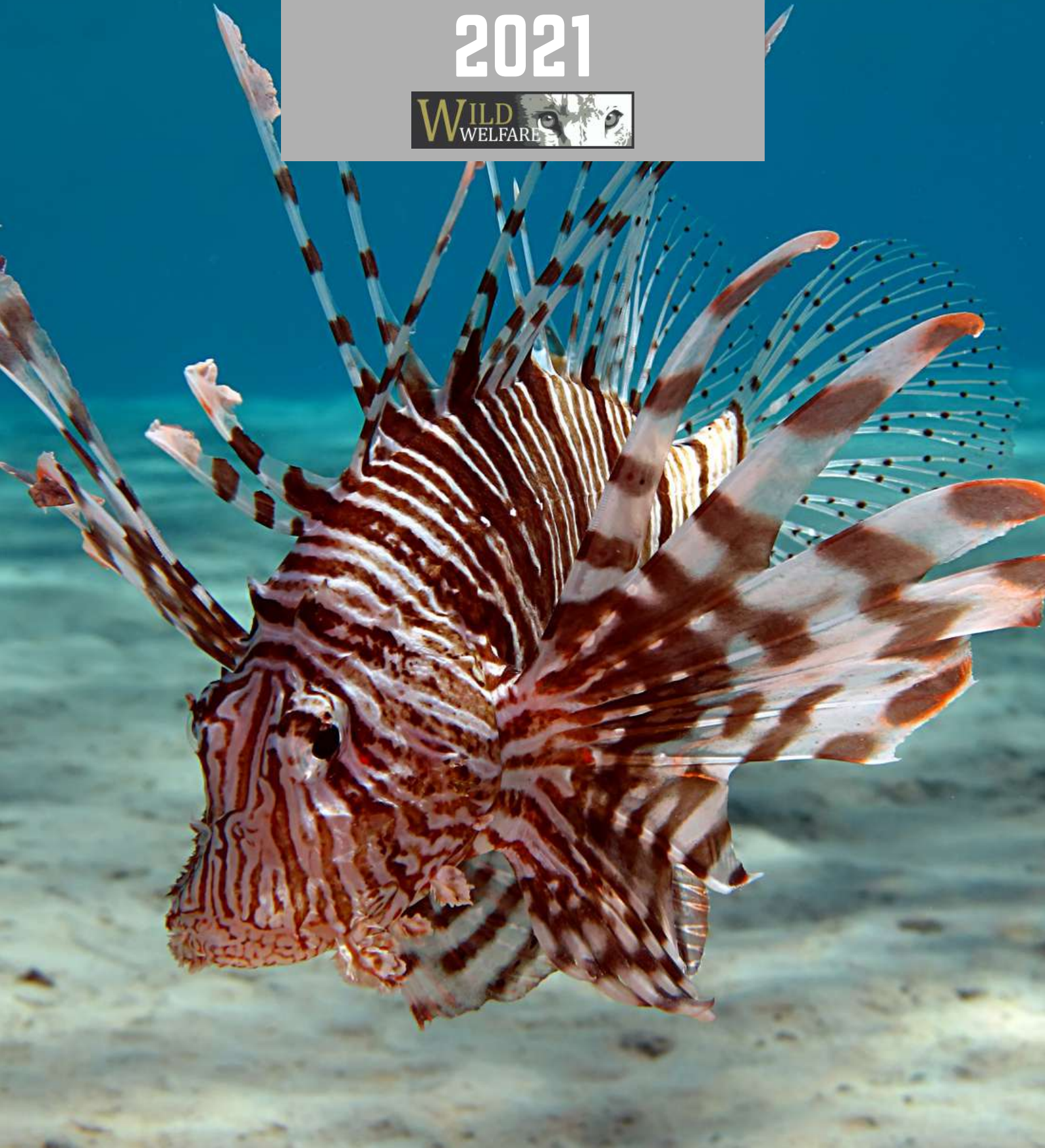


WILD WELFARE ANNUAL REPORT 2021



THANK YOU FROM OUR CHAIRMAN

The end of another year and while I am constantly impressed by what the Wild Welfare team has achieved over the years, every annual report is always a delight to read as it showcases all the hard work and dedication from the past twelve months.

A large part of this success comes from taking the time to build trusting relationships which then allows Wild Welfare to engage more fully with our partners and empowers the team to tackle some of the most difficult issues surrounding captive wild animal welfare. These relationships and partnerships have been even more important in recent times as we have all struggled to cope with a changing and challenging world. How Wild Welfare works, where we work and what we can achieve has to be negotiated sensitively at the best of times, especially given the different cultures and expectations we encounter. The added strain of the last two years has meant that our compassion for animals and each other has really come to the fore. This is also seen in how our supporters continue to back Wild Welfare's mission and vision, despite their own challenges.

As you will read in the report, whether launching new education resources to empower the staff of captive wildlife facilities to make the changes needed for improved animal welfare or training the next generation of animal care staff through online webinars and workshops, Wild Welfare continues to make a tangible difference to animal's lives around the world. Many of these achievements have been made possible by our band of dedicated volunteers and advisors who assist in many aspects of our work. From the translation of formal documents or education materials to collaborating on research into current animal welfare needs and topics, our volunteers and advisors are indispensable to our progress.

So, as the year ends it is not only a time to reflect, but time to plan for 2022. In addition to continuing our 2021 programmes and building on our successes of the past 12 months, we have a lot of new work to accomplish in the coming year. A new five-year strategy will be launched in the first quarter of 2022 and that will guide our priorities for new projects and partnerships. We have identified several subject areas where wild animal welfare solutions are a priority and need addressing, from the impacts of tourism and the animal trade to the influence of social media and the interface of welfare with conservation.

Wild Welfare will continue to challenge poor animal welfare standards wherever they may be and will work to make the changes needed to improve animal's lives.

This is only possible with your unwavering support.

Thank you for that.
David Jones. Board Chair.



Dr David Jones
Chairman & Founder

2021 HIGHLIGHTS



FROM AROUND THE WORLD

The Wild Welfare team have had an exciting year! Despite the continuing coronavirus challenges keeping us away from working with our colleagues and partners in person, we have still managed to reach and teach many audiences around the world about animal welfare concepts. Virtual training workshops, online webinars and two successful launches of our digital education programme have all contributed to this global knowledge exchange.

We have also managed to create positive changes for many individual animals, from chimpanzees and macaques needing relocation, to baboons in Brazil needing enclosure changes, we have directed support, advice and funding to continue to work towards our vision of ensuring every animal under human care can thrive.



Launching Animal Welfare Digital Education Programme in Two Languages

The Wild About Welfare Digital Education Programme was launched this year, initially in English and then in Japanese. The programme addresses the need for accessible and engaging animal welfare information which can empower animal care staff to drive forward welfare improvements. Downloaded over 7,000 times and used in over 40 different countries, the programme has had an impressive reach and a truly global impact on animal welfare husbandry.

Team Tackles Challenge Events

Two members of the team tackled challenge events to fundraise for the charity this year. Wild Welfare's Director Simon Marsh undertook a Total Warrior mud run event, whilst Sarah Blake, the charity's Animal Welfare Field Manager soared through the skies whilst skydiving. Collectively they raised over £1,400 for the charity.

Partnering With Animal Welfare Organisations Around The World

As always, we adopt a collaborative approach to improving animal welfare, ensuring partnerships are nurtured and new relationships formed. Over the past year we have developed several new partnerships with organisations large and small. IFAW, Global Animal Welfare, Explore!, International Congress of Zookeepers and WildAct all have animals at the heart of their work and we are delighted to join forces with all of them to improve animal welfare and ethical activities.

Publishing Essential Animal Welfare Research

Being an evidence-based organisation is significantly important to the entire team, therefore exploring and publishing new research topics is an activity that we take a lot of pride in. This year we published a report investigating the impact of the Covid-19 pandemic on animal welfare within captive wildlife facilities, highlighting ways in which facilities can mitigate against any reduction in animal welfare standards during a crisis.

2021 HIGHLIGHTS



FROM AROUND THE WORLD

Providing Support For Individual Animals

This year we learned of Siti the macaque and Suzie the chimpanzee, both products of the illegal primate pet trade and sadly both living alone in non-native geographical locations. Wild Welfare provided financial aid to support Suzie's move to a specialist sanctuary in Spain and gained agreements to move Siti to another specialist facility with hopes to return her to the wild. Whilst Suzie has since moved, we are still working on Siti's relocation.

Securing Better Welfare For Animals In Tourism

We have been extending our reach within the ethical ecotourism sector this year by teaming up with travel companies in order to advise and assess animal related activities. In addition to this we have also launched our own "Animal-Friendly Tourism" pages on our website. These pages guide readers in how to make the best decisions when booking a trip and discusses which activities are ethical, which consider animal welfare and which activities should be avoided.

Making Resources Accessible

Translating our animal welfare resources to make them as accessible as possible to a wide range of audiences is an essential element to driving forward welfare standards across the globe. This year we have been working with an army of enthusiastic volunteers to help us develop and translate over 30 new resources such as our Core Fundamentals Standard of Practice and Care For Us guides.

Increasing Our Online Animal Welfare Training

We have been increasing our virtual training over the course of the year with many online lectures delivered, conferences attended and webinars given. As well as our usual training for animal care staff within facilities across the globe, we have also launched our successful public webinar series in conjunction with Global Animal Welfare which has seen many industry experts speak about welfare related topics.



2021 IN NUMBERS



23+

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



45+

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



850+

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



30+

New resources developed and translated into multiple languages.



UPDATES FROM OUR PROJECTS AND PARTNERSHIPS



JAPAN

Through our [Partner for Animals programme](#) the partnership between Noboribetsu Bear Park and Yorkshire Wildlife Park has strengthened with the sharing of novel behavioural enrichment techniques and animal training to assist veterinary care of their 80 bears. We have been in constant dialogue with the Animal Research and Literacy Institute to drive forward proposed changes in animal welfare legislation in Japan. We have also been working with new partners this year to assist privately owned wild animals living in poor conditions such as black bears and macaques. Assistance has included advice regarding vet care, husbandry and environmental improvements. News of these projects will be shared in 2022.

INDONESIA

Wild Welfare partners with Indonesian zoos, tackling animal welfare issues by creating positive relationships that can lead to welfare improvements. This year we have developed an in-country zoo vet training programme which will be launched in 2022 and we are looking forward to sharing this with facilities that we already have a relationship with.

Another of our activities in the country has involved initiating a rehoming project for a lonely macaque to transfer her from Sabah, Malaysia to a facility in her native Indonesia.

Facilities within Indonesia have also benefitted from our recent [SEAZA auditor training workshop](#) which involved training 53 new welfare auditors across seven different countries via an online workshop.



UPDATES FROM OUR PROJECTS AND PARTNERSHIPS



Thailand

Wild Welfare, in conjunction with our university partners, has carried out a survey of captive wild animal facility staff in Thailand to gauge their views on animal welfare. The results will help develop an understanding of any cultural differences and identify where we need to focus on training and education to mitigate against these. This study will be replicated in 2022.

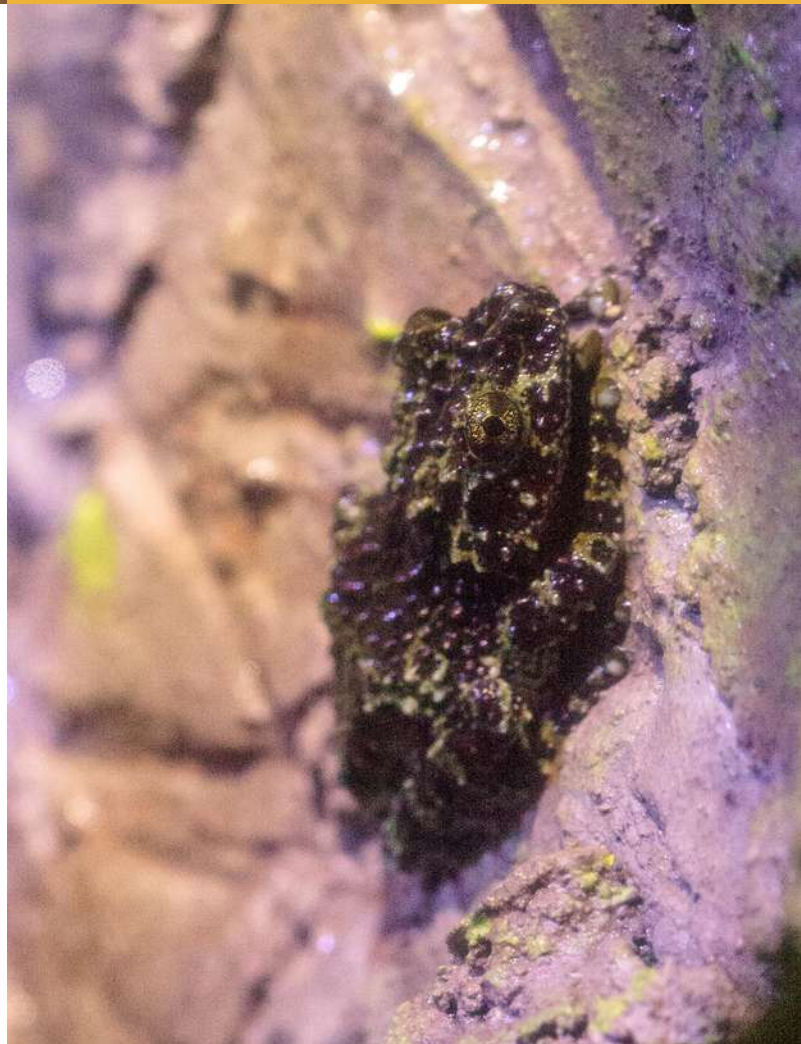
We continue to work with Zoological Parks Organisation of Thailand (ZPOT) as they expand their behavioural and environmental enrichment programme as well as the training of in-country animal welfare auditors.

Vietnam

We have been supporting our projects in partnership with SEAZA and the VZA by participating in online conferences, sharing ideas and welfare concepts to Vietnamese audiences from facilities across the country.

As part of our research remit, we have been working on a scoping document examining the range of captive wild animal facilities within the country to help us prioritise work in the future.

In addition we have also officially partnered with Vietnamese charity WildAct and hosted a training workshop for their staff. They have also agreed to help us with translating our digital education programme into Vietnamese.



UPDATES FROM OUR PROJECTS AND PARTNERSHIPS



South Korea

Our partnership with facilities in South Korea has been completely formulated online thus far given the restriction of the pandemic. Moving forward we are hopeful to be able to travel out to the country and carry out in-person training as soon as we can.

In June we were invited to present a virtual animal welfare workshop to staff from Seoul Grand Park Zoo. We used the webinar to introduce the team to important animal welfare principles such as the five domains of animal welfare compromise as a way of accurately assessing if all the needs of an animal are being met. Read more about the training event by clicking [**HERE**](#).

Brazil

Following a joint Wild Welfare and Brazilian Zoological Association (AZAB) certification process, enclosure improvements have been made in a zoo which had several singleton baboons. Given the importance of social and hierarchical groupings within the species, a plan was created and as a result, a new and environmentally complex enclosure was built for the troop.

Over the course of the year we have been developing the partner for Animals programme between AZAB and San Francisco Zoological Society. We have moved to online workshops which will be delivered in 2022 to create a network of animal welfare ambassadors across the AZAB region.



WILD ABOUT WELFARE DIGITAL EDUCATION PROGRAMME

2021 saw the launch of our Wild About Welfare digital education programme in not one but two languages! Designed to upskill and empower animal care staff, the online course provides accessible and engaging learning content on animal husbandry and welfare practices.

Developed in partnership with The Jeanne Marchig International Centre for Animal Welfare Education (JMICAWE) at the UK's University of Edinburgh, the programme took over two years to create. It was finally launched in English on January 24th to coincide with the celebration of International Education Day.

Fast forward to November 3rd and we released the programme in its first translated language - Japanese..

To date the programme has been utilised over 7,000 times in over 40 different countries across the globe.

We have been inundated with fantastic feedback from users all over the world who have gained knowledge and confidence from the eight module programme. Additionally, we have also heard from many organisations and academic bodies who are also using elements of the programme within their own teaching practices. Some of these include:

- Sparsholt College and University
- The Hirola Conservation Project
- Lory Park Zoo
- University of South Africa
- The Sutton Trust
- Riverside College
- Bristol Zoological Society
- Japanese Animal Welfare Society
- Animal Literacy Research Institute

Created with financial support from The Silent Foundation



HOW DOES THE PROGRAMME IMPACT ANIMALS?

Providing better care means better welfare for animals

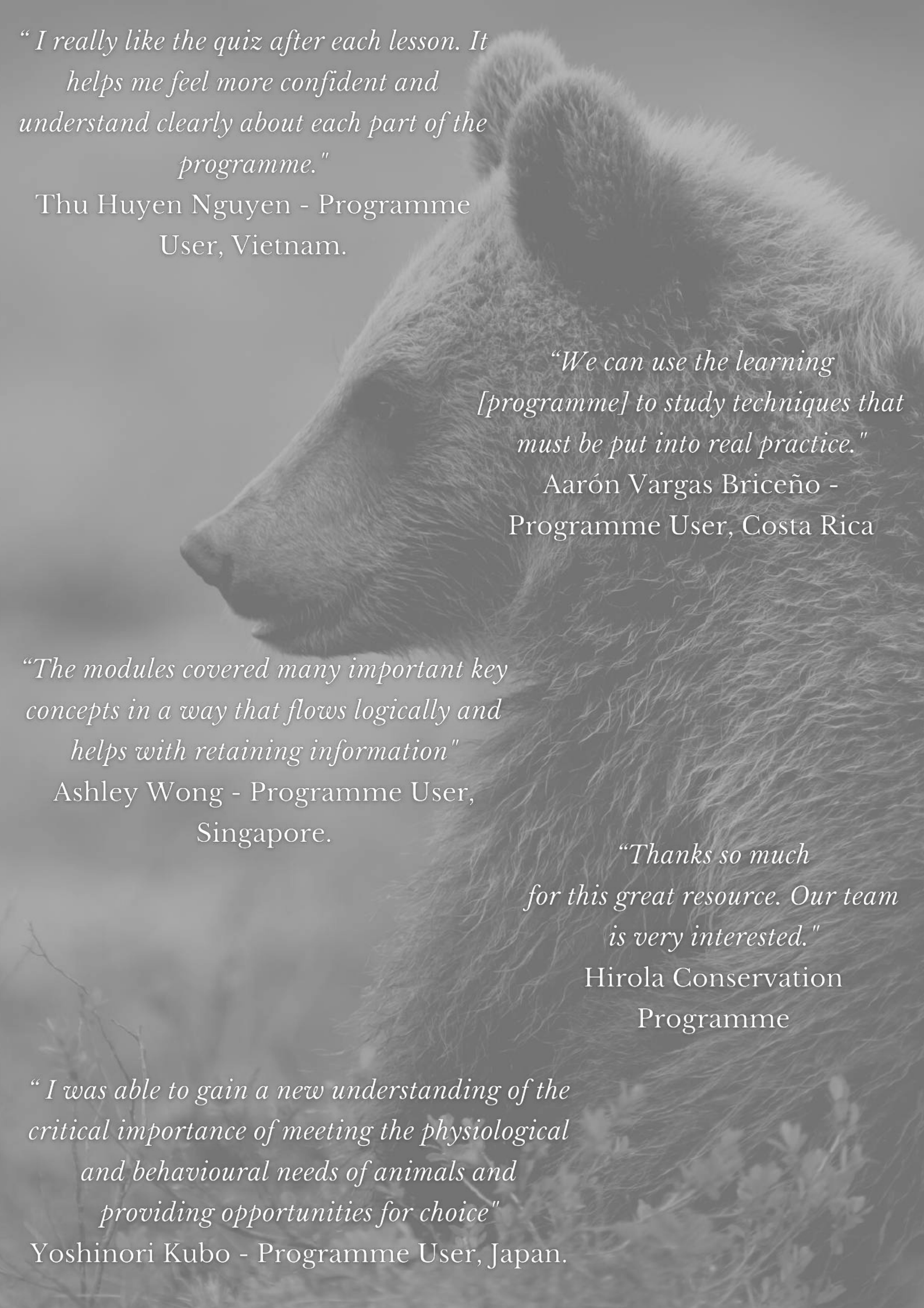
Better care can be achieved by utilising humane education to address the knowledge and skills gap which can be found within animal care staff.

Once given access to engaging animal welfare content on how to provide quality care, animal care staff can feel empowered to drive forward positive welfare changes themselves, and teach others these practices as well.

**TO ACCESS THE PROGRAMME -
[CLICK HERE](#)**

"Quite aside from being visually appealing, I find it really helpful that you've managed to condense core fundamentals of welfare into these short but informative documents and I'm finding them useful as a result. I think that's why they form part of the course curriculum and prescribed reading; because many of the concepts are new to most students, these modules are a really good introduction to the various topics."

Amanda Milesen, Programme User, University of South Africa.



"I really like the quiz after each lesson. It helps me feel more confident and understand clearly about each part of the programme."

Thu Huyen Nguyen - Programme User, Vietnam.

"We can use the learning [programme] to study techniques that must be put into real practice."

Aarón Vargas Briceño - Programme User, Costa Rica

"The modules covered many important key concepts in a way that flows logically and helps with retaining information"

Ashley Wong - Programme User, Singapore.

"Thanks so much for this great resource. Our team is very interested."

Hirola Conservation Programme

"I was able to gain a new understanding of the critical importance of meeting the physiological and behavioural needs of animals and providing opportunities for choice"

Yoshinori Kubo - Programme User, Japan.

REPORT HIGHLIGHTS CRISIS IMPACT MITIGATION RECCOMENDATIONS IN RESPONSE TO COVID-19

In October, Wild Welfare released a report investigating the pandemic impact on revenue loss and its relationship to animal welfare for animals in human care. The report was a collaboration between the Wild Welfare team and Karen Fifield, Wild Welfare Trustee.

Although some progressive facilities meet high standards of animal welfare, we know that the vast majority struggle to meet any meaningful standards of care and husbandry. The research found that it was likely that this has led to reduced animal welfare practices for potentially hundreds of thousands of animals.

The report looked at factors such as loss of income, decreased staffing levels, reduced food supplies and increased food costs for captive wildlife facilities, and gives recommendations on how good animal welfare standards can be maintained in a future crisis situation.

The report focuses on the need for facilities to ensure they have robust plans in place, detailing the selection of species whose physical and psychological needs can be met and can be accommodated and provided for throughout their entire life.

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



"Concern for animal welfare when the world went into lockdown focussed on starving animals and lack of food, but we know from talking to the facilities that we support that the issues faced were much more complicated than this. It was vital that we took a look at how facilities could better prepare themselves for similar events in the future."

Simon Marsh, Director

INDIVIDUAL ANIMAL AID IN 2021



Meet Suzie (left) and Siti (right), two primates who came to the attention of Wild Welfare this year.

With our support, Suzie the chimpanzee was rescued from a lonely life as a pet and has now been moved to a specialist sanctuary where she can thrive.

Siti the macaque was intercepted from the illegal wildlife trade and is still awaiting relocation.

Click on their photos to read their stories.



WEBINARS AND ONLINE TRAINING ACTIVITIES



TRAINING ACTIVITIES AT A GLANCE

- **Seoul Zoo, South Korea**
- **WildAct, Vietnam**
- **Ontario University Canada**
- **JAZA audit training**
- **SEAZA audit training**
- **SEAZA annual conference**
- **IFAW bespoke training**
- **ICZ annual conference**
- **University of South Africa**
- **AZAB conference**
- **Asia For Animals Coalition**

Online training has been the norm for the entirety of 2021. It's safe to say that we are missing the interaction and practical elements of in-country work but the team have adapted to the challenges and delivered many virtual workshops, conferences and webinars this year, including an invitation to give a keynote address. With at least **14 difference countries** in attendance to our online training sessions, we have managed to reach a global and varied audience, including animal welfare charities, zoological facilities and educational establishments.

Our training topics include animal welfare concepts, inputs and output based measures, institutional welfare audit training and bespoke webinars, covering all aspects of animal care for captive wildlife.

You can read reports of some of our recent virtual training activities by clicking the links below:

[SEAZA Audit Training](#)

[Seoul Zoo, South Korea Training](#)

[International Congress of Zookeepers Conference](#)

PUBLIC WEBINARS



GLOBAL
ANIMAL
WELFARE



Welfare for Wildlife

A webinar series from the experts dedicated to improving captive animal welfare

This year we launched our public webinar series in conjunction with Global Animal Welfare. The Welfare For Wildlife webinars have been popular, with attendances averaging 50 people per session and nearly 100 post-event views of the playlist on our YouTube channel. Each webinar has seen an industry expert join the panel to discuss an animal welfare subject with opportunity for a question and answer session at the end of each presentation. Topics have included wildlife and law, mental health and animal care, the primate pet trade and guest speaker Jill Robinson to describe her journey rescuing bears from bile farms.

All our past webinar events can be viewed on our YouTube playlist [**HERE**](#)

SECURING BETTER WELFARE FOR ANIMALS IN TOURISM



This year we have been increasing our work regarding animal welfare and tourism. Our website now has a dedicated section on the subject which guides users through the best ways to identify good and bad welfare situations for wild animals involved in touristic activities.

Furthermore, we have partnered with the travel company Explore! to help them ensure expeditions and experiences involving wildlife are governed by protective policies. This partnership will continue into 2022 and beyond.

RESOURCES

CARE FOR US GUIDES

As well as the launch of our e-learning programme, the team have been working on other resource projects over the course of 2021. Our Care For Us guide catalogue has increased, both in the number of species-specific guides and the languages in which they have been translated into. All 35 guides are now available in English and Japanese with a further four languages represented (Spanish, Portuguese, Thai and Vietnamese). We are working towards additional language translations for next year (potentially Khmer and Laos). With Species360 kindly providing access to a database showing the most commonly held species of all the taxonomic groups kept in captive facilities around the world, we have developed a strategy to target the most needed guidelines and which languages to translate these important animal welfare documents into.

อาหารที่หมิ่นชอบ

หมิ่นชอบ จัดอยู่ในลำดับ สัตว์กินเนื้อ (Carnivora) แต่จริง ๆ แล้วพวกเขากินผลไม้ มากมายหลายชนิด อย่างไรก็ตามบางครั้ง พวกเขากลับมาด้วยโอกาสของกินซากสัตว์, ไข่, พืช และใบไม้ พวกมันยังเป็นนักล่าที่ดี กินสัตว์ที่มีกระดูกสันหลังขนาดเล็กอีกด้วย เช่น ปลา, นก และสัตว์เลื้อยคลานด้วยขนาด เล็กเมื่อเป็นไปไม่ได้

ส่งเสริมพฤติกรรมเชิงบวก

หมิ่นชอบที่อยู่ในกรงเลี้ยง คุณต้องมั่นใจว่าได้ จัดสรรให้อาหารที่หลากหลายพร้อมตัวเลือก มากมาย มีผักและผลไม้ให้เลือกมากมาย พร้อม พื้นฐานของสัตว์กินเนื้อ วางอาหารให้ห่างกันทั่วในกรงเลี้ยงเพื่อเป็น ส่งเสริมพฤติกรรม



テナナゴは特有の環境を好む

水槽のなかで広いスペースをテナナゴに確保することで、オス同士が喧嘩することを防ぐことができます。また、広いスペースは水槽の許容範囲に到達する前に多くのテナナゴを飼育することを可能にします。最小限の水槽の大きさは12ガロンで、理想のペーハー値が8、そして水温は摂氏22から26度の間です。水槽内の塩分濃度は1.020-1.025の間で、濃度のレベルの変化は、ストレスを避けるためにも緩やかにいきましょう。

奨励すべき良い行動

来場者から隠れることができるという選択肢は、この隠れ家がいり屋な種にとっては重要な要素です。岩、海藻、深い砂底は個々のアナゴに選択肢と快適さを提供します。



CORE FUNDAMENTALS TRANSLATION

Our Core Fundamentals Standard of Practice for Captive Wild Animals is a key document which specifies the primary welfare requirements for the maintenance of wild animals under human care. This year it has been translated into Japanese and work is nearly complete on the Spanish version to make it more accessible to a global audience.





SPEAKING UP FOR ANIMALS

Providing a voice for animals is an incredibly important aspect of our work. Although we are not a lobbying organisation, we do speak out on issues that impact animals and this year saw us highlight some of the following concerns.

- Primates as Pets
- Animals in Afghanistan
- South Africa's Lion Policy
- Britain's Tiger King Programme
- Minke Whale in Taiji
- Chinese Polar Bear Hotel

In addition, we also joined several animal welfare coalitions to lend our voice and support to global actions working towards animal welfare policy and legislation improvement.

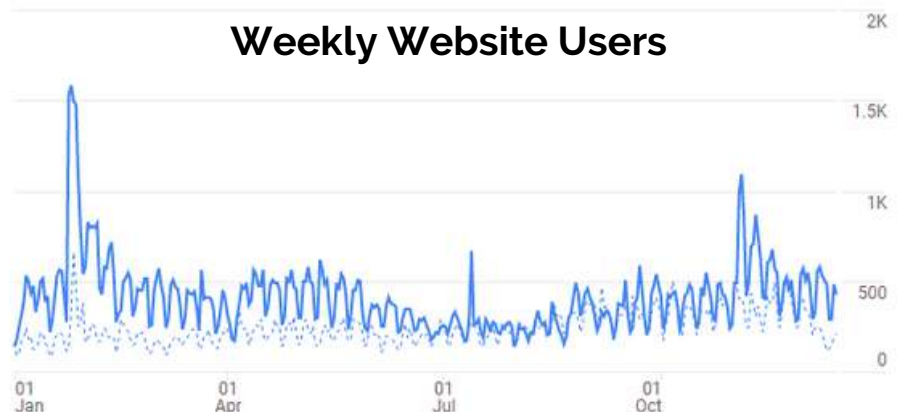
GROWING OUR ONLINE SUPPORT

Social Media and Website Usage

Using social media platforms to share our news and engage with our supporters is an invaluable method of communication for our charity. We continually see an increase in our follower numbers, and as a result, our website users too, with much of our social media content directing users to our website.

Our website has undergone several updates over the course of the year but we have seen a consistent usage, and two significant usership spikes when each of the digital education programmes were launched as can be seen on the graph.

Weekly Website Users



6,578
(848 increase)



1,603
(233 increase)



1,439
(269 increase)

CONCERN REPORTS FROM AROUND THE WORLD

We receive frequent emails and messages alerting us to potential animal welfare concerns in captive facilities around the world. Over the years we have logged these to formulate a database of concern reports but during 2021 it was decided that this process needed streamlining and work started on a re-design. In addition to producing a more viable dataset which could be scientifically analysed, we wanted to guide concerned parties through a system of information which can help them decide the best course of action, including contacting us. This new system is due to be launched early in 2022 and involves new pages on the website as well as a contact form specifically designed for the process. It is hoped that this new system will make the process quicker and easier for Wild Welfare staff to act on, as well as ensuring that concerned parties have all the information they could need regarding welfare concerns.

New Concern Reporting System

Welfare concern seen by a member of the public. They log on to our website and read through the website to decide what the best course of action is based on what they have seen.



If the actions suggested on the website do not satisfy the person making the report, they can fill in our custom form which specifies all the details we will need to be able to decide our next course of action. This information automatically goes into our database.



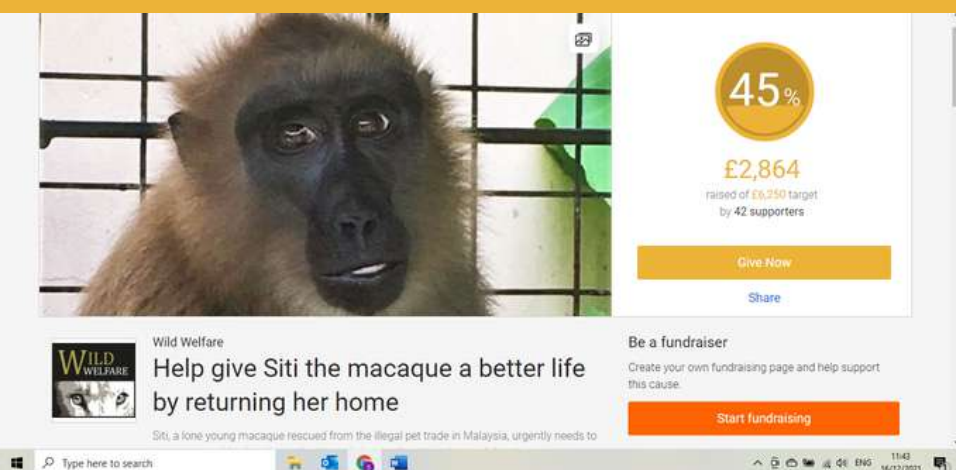
An auto email response is sent to the person making the report, confirming receipt and explaining that if we have further information to offer regarding their concern, we will be back in contact with updates.

The image displays two screenshots from the Wild Welfare website. The top screenshot shows the 'REPORT A WELFARE CONCERN' page, which includes a navigation bar with links like 'ABOUT US', 'OUR WORK', 'GET INVOLVED', 'NEWS', 'OUR PARTNERS', 'RESOURCES', 'CONTACT US', and a 'DONATE' button. The main heading is 'REPORT A WELFARE CONCERN'. Below this, there is a section titled 'Animals Living in Captivity Around the World' with text about the challenges of captive wild animals and the organization's mission. The bottom screenshot shows a confirmation email from Wild Welfare, titled 'Thank you for your animal welfare submission to Wild Welfare'. The email text expresses gratitude for the report and explains the next steps in the process. The email footer includes the Wild Welfare logo and a language selection dropdown menu.

Fundraising Appeals

Over the course of 2021, we have raised more than £5,000 from individual donations made by members of the public and activities undertaken to support our work, including challenge events, regular monthly gifts, donations to our fundraising appeals, online shopping and Gift Aid. In addition to these activities we have also hosted two specific appeals; our Christmas appeal based around the care and welfare of captive primates has been hosted on our GlobalGiving platform and we have our Siti appeal running on the JustGiving platform. This year two of our team members have also taken part in challenge events in support of the charity.

Specific Appeals



Siti is a lone, endangered moor macaque, rescued from the pet trade and currently waiting to be sent back to her native Sulawesi. She needs to be kept in an appropriate facility with opportunities to interact with other macaques and experience a more complex and species-appropriate environment. Her current care staff asked us for help in relocating her and we have found Siti a home in Tasikoki Wildlife Rescue Centre in her native Sulawesi.

The move requires additional funding of an estimated £6,000, of which we have so far raised £2,864 through our specific appeal. The flight is the most expensive part of the rehoming project and donations are still needed to help Siti reach her homeland, get rehabilitated with her own species, and potentially even be reintroduced back to the wild.

With Siti in mind, we based our [Christmas appeal](#) around improving the welfare of primates, exploring the illegal primate pet trade and the welfare experienced by the individual primates caught up in it.

Challenge Events



Two of our team took on their own challenge events over the course of 2021 with Animal Welfare Field Manager Sarah Blake skydiving for the charity and Director Simon Marsh undertaking a Total Warrior mud run. And our welfare bear mascot came along for Sarah's skydive and Simon brought along his eight year old son to join him on the run. Collectively the events raised over £1,400 and you can read about both events by clicking on the photos of our team members.



FINANCIAL SUMMARY 2021

Although we have experienced the impact of the pandemic on our finances over the past two years, we continued to adapt and saw donations and income materialise in the past 12 months, showing some signs of returning to normality. The travel restrictions continued to keep our overheads down, along with the team working remotely. Using various online platforms, we were able to continue working with our partners and maintain our projects and salaries and field expenses relate to our in-country work. Salary expenses were reduced due to changes in positions and structure throughout the year along with using the government furloughing scheme. We were able to strategically furlough members of staff, using the flexi-furlough scheme, and continue to meet our operational objectives and commitments for 2021.

Our zoological financial support had significantly improved from 2020 as we saw our zoo partners around the world start to recover from the effects of the pandemic. We continued to adapt our public fundraising offers and saw an increase in other forms of income in 2021. We are also incredibly grateful to our philanthropic donors, which is held in a US bank account on Wild Welfare's behalf, as well as US zoological donations.

Although the UK accounts ended 2021 with a deficit of £34,514.00, our bank balance stands at £172,558.44 as we move into 2022. The US account balance is \$245,576.34 at the end of 2021.

In summary, we reduced overheads considerably while still supporting projects and partnerships where needed and we continued to maintain a stable financial position with the kind support of our donors, zoological and corporate supporters, and our philanthropic donors. The effects of the pandemic mean we must consider the impact on future fundraising and what activities and projects we can deliver within this current financial climate. As part of our five-year strategy, 2022 – 2027, we are identifying which current and new projects and objectives we will be taking forward. With each objective we are scoping out various scenarios which allow us to achieve these aims depending on financial and pandemic constraints. By continuing to evolve and adapt to a changing world and financial challenges we can secure Wild Welfare for the foreseeable future.

**Tamsin Cracknell,
Trustee and Acting
Treasurer**



Profit and Loss		
Wild Welfare		
For the 12 months ended 31 December 2021		
	Dec-21	Dec-20
Income		
Corporate Donations	£3,250.00	£6,279.25
Other Income	£35,895.32	£16,283.92
Philanthropic Donation*	£0.00	£174,838.82
Public Donations	£8,110.68	£9,619.53
Trust & Foundation donation	£23,858.47	£38,444.59
Zoological Donation	£30,733.07	£14,971.25
Total Income	£101,847.54	£260,437.36
Gross Profit	£101,847.54	£260,437.36
Less Operating Expenses		
Admin Expenses	£9,063.53	£10,234.09
Field Expenses	£820.95	£10,722.11
Salaries & Professional Fees	£126,477.43	£135,107.08
Total Operating Expenses	£136,361.91	£156,063.28
Net Profit	-£34,514.37	£104,374.08
*Philanthropic donations made in the US were not drawn down on in 2021. We currently hold \$245,576.34 (£181,402.70) in our US account.		

LOOKING FORWARDS TO 2022

2022 is a very special year for Wild Welfare as it's our 10 year anniversary! We are very excited to share our celebrations with all of our supporters, looking back on fond memories and 10 years of global impact for animal welfare.

From the initial founding of the charity in 2012 to its current status as an international hub of welfare expertise and action, Wild Welfare's first decade of operation has been an incredible journey so far.



#DECADEOFAID

CELEBRATING OUR 10TH ANNIVERSARY!

Ten years of driving forward
positive animal welfare changes

**A VOICE FOR CAPTIVE WILD ANIMALS
AROUND THE WORLD**



We want to channel this excitement into action so throughout 2022 we will be undertaking lots of celebratory activities with our community of supporters. These will include video interviews, sharing stories of our impact, celebrating our milestones and geographical reach, supporter testimonials and talking through highlights the team have experienced over the years. Theming of many of these activities will be around the number 10, for example sharing 10 ways in which people can support us or introducing 10 specific animals we have helped.

We are looking forward to sharing our excitement over reaching this milestone and would love for you to share any memories or highlights of the charity that you might have. Please send these to sarah@wildwelfare.org.

"Back in the early days it sometimes felt like [Wild Welfare] wouldn't survive until the next month and yet here we are, 10 years down the line, and what a 10 years it has been!"

Dave Morgan

"I've been a fangirl of this organisation since I first discovered it in 2015, and now to work with this collection of people with so much knowledge and drive, it's such a joy and an honour."

Sarah Blake

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



A white stork is shown in flight against a clear blue sky. The bird is captured from a low angle, with its wings spread wide, showing the dark feathers on the underside. Its long, sharp beak is pointed forward, and its legs are tucked back. The text "WILD WELFARE" is overlaid in large, white, sans-serif capital letters across the middle of the image.

WILD WELFARE

IMPROVING ANIMAL WELFARE FOR
CAPTIVE WILDLIFE