguard animal welfare into the future, we also wrote to prominent members of the UK's government and parliament, asking for the well-being of animals to be addressed in all COVID-19 recovery, financing and policy-making efforts. Joining more than 150 other animal protection and environmental NGOs from around the world, we signed the Animals' Manifesto. In a campaign spear-headed by World Animal Net, we contacted UK government policymakers to share the details of the Manifesto and ask for action to be taken for animals and the environment.

Collaboration is something we often undertake in many of our project countries across the globe, but to be able to participate in a collaborative effort to push forward good standards of welfare within our home country is very significant.



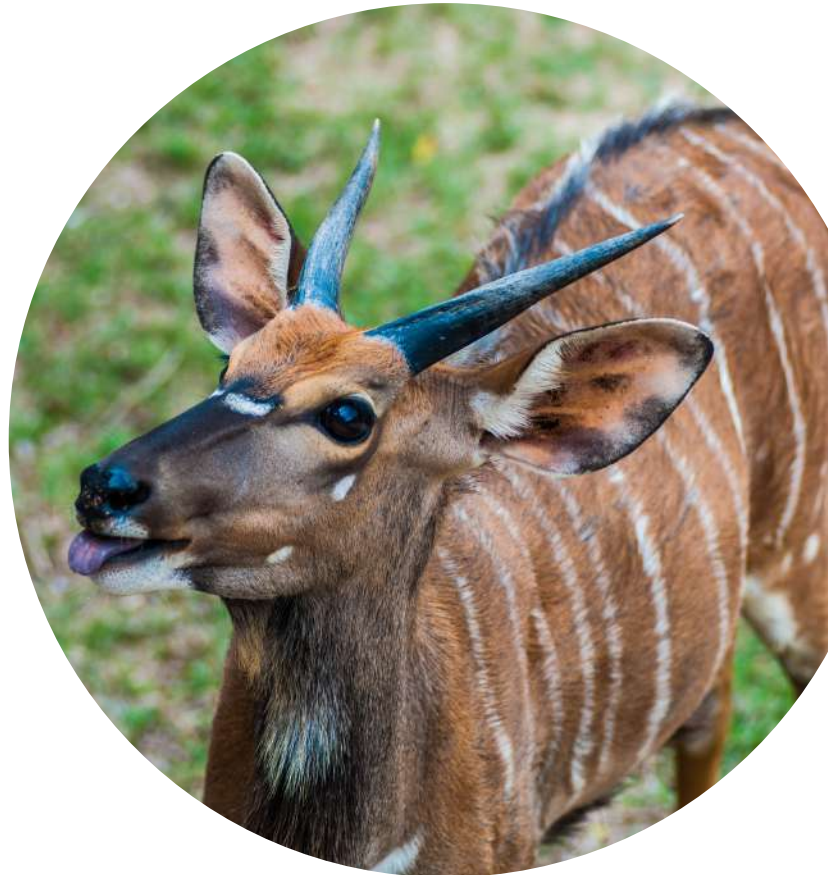
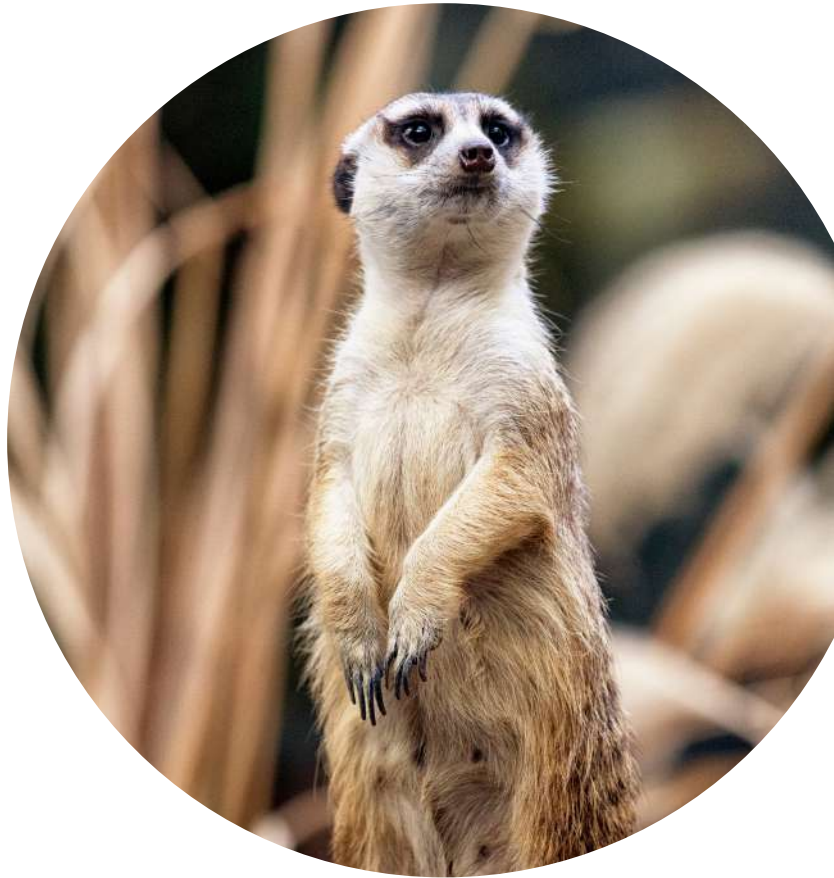
2020 saw us join other charity signatories in writing to bodies within the Vietnamese government, calling on action to be taken against the horrific cat meat trade in Vietnam.

We added our support to an appeal initiated by World Animal Protection and Humane Society International, to the UN Biodiversity Summit, calling for a phase out leading to a global ban on cross-border wildlife trade.

We supported a letter to YouTube who continue to promote cruelty to monkeys on their channel and we signed a joint open letter initiated by World Animal Protection, raising concerns about elephants being returned home to their owners in Thailand as a result of COVID-19, with indications that owners are using the off-time to breed their elephants.

We also backed an open letter to the UN World Tourism Organisation (UNWTO) and the Global Tourism Crisis Committee, calling on them to put wildlife protection considerations into their 'Preparing for Tomorrow' travel industry recovery recommendations – specifically calling on them to phase out captive wildlife entertainment in tourism.

We look forward to further opportunities to speak up for animals, to play our part in ensuring the existence of robust animal welfare laws, both in the UK and overseas.



# OUR GLOBAL REACH

Wild Welfare works in more than ten countries around the world and 2020's challenges failed to hamper our efforts to increase our global reach, ensuring our work can improve lives for the animals most in need, regardless of where they are.

We signed a Memorandum of Understanding (MoU) with The World Association of Zoos and Aquariums (WAZA) in 2020, to foster and promote a shared commitment to improving welfare for animals in human care. Wild Welfare and WAZA have a long history of working together and have now once again formalised the partnership and strengthened the existing relationship with this new MoU, which will see Wild Welfare supporting WAZA with their 2023 Animal Welfare Goal – an affiliation with a truly global potential reach.

The online training our team delivered to South Korean facilities was, we hope, just the first step in positively affecting the lives of captive wild animals in this part of the world, with talks already taking place about future online training.



Simon Marsh and Dave Morgan both presented to the 28th Annual Southeast Asian Zoos and Aquariums Association (SEAZA) Conference this year, whose first virtual event received more than 500 registrations, and our participation in WAZA's virtual annual conference was streamed to delegates from 48 countries and regions across the world.

***"This MoU is an opportunity to further reinforce the commitment Wild Welfare and WAZA are already making to ensure welfare standards are more consistent around the world – at both national and regional levels."***

**Simon Marsh, Wild Welfare's Acting UK Director.**

***"We are delighted to have extended our relationship with Wild Welfare and added a new element – the 2023 WAZA Animal Welfare goal."***

**WAZA's CEO, Dr Martín Zordan**





## Certificate of Appreciation

This certificate is awarded to

**MR. DAVE MORGAN**

for his/her invaluable contribution as  
**Speaker**

during the 28th Annual and 1st Virtual Conference  
of the Southeast Asian Zoos and Aquariums Association  
held from 16 to 19 November 2020.

**Dr. Cheng Wen-Haur**  
President, SEAZA



**Mrs. Kyi Phyu Zaw**  
CEO, Htoo Zoos and Gardens Business

## Certificate of Appreciation

This certificate is awarded to

**MR. SIMON MARSH**

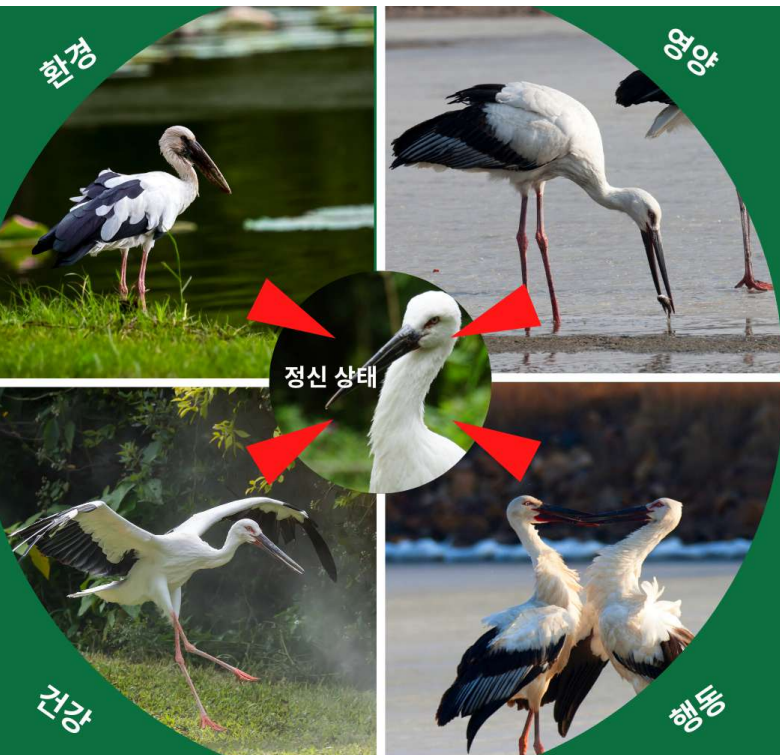
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**Keynote Speaker**

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**Dr. Cheng Wen-Haur**  
President, SEAZA



**Mrs. Kyi Phyu Zaw**  
CEO, Htoo Zoos and Gardens Business



**ABOVE: Appreciation certificates for  
Dave Morgan and Simon Marsh  
for their participation in  
SEAZA's first virtual conference.**

**LEFT: The Five Domains of  
Animal Welfare for  
Oriental storks, written  
in South Korean.**

From delivering training to captive animal welfare staff and facilities from multiple countries in Southeast Asia, to first-time online training for people in East Asia with a welfare presentation to South Korean facilities, Wild Welfare addresses where there is a need to offer its expertise.

This year we were able to form new partnerships as well as strengthen existing ones, meaning our work to help improve welfare for animals could remain truly global.



# FORGING AHEAD IN THAILAND

We have been delivering animal welfare training with staff and teams from zoos in Thailand this year, continuing our ongoing support of the Zoological Park Organization of Thailand (ZPOT) and their members.

We delivered virtual animal welfare auditor training to around 20 facility staff from ZPOT's membership and other zoos in Thailand. The training covered animal welfare concepts, identifying animal welfare inputs and outputs and how to carry out an effective animal welfare audit at a captive wild animal facility such as a zoo or aquarium.

The auditor training is a key part of Wild Welfare's work as in carrying out welfare audits, we can ensure captive wildlife facilities, such as zoos, aquariums and sanctuaries, identify animal welfare strengths and weaknesses and we can then advise and guide them in ways in which they can make improvements.

The training formed part of our ongoing commitment to working with the Southeast Asian Zoos and Aquariums Association (SEAZA) and its members, to build capacity and improve animal welfare standards across the region. Thailand was in the news in 2020 when live and dead tigers were seized from a Thai zoo by authorities and Phuket Zoo once again made the headlines, but within the country, organisations such as ZPOT are working hard to prioritise animal welfare for captive wildlife.

Wild Welfare has a number of animal welfare projects in Thailand, including a Partner for Animals programme that sees us and North Carolina Zoo assisting Chiang Mai Zoo and Khao Kheow Open Zoo. The project has been highly successful since its start and this year progress has continued via online video calls, emails and social media.

***“Despite the challenges Wild Welfare and our partners have faced in 2020, we continue to roll out training and support to improve animal welfare standards around the world.***

***It is heartening to see that even with the pandemic hanging over us, our partners, such as ZPOT, are still working hard to give the animals in their care a life worth living.”***

**Simon Marsh, Wild Welfare's Acting UK Director.**

**The ZPOT delegation receiving online training, with Dave Morgan and Simon Marsh on screen.**





# 2020 PARTNERSHIPS

**NEW TRUSTEES**

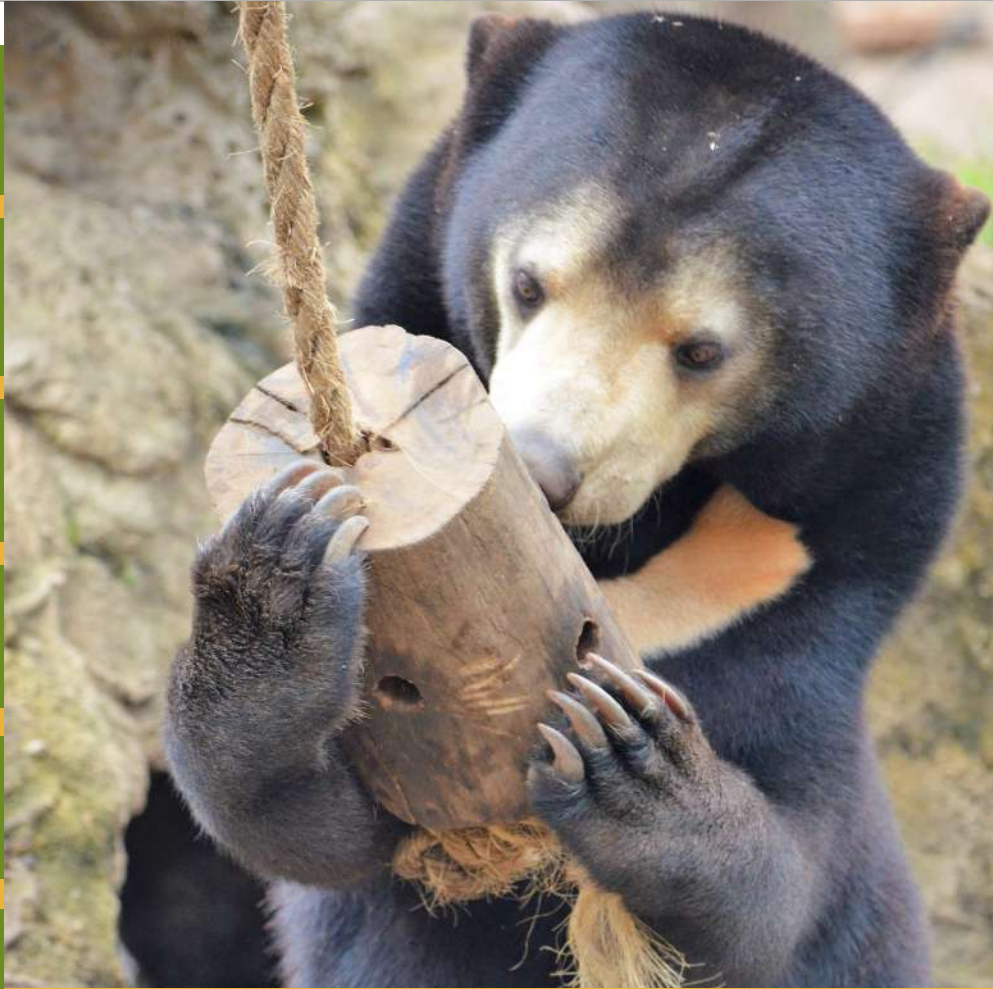
**CHARITY AMBASSADOR**

**WAZA MOU**

**SABAH ELEPHANT WORKING  
GROUP**

**JMICAWE, UNIVERSITY OF  
EDINBURGH**

**WILD ENRICHMENT**



## NEW TRUSTEES

We welcomed Matt Hunt and Kris Vehrs to our board of trustees this year. Matt has been working with wild animals for the past 30 years, initially in zoos and wildlife parks, but for the last two decades his work has been focused on combating the illegal wildlife trade. As chief executive of Free the Bears, based in Southeast Asia, he is responsible for overseeing projects and partnerships in the region, developing world-class bear sanctuaries, training local teams to provide optimal animal care and promoting environmental awareness. His work includes the rescue, care, and rehabilitation of hundreds of bears from the illegal wildlife trade and bear bile farms.

Kris retired in February 2020 as the Executive Director of the Association of Zoos and Aquariums (AZA). For more than 40 years, Kris played a key role in the growth and modernisation of the AZA, including its programs of accreditation, professional development, animal management, and ethics and bylaws and represented AZA before the Convention on International Trade of Endangered Species Congress, federal agencies, and state and local governments. They both bring a wealth of captive animal welfare and conservation expertise and experience so we are thrilled to have them on the board with our other dedicated trustees. You can view our full board [HERE](#).

## CHARITY AMBASSADOR

This year we appointed our first charity ambassador - best-selling children's author and entrepreneur Hannah Russell.

Hannah has been helping us raise awareness of captive animal welfare around the world, talking about us to her followers online and sharing our social media posts and details of our fundraising appeals.

With an ongoing passion for animal welfare and the environment, Hannah was intrigued to learn about the unique projects Wild Welfare undertakes and is keen to help promote our work through the ambassadorial position.



Find out more about Hannah and her role as ambassador [HERE](#).

***“I love animals and always have done, I’m really excited to be working with Wild Welfare going forward and helping to spread further awareness about the charity and their goals.”***

## WAZA MOU

We are very pleased to be continuing our work alongside WAZA on their Animal Welfare Goal, having confirmed our ongoing partnership this year signing a Memorandum of Understanding. WAZA have also given their endorsement to our digital learning programme.

***“WAZA is proud to endorse the Wild Welfare E-learning Programme. The Programme will play a valuable role in helping to improve standards of animal welfare in institutions around the world through easily accessible and engaging learning.”***







## SABAH ELEPHANT WORKING GROUP

Our field director, Dave Morgan, was formally included by the Sabah Department of Wildlife, onto the Technical Working Group for the Captive Elephant Management Plan in Sabah, a working group that forms part of Sabah's National Elephant Management Plan.

The Sabah Department of Wildlife recently approved the formation of the captive elephant management working group or task force, as an adjunct to the country's National Elephant Management Action Plan. The group's objective is to develop and implement a management plan for captive elephants in Sabah, and involve all three facilities that house elephants across the region.

Our place on the task force will see us continuing our ongoing partnerships with Wild Welfare advisor and elephant specialist, Margaret Whittaker, Lok Kawi Wildlife Park and Seratu Aatai, forging ahead for better captive elephant welfare in Sabah.

***"We're just one part of the working group, that includes elephant experts and national and international organisations, but what's important is we all share the same goal: to improve conditions for the country's captive elephants and empower the staff caring for them to do their best in what are often difficult circumstances."***

**Wild Welfare's Dave Morgan**

## JMICAWE, UNIVERSITY OF EDINBURGH

We have further strengthened our partnership with The Jeanne Marchig International Centre for Animal Welfare Education (JMICAWE) at the University of Edinburgh this year, as we continued to develop our digital learning programme and bring it to a ready to launch stage.



THE UNIVERSITY of EDINBURGH  
The Royal (Dick) School  
of Veterinary Studies

**The Jeanne Marchig  
International Centre for  
Animal Welfare Education**

Dr Louise Connelly, an e-learning specialist from the University has been instrumental in enabling us to create what we hope is an education programme that really brings animal welfare to life for learners. We have also been supported by our trustee Dr Heather Bacon, OBE, who has offered her expertise and advice as we have further developed and refined the programme.

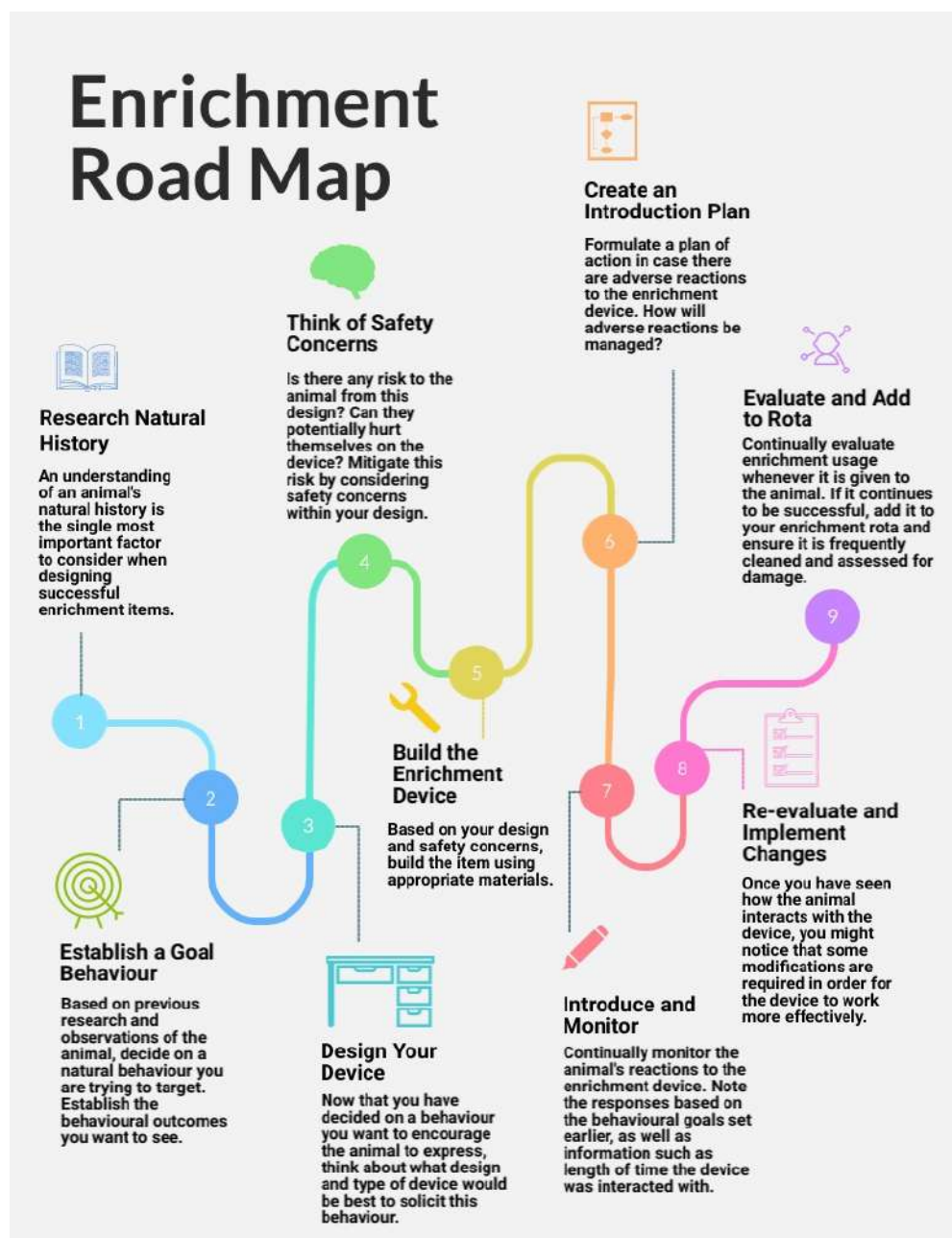
# WILD ENRICHMENT

We were thrilled to collaborate with Wild Enrichment this year, recreating their Enrichment Road Map in Japanese and Thai, with other translations planned.



There is a huge amount of information out there on animal care and welfare, but it is not always available in the key languages needed. Our work takes us from Brazil to Japan and from India to the Philippines, so we encounter many different languages.

The Enrichment Road map is a really useful and practical tool for any staff looking to develop enrichment for the animals in their care, so being able to share it with our projects and partners in their native languages has been invaluable. The Road Map is pictured below in English.





# WILD WELFARE RESOURCES

## Imagine If Animation

At the start of 2020 we were notified that our short animation Imagine If, had been shortlisted in the Charity Film Awards.

More than 400 charities entered the Awards and, in the category we entered, there were 80 entrants, with 10 films picked to be reviewed by a panel of judges. We were not picked this time, but we were honoured for the recognition and the chance to further share the messages the film was created to promote.



We released the short film on animal emotions in 2019, to deliver simple messaging about good animal welfare and what wild animals in captivity need to be happy and healthy. The film demonstrates the connection between these emotions and an animal's welfare and highlights how inadequate care in zoos can result in feelings such as loneliness or stress and consequently animal suffering. We hope to translate the film into other languages in the future, to further increase the reach of its messaging. You can view the film on our YouTube channel [HERE](#).



# WILD WELFARE RESOURCES

## Care for Us

We have added further species to our downloadable species-specific care guides this year, with more than 30 species now featured, including reptiles, birds and mammals. We are adding new guides all the time, but this year has also seen us working on translating some of them, to better represent the diverse range of languages of the wildlife care staff we work with in-project. This has included translations into Japanese, Thai, Portugese and Korean.

The Care For Us guides provide really simple information on species-specific needs and ways to encourage good welfare standards. Helping animal care staff understand the behavioural and physical needs of the species in their care and accommodating those needs within the environment, is one way good animal welfare standards can be met.

These short but informative guides take the reader through a series of behaviours that are important to that species, and how these can easily be accommodated for in captivity. The simple nature of the guides encourages animal carers to consider easy solutions to welfare issues and Wild Welfare does not need to physically present for the guides to be used and applied.



You can view all our Care for Us Guides via the Resources page on our website [HERE](#).



# WILD WELFARE RESOURCES

## Published Papers

We use the most up to date knowledge and research on the care and welfare of captive wild animals to inform and guide our work around the world.

To date we have been involved with and conducted our own animal welfare research on a number of different topics.

Our research into common welfare concerns in developing country zoos was published in 2020 and previously, a joint study we carried out with World Animal Protection and the School of Science and Environment at Manchester Metropolitan University assessed and reviewed animal-visitor interactions in zoological facilities around the world.

Full details of both these research projects are now available on a dedicated webpage and we hope to be adding to the page next year, as some of our more recent research is published.

You can view all our Published Research [HERE](#).



# GROWING OUR ONLINE SUPPORT

## Social Media

Social media is so important to charities like ours, and this year it has proved invaluable, as we communicate even more with our supporters and partners around the world using a number of our online channels.

Online is where we share our project news, call on supporters for fundraising help and spread the news about our project successes and new programmes. All this information goes onto our website and social media, so we are very pleased that 2020 has seen positive growth across all channels and a big increase in activity on our website.



5,730 ↑



1,170 ↑



1,370 ↑

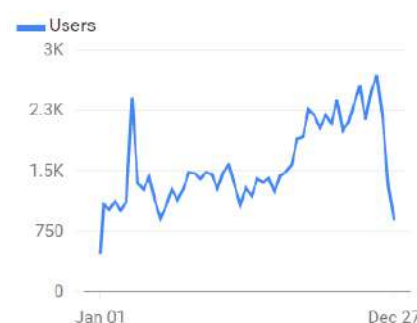
## Google Analytics

We use Google Analytics to monitor traffic to our website and look at how people are navigating through the site. Installed late in 2019, this year has seen us getting to grips with the wealth of available information this analytics programme offers and how best we can utilise it to shape any updates or changes we make to wildwelfare.org.

The good news is that across the year, we have significantly increased our website traffic. The number of users and number of sessions have both risen, at more than 100%, and more than 50% respectively, and our bounce rate is down (which is good)! This equates to better visibility of Wild Welfare, and with this increased reach we can do even more to help animals.

### Weekly Trend of Users ↑

Jan 1–Dec 31, 2020



## Website Updates

This year we have begun to update many of the pages on our website. We have added new content on Animals In Tourism, streamlined the Resources Menu which is now complete with not only our Care for Us Guides, but also our new Webinar Learning Platform and a Published Papers page. Our Digital Education Programme will also feature here when it launches in 2021.

In order to comply with all necessary regulations we have also updated our Cookies and Privacy Policies and updated our website to include Terms and Conditions. Ensuring the website is easy to navigate, features accessible and relevant information and works for us as a charity, is so vital, so our work on keeping it fresh and up to date will continue next year. You can view some of our new pages by clicking on the links below.

[Wild Welfare Resources](#)

[Published Papers](#)

[Animals in Tourism](#)

[Animal-Friendly Tourism](#)



# CONCERN REPORTS FROM AROUND THE WORLD

We receive daily emails and messages through our social media channels and our website, alerting us to potential animal welfare concerns in captive facilities around the world. From sharing a news story of starving lions in a Sudanese zoo to a video of a lone elephant in a Thai facility, the reports we receive are varied. It is paramount we respond efficiently and constructively to these reports from members of the public and offer help if possible.

The people that get in touch with us have genuine concerns around the animals they have seen in a facility or the news post they may have seen on a social media page. In responding with constructive advice or simply further information on a particular issue, we are doing two things; we are ensuring members of the public know we really are a voice for captive wildlife and that we are working to help all wild animals in captivity. We are also compiling data about countries where animal welfare issues may be more prevalent and what any common welfare issues are or if a particular facility is featuring regularly, information that may be useful to direct our work and focus in the future.

Here is a sample of the reports we had in 2020 and how we responded to them.

## Report Received

## Advice given - Action taken

Concern for elephants chained at a temple in India, the member of the public was asking if anything could be done for them and sent us a news article on the issue.

We were able to send the report on to one of our advisors with contacts on elephants in India, who could provide further information on the issue.

A member of the public sent their own images taken of monkeys and bears in a Bosnian zoo, and shared their concern for the conditions they were living in.

Concern for the welfare of two polar bears in a zoo in Pakistan.

A member of our team has contacts with an NGO in Pakistan and they who knew of the polar bears planned move to a sanctuary, so we were able to share this information.

We contacted EAZA for any information they had on the zoo, as it was in the EAZA support programme, and were able to share the details they sent us with the concerned visitor.

# 2020 FUNDRAISING NEWS

During 2020 many zoos and aquariums around the world had to close due to the pandemic, so we saw a drop in donations from some of our zoo partners as a result of a dramatic fall in their visitor revenues. We quickly adapted to this by exploring new avenues of income from trusts and foundations, setting up a supporter membership scheme and legacy giving and launching two fundraising appeals.

This year we also gave further reassurance to our supporters as we joined the UK Fundraising Regulator Code of Practice and established an ethical fundraising policy. We applied for and were accepted onto a Google Adwords Grant programme, offering us the opportunity to increase our website visitors using free Google search advertising, and we continued to promote the multiple ways supporters can help us through passive giving, such as online shopping initiatives and recycling opportunities.

We were joined by our development director Sally Denbigh, in the latter part of 2020. As well as directing Wild Welfare's overall project and development strategy, Sally is responsible for overseeing our fundraising strategy with our fundraising manager Victoria, ensuring we can continue to grow financially, something needed now more than ever in light of the uncertainty posed by COVID-19 and an unprecedented year. Sally and Victoria have already started working together on certain fundraising and financial opportunities this year and we are sure that together they will be a determined force when securing funds for Wild Welfare into 2021 and beyond.



**Victoria Fanthorpe,  
Fundraising Manager**



**Sally Denbigh,  
Development Director**



# Legacy Giving

## Leave a Gift in your Will

For Remember A Charity week in September, we launched our legacy giving scheme, enabling new and existing supporters the opportunity to leave a gift for Wild Welfare in their Will.

We have developed a comprehensive legacy page on our website, which provides information on leaving a legacy to a charity, and where to go for further advice.

Not long after launching our legacy information we were contacted by a member of the public who was considering remembering Wild Welfare, so we were very pleased to have all the information ready to be able to further advise them. You can visit our legacy page [HERE](#).



## Ethical Fundraising Policy

We developed and published our ethical fundraising policy this year, which is easy to access on our website. The document provides guidance and protocols for Wild Welfare staff to consider when accepting a donation. This ensures we avoid potential reputational risk by only accepting donations that are in line with and support our ethos and mission, independence and credibility. You can read the policy [HERE](#).

## Fundraising Regulator

As a charity it is vital that potential and existing donors have the confidence to support our work. With this in mind we have signed up to the Fundraising Regulator Code of Fundraising Practice, an independent regulator which sets the standards that apply to fundraising carried out by all charitable institutions and third party fundraisers in the UK. Their role includes maintaining and developing the UK-wide Code of Fundraising Practice and investigating complaints from members of the public about fundraising practice, if these cannot be resolved by the charities themselves.

Signing up to the Code is voluntary and in doing so we agree to adhere to the standards that it sets out. It covers all aspects of fundraising and will be a useful tool providing guidance on best practice, in addition to our Ethical Fundraising Policy. We are now able to use their logo on our website and other marketing materials, which with the added donor reassurance it brings, should help to increase donations and support.



# Fundraising Appeals

Over the course of 2020, we raised more than £7,000 from individual donations made by members of the public and activities undertaken to support our work, including running events, Facebook birthday fundraisers, regular monthly gifts, donations to our fundraising appeals and Gift Aid.

We also received £1,000 in individual donations and matched funds to our Christmas appeal 'Improving the Welfare of Bears and All Animals' on the GlobalGiving platform. We were lucky enough to be awarded £1,000 from the Ecclesiastical Insurance Movement For Good programme, as a result of being nominated by our supporters in their charity prize draw, and we received more than £1,000 from the amazing runners that took part in The Vitality Big Half Marathon for us in March.

## COVID Appeal and Christmas Appeal

We utilised the GlobalGiving crowdfunding platform this year for both an emergency COVID appeal and our regular Christmas appeal. Giving Tuesday, an internationally recognised day of giving, was held on 1st December in 2020 and we decided to celebrate the day by launching our Christmas fundraising appeal on the GlobalGiving platform, which coincided with their 24-hour matched giving campaign. Donations made on the platform on Giving Tuesday helped us compete for a percentage of the matched funds available. The focus of our appeal was our work with bears and we shared it with supporters across our December newsletter, website, a bespoke email to supporters on the day itself and across social media throughout the month. We are pleased to say that as a result of all this activity we raised in excess of £1,000, including matched funds, with Gift Aid (from the UK Government) on top. You can click on the bear image to visit our GlobalGiving appeal.

## Improving Welfare For Captive Bears & All Animals

by Wild Welfare



DONATE NOW

Donate once

Donate monthly

£7  
GBP

will help carry out a thorough welfare assessment for one wild animal in captivity



£12  
GBP

helps with translation of materials and educational resources to hold welfare workshops



£19  
GBP

helps us develop tailored welfare and enrichment toolkits that teach animal care staff compassionate practices



£33  
GBP

helps continue our partnership programme between captive facilities, offering unique learning opportunities that improve animal welfare





# Welfare Warrior Membership

The latter part of this year saw us launch our charity membership '**Welfare Warrior Membership**'.

With membership we hope to attract new donors and increase the number of our regular givers, by offering a unique supporter engagement opportunity with exclusive membership benefits for those with a passion for animals and animal welfare.

To sign up, supporters are asked to make a minimum donation of £24 a year (or £2 per month) and in return they gain access to:

- Pre-recorded welfare webinars
- Facebook Live events
- Quarterly and annual project updates
- Other exclusive content including guest blogs and guest webinars.

The screenshot shows a web page titled "BECOME A MEMBER - JOIN TODAY". On the left, there is a vertical strip of images: a monkey hanging from a branch, a group of people, and a close-up of a person's face. Text on the left reads: "From emus to elephants, across our continents, your support will make such a difference, helping us to help animals and the people caring for them." The main content area has the heading "Welfare Warrior Membership" and a paragraph: "With your support, we can end the suffering of captive wild animals and improve welfare standards in facilities around the world - and achieve what we all want to see, a world where every animal under human care lives a life worth living." Below this is a form titled "How often would you like to donate?" with two radio button options: "just one donation" and "i'd like to give regularly". A green "Next" button is at the bottom right of the form. To the right of the form, there is more text: "For example, £2 per month (£24/year) could help provide comfortable beds for animals, part of ensuring they receive the best welfare." At the bottom of the page, there are logos for CAF (Charities Aid Foundation) and a link to "find out more about CAF".

Details of our membership feature on a dedicated page on our website [HERE](#).



# Challenge Events

We were very lucky that the Vitality Big Half Marathon was scheduled for early March and went ahead just before a lockdown started across the UK. Four brave runners joined nearly 17,000 others to take part, each running 13.1 miles in aid of Wild Welfare.

The total fundraising efforts of our dedicated runners raised more than £1,000. We were incredibly impressed and hugely grateful for this amount, which has the potential to have a massive impact in some of our project countries. This amount could provide all the educational welfare resources needed for ten animal welfare workshops or it could help our team carry out a welfare assessment for more than 100 animals living in a captive facility.

***"The race was amazing! It is so great to see so many people come together and spread awareness about what they are passionate about.***

***There were so many wonderful spectators that really helped motivate us when we were starting to feel sluggish.***

***The Wild Welfare team was so fantastic, guiding us on fundraising techniques and being super supportive before, during, and after the race.***

***It was really an honour to run for an organisation that not only has a passion for the welfare of animals but also the welfare of humans.***

***Brittney Goodwin, one of our dedicated runners, seen here in tiger print!***





# Other Fundraising Updates

## 2.6 Challenge

In April, we asked our supporters to take part in the 2.6 challenge. The challenge was set up by the organisers of the London Marathon in an attempt to recoup funds lost without challenge events such as the marathon going ahead. The London marathon is 26 miles long so our challenge had to involve the number 26 and we, of course, added an animal theme.

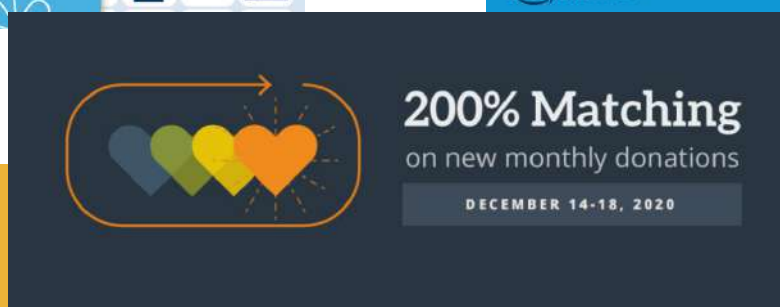
We asked our supporters to see whether they could name 26 animals in 26 seconds, film themselves doing so and share on social media while nominating friends and family to continue the challenge. We also asked for a small donation to our cause when they completed the challenge.

It is a lot harder than it sounds, but many of our supporters took part and even as recently as a few months ago, people were still viewing the challenge on our social media pages and getting involved.

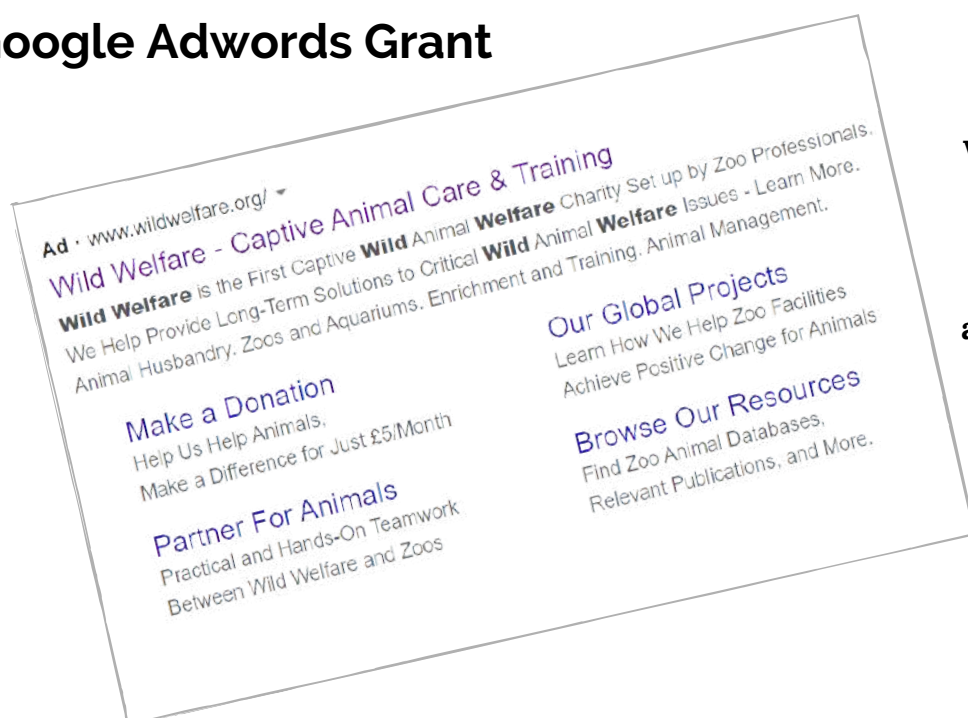
The challenge raised us more than £150 and much needed international awareness to those who may not have come across us before, so we hope to use more virtual challenges like this one as part of our future fundraising strategy.

## Passive Giving - Matched Giving - Supporter Engagement

As much as we are well-versed to making fundraising asks of our supporters, during this difficult year it has been more important than ever to share the ways in which those who want to support our work can still do so, even if it not making a personal donation. We used social media and our website to highlight the passive giving options supporters could use to help us, such as Amazon Smile and Give as you Live. We ran a photography competition in October as part of World Animal Day, filling our social media with great animal pictures and helping to raise our profile among new audiences, and we took advantage of matched giving days and events that occurred as part of Giving Tuesday in December.



## Google Adwords Grant



**Google 'Wild Welfare' and you may see one of our Google Adwords Grant adverts come up.**

To further increase visits to our website, we applied and were accepted onto the Google Adwords Grant programme. The grant entitles us to up to \$10,000 USD in free advertising per month on an ongoing basis, to promote targeted Wild Welfare adverts.

Since launching our first adverts at the end of June, we had more than 11,000 additional visits to the website as a result of the grant, totalling a grant spend equivalent to £54,000 of free advertising. We anticipate the increase in traffic will have an encompassing positive impact, increasing future funding and support for Wild Welfare, in addition to increasing knowledge and understanding of critical animal welfare issues facing captive wild animals around the world.

## Trusts and Foundations

We received a second unrestricted grant of £5,000 from Animal Friends Insurance, towards our work this year. We also received a positive response from the Marjorie Coote Animal Charity Trust, one of the grant-making organisations we applied to, and received an unrestricted donation of £1,000 from them in December.

We continue to make new approaches to animal welfare-related grant giving organisations, in addition to those that we have an existing relationship with, as we look to secure funding for 2021 in line with our ambitious targets.





# FINANCIAL SUMMARY 2020

In 2020, COVID-19 has, like all other businesses and charities, had an unprecedented impact on Wild Welfare and in particular on our income. We are fortunate to have limited overheads as we are already a remote-working team, and due to travel restrictions our field expenses were much less than forecasted. Any expenses against our field work relates to in-country partnership programme work. Salary expenses were increased due to having more staff, however as a UK charity, we took advantage of the government furloughing scheme. We strategically furloughed members of staff while retaining an active charitable core and as a result were able to receive government financial support which is recorded under Other Income. Consultancy needs were less in 2020 but one staff member moved from payroll to a consultancy roll, so consultancy expenses remained similar to 2019.

Our zoological financial support was significantly less than 2019, as our zoo partners around the world suffered the effects of the pandemic. However, having set up our public fundraising offer in 2019, public income increased and we were grateful to receive some corporate sponsorship. This combined with an incredibly generous donation from a philanthropic donor meant our 2020 income was £260,437.

In summary, as a result of the swift response to reducing overheads, while still recognising where staff oversight and action was required, we are presently in a fairly stable financial position. However, we must seriously consider how the global financial downturn will have an impact on future fundraising over the next 12-24 months and how that impacts our practical activities and fundraising actions.

We are identifying a financial and project plan that considers different scenarios and funding outcomes and are committed to developing new fundraising avenues so we can become less reliant on one income stream and ensure a sustainable income and strong reserves.

**Tamsin Cracknell,**  
Trustee and Acting Treasurer



## Wild Welfare For the 12 months ended 31 December 2020

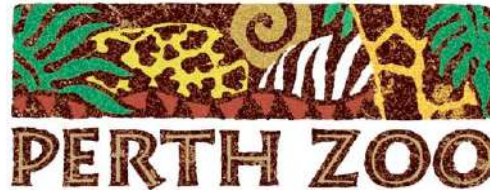
	Dec-20	Dec-19
<b>Income</b>		
Corporate Donations	£6,279.25	£0.00
Other Income	£16,283.92	£652.88
Philanthropic Donation	£174,838.82	£58,000.00
Public Donations	£9,619.53	£2,583.14
Trust & Foundation donation	£38,444.59	£36,030.00
Zoological Donation	£14,971.25	£68,212.79
<b>Total Income</b>	<b>£260,437.36</b>	<b>£165,478.81</b>
<b>Operating Expenses</b>		
Admin Expenses	£10,234.09	£7,854.27
Field Expenses	£10,722.11	£21,974.97
Conference expenses	£0.00	£2,705.69
Salaries & Prof Fees	£134,782.51	£124,268.12
<b>Total Operating Expenses</b>	<b>£155,738.71</b>	<b>£156,803.05</b>

# THANK YOU

Wild Welfare is incredibly grateful to all its supporters. Whether you have supported us in kind, through advice or have given us financial support, without your partnership we wouldn't be able to carry out our work.

We would like to thank the following organisations:

The Silent Foundation



Wildlife Reserves Singapore Group



WELLINGTON



The Japan Animal Welfare Society Ltd







# WILD WELFARE

IMPROVING ANIMAL WELFARE FOR  
CAPTIVE WILDLIFE