

WILD WELFARE ANNUAL REPORT 2023



Komali the Elephant at Lok Kawi Wildlife Park

THANK YOU FROM OUR CHAIRMAN

Following our ten year anniversary in 2022 and celebrating all that we have achieved since our launch in 2012, we spent some time this last year thinking about the future. It is important to embrace the wins of the past ten years but also learn from any mistakes. So, over the last 12 months, we have been developing and finalizing our new strategy which will guide us to 2030.

That strategy, titled 'Every Animal', will be publicly launched in 2024. However, we are already working toward the goals that we have set ourselves. The team have been writing individual, detailed project plans of most relevance to their particular work, and in line with the new Strategy. These plans will nurture the growth of existing projects and partnerships, and explore new areas of work which we have identified as key opportunities. We will draw on our extensive networks and relationships, built over the past ten years or more, to increase our sphere of influence in helping drive animal welfare reform across the spectrum of zoos, sanctuaries, aquariums, animal-based tourism, not for profits and governments.

Expanding that impact and creating the sustainable change we want to see will involve much greater investment. Part of our new multi-year strategy is focused on ensuring financial security which will require a steady annual growth in income. This, so that we can invest in our team, our partners, and our projects.

One of Wild Welfare's key philosophies is collaboration and to be truly collaborative we understand that the change we work towards must come from within our partnerships. This is where capacity building is crucial. Without the skills, knowledge and supporting standards and legislation, we cannot expect to see long-term care and welfare improvements. To build that capacity, whether it be within individual facilities, associations, NGOs, or the government departments that we work with, we need to make sure that Wild Welfare has the ability to deliver on this. During our strategy and project planning in 2023, we identified where we need to fill gaps in our staff and support structure to ensure that we can deliver on our strategic aims.

For now though, let's think about what Wild Welfare achieved 'on the ground' in 2023.

Throughout this report you will find many examples of how the team works with both individuals and facilities, improving the lives of the animals under their care. You will see how we have impacted hundreds of zoos and aquariums through our work with associations and governments, creating positive change for tens of thousands of animals. We acknowledge that it is the people we work with who ultimately make those positive changes. You will see facts and figures about the number of staff trained or welfare audits carried out. What is harder to quantify is the number of animals that experience a better quality of life because of that capacity building and resultant changes in the behaviour of their care givers. We know from the feedback we get from our online education programme, learning resources, and the results of our welfare audits that our work really does make the animals lives worth living.

David Jones. Board Chair.



Dr David Jones
Chairman & Founder

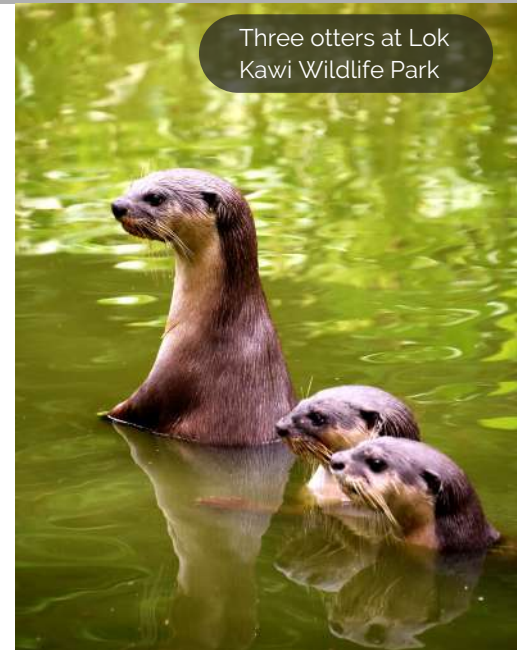
2023 HIGHLIGHTS



FROM AROUND THE WORLD

Most of the time we take a holistic approach to animal welfare. Our focus is on long-term, sustainable change, the bigger picture and the largest impact we can possibly have across multiple facilities and countries. However, every now and again, an individual animal, facility, or person will come along and remind us of the smaller but no less significant influence our work can have. From watching an elephant take his first deep water bath in nearly a decade, to witnessing a lightbulb moment when an animal carer grasps a welfare concept for the very first time.

2023 has been filled with these micro reminders for the team. They have kept us all going during difficult times, severe jet lag or looming project deadlines. These smaller moments all add up to significant impacts for educational empowerment and animal welfare.



Sharing Knowledge

Between workshops, conferences, training sessions and resource development, we have shared a significant amount of facts, figures and stories on the topic of animal welfare during 2023. The more we are able to share this evidence-based knowledge, the better equipped animal care staff around the world will be to view every management decision through the lens of animal welfare.

Training in New Countries

We are very proud of our global impact, so to be working in new countries is always very exciting for us. The potential to continue our reach into ever-increasing locations holds a lot of promise and potential for the animals and people we can meet and work with. This year we found ourselves working in-person in Ireland and South Korea for the very first time.

Siti Success

After many years of effort, we were finally successful in repatriating Siti the macaque back to Sulawesi. We have heard that she is settling well into her new, much larger enclosure and is being gradually introduced to a male macaque for company. Although rehoming is not a regular aspect of our work, we are very pleased to have been able to help Siti at the request of our project partner.

Progressive Partnerships

Continued collaborations have produced progressive results this year as we remain connected to zoological organisations, associations, NGOs and travel companies. Joining forces with new partners such as Klook have created exciting new potential, alongside our work with already established collaborators. Working alongside such partners increases the efficiency of our reach as well as making ourselves known beyond our own supporter base.

2023 HIGHLIGHTS



FROM AROUND THE WORLD

Fantastic Fundraisers

In 2023 we saw several of our supporters tackle challenge events in aid of us. From long distance running to river swims, it's been great to see the enthusiastic fundraising support from people around the world. Every donation coming in from these events not only raises our profile as a charity, but helps to fund our vital work and engage on a more personal level with those who connect with it. We are grateful for every fundraiser who decides to put that extra effort in for us.

Two New Language Launches for Digital Education Programme

During the course of this year, our Wild About Welfare Online Learning programme has been launched in two more languages; Thai and Bahasa Indonesia. This brings the total number of languages which the programme is available in to five. We have many links with facilities and organisations in both parts of the world and have already received enthusiastic feedback on usage from those regions.

Welfare Auditor Training

One of the key aspects of our work is auditor training. In the interests of sustainability, it's not enough for us to be the only ones to audit facilities. What we can do instead is train those in our project countries in the art of auditing, ensuring they understand how to be an effective auditor through extensive training in both theoretical and practical elements. This year our auditor training continued in Japan, Vietnam, Thailand and extensively within Brazil.

Individual Facility Support

With cooperative care training milestones reached and purpose-built protected contact training walls constructed for the first time in a region, it's safe to say the Lok Kawi Wildlife Park project is going from strength to strength. Whilst most of the work thus far has been concentrating on the elephants, we have also begun to assess and develop plans for the rest of the animals within the park too.

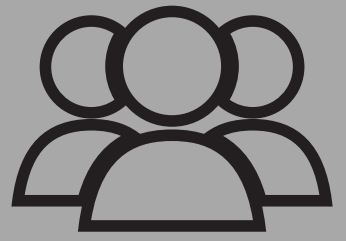


Dave meeting a tapir in Brazil during an auditor training exercise.



Simon conducting a practical enrichment workshop in Malaysia.

2023 IN NUMBERS



25+

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

Margaret delivering an enrichment workshop in Brazil



23,000+

Digital downloads of our resources, helping to educate and empower animal care staff.



2,000+

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



Training group in Malaysia

70+

Countries across the globe utilising our resources and training opportunities.



UPDATES FROM OUR PROJECTS AND PARTNERSHIPS

Auditor training in Japan



JAPAN

Following successful auditor training in Japan back in 2022, the Japanese Association of Zoos and Aquariums (JAZA) has started to conduct audits of their ten World Association of Zoos and Aquariums (WAZA) member facilities. This has highlighted the complexities of auditing and we have been providing support to JAZA throughout the year. They have asked us to return in 2024 to conduct more training and assist with auditing.

Our co-founder Georgina Groves has also been collaborating with the Japanese Coalition for Animal Welfare (JCAW). In recent months, a video was published featuring Georgina discussing the importance of animal welfare, and an opinion paper was released in Japanese highlighting the need for improved protection legislation for captive wild animals. Both were shared with NGOs and governments across Japan.

BRAZIL

During the first half of 2023, we conducted animal welfare audits at six facilities across Brazil. The latter half of the year saw us continue to collaborate with the Brazilian Association of Zoos and Aquariums (AZAB) by conducting additional audits, providing auditor training, and offering presentations and workshops both on-site at zoos and during AZAB's annual conference.

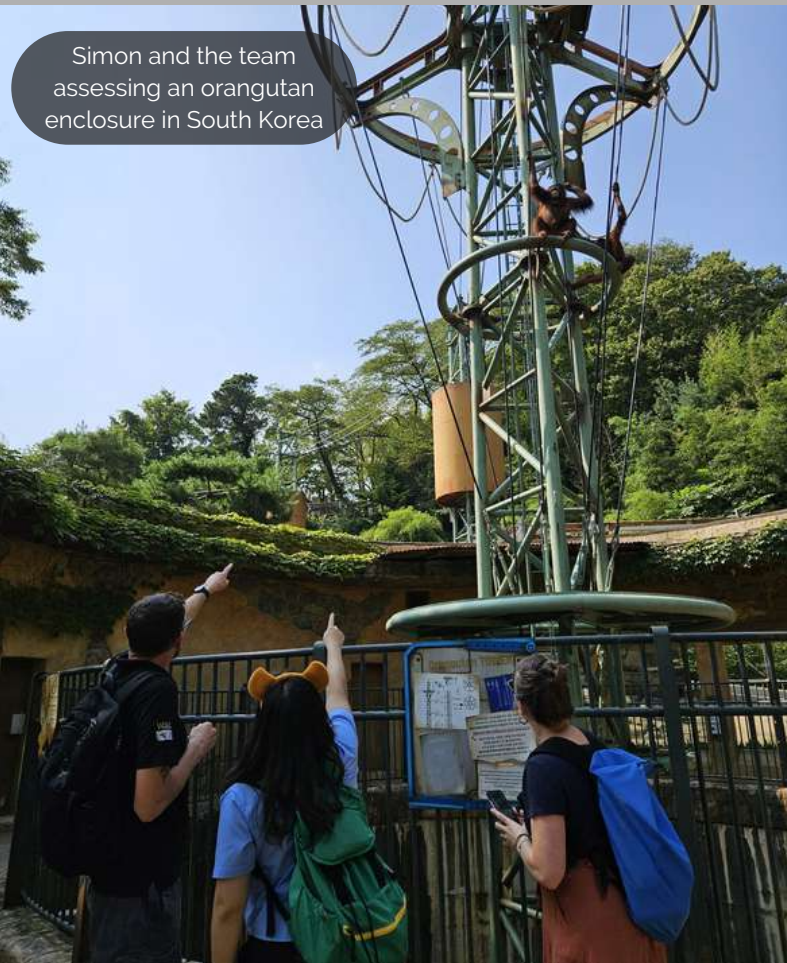
The number of facilities jointly audited by AZAB and Wild Welfare totals 46 zoos and aquariums, with 11 members already receiving their Welfare Certification which is based on AZAB's Welfare Standard. The completion of **all** AZAB member audits marks a significant milestone, launching us on to our next phase. In 2024, all AZAB project work moves to Wild Welfare US. We will collaborate to update their Welfare Standard with more robust auditing procedures, and guide the process towards the creation of a sustainable Programme of Animal Welfare Certification.

Margaret meeting a giraffe during an audit in Brazil



UPDATES FROM OUR PROJECTS AND PARTNERSHIPS

Simon and the team assessing an orangutan enclosure in South Korea



South Korea

A new country of operation for us, there is significant potential for the impact that we can have within South Korea. An initial visit in August, in collaboration with South Korean NGO Gong Zone, helped to build on relationships which had thus far been purely virtual. The primary goal of the project is to implement a zoo licensing system from scratch, as well as developing animal welfare standards and a zoo inspector training programme set to be initiated in 2024.

Simon's trip included touring a wide range of facilities, including zoos and animal cafes, to gain a deeper understanding of the scope and nuances of captive wildlife establishments in the country. Since Simon's return, we have signed an MoU with Gong Zone and discussions on animal welfare and zoo inspection processes continue with the organisation, as well as governmental officials.

VIETNAM

Our work in Vietnam involved a trip to Saigon Zoo as part of an audit exercise in June and a Vietnamese Zoo Association (VZA) meeting in November. Dave delivered a presentation discussing the cycle of care to the 40 delegates that were present at the meeting. He then accompanied three VZA auditors performing follow-up audits of Hanoi Zoo and Bao Son Zoo. These two zoos were originally audited by VZA prior to COVID and the function of these audits was to inspect the outcomes of the required corrective actions from the original audits. Dave's role was to oversee the performance of both the auditors and the auditees.

Wild Welfare workshops exploring the topics of enrichment, behavioural management, and protected contact elephant management are planned in association with the VZA annual meeting in November 2024.

Simon and team during a SEAZA audit



UPDATES FROM OUR PROJECTS AND PARTNERSHIPS



Enrichment making workshop at Melaka Zoo

Malaysia

The team have been working extensively across Malaysia over the course of 2023, including at Lok Kawi Wildlife Park (see page 10).

The Southeast Asian Zoos and Aquariums Association (SEAZA) conference was held in Taiping and was attended by three of the team. Simon gave a presentation to the 250+ delegates highlighting the need for facilities to invest in animal care staff training which can lead to better animal welfare.

Sarah also spoke at a conference in Kuching and ran a two-day enrichment workshop at Melaka Zoo in October, including a mix of practical and theoretical training elements. An introduction to animal welfare was given, alongside enrichment planning processes, safety considerations and a sharing session to discuss successes and failures.

Elsewhere

Our impact is truly global and our work has taken us to more than 10 countries this year, including:

- **Ireland** - delivering an animal welfare assessment workshop.
- **Thailand** - conducting a SEAZA welfare audit exercise in a Thailand facility and launching the e-learning programme in Thai.
- **South Africa** - a virtual welfare principles lecture was given in conjunction with a SHAPE Africa behavioural enrichment event in November.
- **UK** - we have delivered many lectures across the UK in 2023 including in universities, colleges and at the Association of British Wild Animal Keepers (ABWAK) symposium.
- **USA** - speaking at the North American Primate Sanctuary Alliance (NAPSA) conference in June, focusing on the essential role caregivers play in promoting animal well-being.

Simon delivering a presentation in Ireland on the perspectives of animal welfare



WILD WELFARE US UPDATE

Wild Welfare US is thrilled to work alongside the Wild Welfare team on many of our projects. We continue to be grateful to our supporters who help make it all possible. Wild Welfare US manages two large projects; Lok Kawi Wildlife Park's elephant programme re-design, and the collaboration with the Brazilian Association of Zoos and Aquariums (AZAB) to continue to raise the standard of welfare provision and care throughout member facilities.

The extensive work in Lok Kawi Wildlife Park (LKWP), Sabah, Malaysia would not be possible without the on-going support from The Elephant Sanctuary in Tennessee. This year has seen many significant accomplishments ranging from a new facility for the female group (see images) to capacity building amongst elephant care staff to our continued relationship with Sabah Wildlife Department officials and members from the Ministry of Culture, Tourism, and Environment. It is only through this level of collaboration that we begin to affect real and long-lasting positive change. With our guidance, the LKWP elephant team is seeing significant results such as training the first voluntary blood collection from an elephant, the first foot care for male elephants, positive reinforcement training for all the male elephants, and the creation of new enrichment activities for the elephants. It's truly a thrill to watch this team grow and evolve their skills in comprehensive elephant care.



Wild Welfare US was pleased to be invited to speak at The North American Primate Sanctuary Alliance (NAPSA) Workshop where we delivered presentations focused on the caregiver role in animal welfare with emphasis on behavioural management and trauma recovery. We look forward to continued collaborations with NAPSA and its members.

The Wild Welfare US team is growing; we welcomed Ms. Dena Honeycutt as the Operations Manager, in May 2023. Dena brings a wealth of experiences from 30 years working with AZA Zoos and Programmes to coordinating events; her talents are invaluable. With her efforts, we hope to roll out the WWUS website in early 2024.

For WWUS, 2023 concluded with an exciting step towards building a stronger organisation – we engaged Kelly J. Zúñiga, Ed.D., CFRE, of Kelly Zúñiga Consulting, to guide us in the development of our fundraising strategy. Dr. Zúñiga has over 30 years of experience in the successful execution of donor-based philanthropy advisory services.

FACILITY FOCUS: LOK KAWI WILDLIFE PARK

Building positive relationships is an essential aspect of our work, and never is that more true than at Lok Kawi Wildlife Park (LKWP). On each visit to Sabah, Malaysia we are welcomed back like old friends.

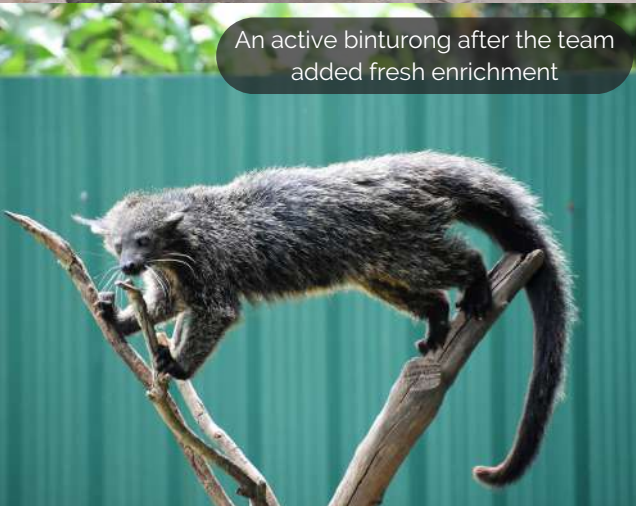
Our collaborative approach has produced significant results, from training milestones to new enclosures. The partnership continues to drive forward welfare improvements for the animals that live there, and capacity building opportunities for the staff. We are looking forward to more success stories in 2024.



Lok Kawi staff training Ganesh for conscious blood draws



Enrichment making at Lok Kawi Wildlife Park



An active binturong after the team added fresh enrichment



The whole fieldwork team helping to feed the elephants

THE 2023 JOURNEY

January – We travelled to LKWP for an unexpected visit following the tragic death of our colleague and friend, JoFred Lansou, who was the lead elephant caregiver. This visit was crucial, allowing us to help the elephant team look after the elephants during this difficult time. We will honour our friend, JoFred, by continuing to advance the level of care and welfare for all 16 resident elephants at LKWP.

March - Our second visit of the year included creating enrichment devices for the elephants and building on the care team's previous tuition of protected contact management. We introduced 'The Training Game' to help the team understand positive reinforcement training (PRT) mechanics and gave continued practical assistance to advance training for the bulls and the cows.

July - This visit saw the entire field team from both Wild Welfare and Wild Welfare US gather at LKWP for continued facility support. Dave and Margaret's focus remained with the elephant team whilst Simon and Sarah developed a strategic plan for supporting other areas of the zoo. Birds, bears and binturong were high on the priority list, as well as continued capacity development through an enrichment workshop requested by LKWP staff. The elephant team had a significant accomplishment with their PRT; Ganesh, an adult bull was trained to present his ear, allowing a voluntary blood sample to be taken – he could walk away at any time but chose to stay due to the training.

October - A momentous occasion for the final visit of the year – The entire female group of elephants (five adults and three calves) was moved to a newly renovated enclosure with features that greatly enhance their care and welfare, including PRT walls, a deep pool, large sand piles, and surrounding forest. Additionally, moving the females offers more space and behavioural opportunities for the eight males who will remain at the original enclosure. For example, Ganesh was able to take his first deep bath in over ten years.

WILD ABOUT WELFARE DIGITAL EDUCATION PROGRAMME

This year the programme was launched in two new languages - Bahasa Indonesia and Thai. It's been fantastic to see the programme being utilised in the regions of the world where these languages are spoken and receive positive feedback from users. These languages were selected based on existing project partners, funding availability and identified need. A range of facilities from zoos to sanctuaries have been using the programme with their animal care teams, both in these regions and across the rest of the world. The addition of these new languages brings the total number of translations of the programme to five.

The Reboot

As part of the certification process, we ask for feedback, partly to ensure the person requesting a certificate has actually interacted with the programme, and partly to help us assess the user experience and efficacy of the programme. We have now gathered over 30 pages worth of thoughts and comments from users around the world to help us steer the programme into the future.

The feedback remains consistently positive (see next page) but some users had useful insights into ways in which we could improve the learning experience. This included the inclusion of more sanctuary and rescue centre specific content into the learning materials. To ensure the team can accurately reflect the specific challenges associated with these facilities, interviews have been conducted with organisations such as the Global Federation of Animal Sanctuaries, the Asia for Animals Sanctuary and Rescue Centre Coalition, and Animals Asia. Additions will be made to the learning content as a result of these conversations. Other changes made based on feedback include more aquarium specific content, updated photo and video examples, and the examination of the differences between care and welfare.

Next Steps

Once the reboot project has been completed in English (we are aiming for summer 2024) then we can start work on updating the translations of the other existing languages. We will be translating and launching Hindi (our sixth language) in 2024 as well. In addition, a research project associated with the programme aims to assess the impact of the learning materials on attitudes, perception shifts and applied knowledge. Initially conducted as a pilot project with guided training users, the experimental design is being simplified to allow easier assessment of data, and research will continue alongside project partners from the University of Edinburgh and the Jeanne Marchig International Centre for Animal Welfare Education (JMICAWE).



E-LEARNING STATS

- **Five language translations.**
- **Three years since initial launch.**
- **20,000+ downloads to date.**
- **70+ countries using the programme.**
- **40+ facilities such as zoos, sanctuaries, universities and conservation projects using the programme.**
- **150+ certificates of engagement sent out as evidence of continued professional development.**



WILD ABOUT WELFARE PROGRAMME FEEDBACK

"The course was delivered effectively and in a straightforward and easy-to-understand manner. Thank you for providing a course that is insightful and accessible."
Meg Edmonds - Wildlife Rehabilitator, South Africa

"I learned that knowledge about behaviour should be applied to promote behaviour that is appropriate to the species that I want to manage."

Mananchaya Pawari, Zookeeper, Thailand

"I will be using this as a reference for my training (of other staff). Thank you so much for creating such modules which will help others to understand and meet the needs of animals."

Avinash Pittala - Aquarist,
Dubai.

"I am working with a few animals and after going through your course...I have made some changes in their management as well as treatment protocols."

Arnab Jyoti Kalita - Intern at College of
Veterinary Science, India.

"I loved how the course covered the basics, but also delved into real life problems that you may face and strategies to solve that. The interactive quiz was easy to follow and did test my understanding of the module."

Ella Pickering - Intern at Wild Futures, UK.

TRAINING ACTIVITIES

Our training activities this year have been as diverse as the species we meet along the way. From enrichment workshops in zoos to presentations on welfare principles in animal sanctuaries, we have been pleased to conduct a varied yet effective assemblage of training activities throughout 2023. In addition to our animal welfare focussed topics and content, we have gradually started to introduce more human-centric elements to some of our training, such as more open discussions on the importance of staff welfare and the impact this can have on animal welfare. When delivering training workshops, our ultimate goal is always to empower animal care staff to drive forward welfare improvements for the animals under their care. We simply give them the tools and inspiration to do it.

We continue to utilise a hybrid approach to ensure maximal reach with reduced environmental impact. Our virtual presentations and training events this year have continued to be a success, enabling more people to access our training across multi-national audiences.



TRAINING ACTIVITIES AT A GLANCE

- **Enrichment Workshops** - We have held several enrichment workshops across different facilities in Malaysia and Brazil, as well as a virtual presentation on enrichment to a South African audience.
- **Resources** - During 2023 we showcased our resources and spoke about the importance of accessible learning opportunities both virtually and in-person across various parts of Asia and the UK.
- **Animal Welfare Principles** - introducing audiences to the principle foundations of animal welfare is a staple of our training outputs. These presentations were conducted both virtually and in-person across parts of Europe, the USA, Brazil and Southeast Asia.
- **Welfare in Tourism** - a virtual presentations was given to travel company Klook across a multinational audience of their staff.
- **Assessments and Licensing** - In-person lectures were delivered across Ireland and South Korea.

WEBINARS



We wanted our webinars to address particular topics this year, focusing more on the animal care staff side of the equation. During 2023 we hosted two of our own webinars; one to celebrate International Women's Day, and one to examine the importance of mental health for animal care professionals (in conjunction with the Asia For Animals Coalition). These both proved to be popular, creating many important discussion points for us to factor in and further highlight within our work in the future.



GROWING OUR ONLINE PRESENCE

With the need to be ever more vocal and creative in a very noisy digital space, we have been aiming to make strides forward in promoting our work online this year.

Our website traffic has seen an overall increase with the data showing we are averaging over 3,100 users per week. The largest majority of these traffic sources are coming from organic searches, with direct hits (22.5%) and paid for searches (funded by our Google Ads grant) via our GA account (10.1%) also contributing factors.

We continue to engage our online community with a mix of updates on our progress in the field, information about animal welfare, and requests for support where appropriate. As always, we are at the mercy of the algorithms which are continuously changing and can present challenges for a smaller charity such as ourselves to be heard. We also continue to share our stories with global press and have had a handful of updates promoted on platforms such as The Canary, MRCVS Online, and Scoop World News New Zealand.

Our organisation has a global reach with our website most commonly accessed by those living in the USA, UK, Australia, Japan and India. These data sets can help us in our quest to reach more animal care staff in more countries and focus our resources and Google Ad campaigns around targeted audiences. Our visibility is set to increase further in the future via the enthusiastic support from our new ambassadors and fresh communications strategy moving forward.



7,330+



2,175+



200+



1,900+



990+



WILD WELFARE AMBASSADORS



Two New
Ambassadors!



Lorraine



Megan

We are delighted to welcome two new ambassadors who have come on board to support our work! Award winning talents Megan Elizabeth and Lorraine Miller have joined us to help promote the work of our charity to their respective audiences.

Lorraine is an author and primate expert who also featured on the Blooloo Zoo and Aquarium Influencer List 2023. Megan is an animal artist mainly working in pencils and pastels. Both have already shown us extensive support among their communities and we look forward to more collaborations together in 2024.

CONCERN REPORTS AND ACTION FROM AROUND THE WORLD



Once again our concern reporting system has proven effective at gathering evidence and information about animal welfare issues around the world this year. With a total of 67 reports made over 2023, it is obvious from our data that there are still many facilities operating in ways which negatively impact animal welfare. Members of the public frequently reach out to us having heard nothing back from other organisations and although we can't always provide a simple solution, they are often grateful to receive a reply from us.

CASE STUDY: ACTION FROM A REPORT

In May we received a report regarding a farm park in the UK. Details highlighted distressed parrots, overheating sheep in need of shearing and cages which were inadequate in size for a variety of species.

As a result of this information, we got in contact with the local council who conducted a visit to the farm as part of their license inspection. During that visit they identified a number of animal welfare and license condition breaches.

The issues found were then fed back to the facility and a further unannounced visit was then scheduled to check that all issues identified had been rectified.

SITI UPDATE

We are delighted to share the news that Siti the Macaque has finally been successfully repatriated back to Sulawesi. The epic journey of this illegally trafficked macaque has required a great deal of patience from the team but on the 3rd of April she finally made it home. We have since heard that she is enjoying her new and much larger enclosure and has been undergoing a soft introduction with a male named Dicky. You can read the full details of her move [here](#).

PETITION ACTIONS

Although we are not a campaigning organisation, we are always keen to lend our voice to petitions and campaigns that have an impact on animal welfare.

Over the past year we have added our signature to a total of 22 petitions which align with our vision and mission. These have included issues such as vervet monkey exterminations in the Caribbean, legal protection of Asian short-clawed otters in Indonesia, and octopus farming off UK shores.

We work alongside a variety of organisations who are involved in producing petitions and campaigning for action. These include:

- Asia For Animals Coalition
- ALAW/LINK Brexit animal welfare alliance
- Crustacean Compassion
- Born Free USA
- Jakarta Animal Aid
- OneKind and Animal Equality
- Various regional governments

FUNDRAISING REPORT

Wild Welfare receives donations from trusts and foundations, zoo donors and members of the public, including fundraising events and appeals. During 2023 we raised a total of £129,154.86 through a combination of all of these avenues. Financial support can be difficult to secure due to the niche nature of our work but it all goes a long way to securing positive animal welfare changes globally.

2023 Challenge Events

It has been heartening to see the enthusiastic uptake of sponsored events this year. We have had a combination of supporters undertaking both mass participation challenges and individual fundraising events such as bake sales and Facebook birthday fundraisers.

Running

This year we had two runners from our corporate partner Explore running in The Big Half Marathon in London on 3rd September, and two running the Great North Run in Newcastle on 10th September. Explore generously agreed to cover the entry fees plus the minimum fundraising target of £250 per runner, with their runners raising funds individually on top! Simon also took one for the team and entered the Great North Run this year. In total, the team of five runners raised a very impressive £2,995.

Swimming

Dr. Yuriria Fernandez Artola, a marine mammal vet in Mexico, got in touch with us after seeing Simon's presentation at the WAZA conference. She undertook an 11 km open water swimming challenge on 11th November, raising \$279 (£221).



Christmas Appeal - Meet Ganesh

The 2023 Christmas appeal was a unique opportunity to showcase the impact of our work through the story of one individual elephant. We have wanted to run an appeal based around our work with elephants for several years and Ganesh's story presented us with a great example of tangible changes which external supporters can easily connect with.

Utilising inspiring video clips and highlighting our collaborative approach, the appeal focussed on Ganesh as an example of the changes which can be achieved through collaboration and care.

The video garnered a lot of organic interest with over 1.5k views within the first couple of weeks. Whilst it's challenging for us to compete with bigger, more well-known charities, the appeal was still a fantastic opportunity to share what we do with a wider audience.

Ganesh's story can be found [here](#).

Project Support

We are also very grateful to have received a number of generous donations in direct support of specific projects in 2023. These include:

- £12,000 for Japanese projects to further animal welfare and zoo legislation, working with JAZA on their accreditation and auditing programme, and our partnership programme.
- £5,000 towards our work at Lok Kawi Wildlife Park focusing on sun bears, clouded leopard, binturong, orangutan, tigers etc.
- £2,888 for our work in South Korea on developing zoo legislation, animal welfare standards and zoo inspection processes.

FINANCIAL SUMMARY 2023

As you will have read, 2023 has seen an increase in project activities and the demand for our specialist technical expertise continues to grow. We are working with more people across more countries, resulting in a positive impact on captive wild animal welfare around the world. This additional work has led to a significant increase in our project costs, consultancy fees, and associated expenses. Also, inflation has increased our project overheads, particularly travel costs.

In 2023 Wild Welfare saw a slight reduction in income, particularly in Trust and Foundation grants. We did not receive any travel grants to assist in covering our costs, but we saw an increase in other income streams and zoological donations. It is encouraging to see a return in zoological donations following the financial strains caused by the pandemic and its aftermath. We are very grateful to the captive wild animal facilities which support our work.

Account	2023
Turnover	
Consultancy Fees	2,888.03
Public Donations	6,937.96
Trust & Foundation donation	87,390.34
Zoological Donation	34,826.56
Total Turnover	132,042.89
Gross Profit	132,042.89
Administrative Costs	
Advertising & Marketing	1,565.50
Audit & Accountancy fees	5,115.54
Bank Fees	259.56
Conference expenses	3,540.33
Consulting	23,250.00
e-learning expenses	3,576.30
Employers National Insurance	7,173.69
Project Expenses	53,672.50
Fundraising expenses	614.80
General Expenses	270.23
Insurance	1,037.21
IT Software and Consumables	790.99
Pensions Costs	1,837.96
Postage, Freight & Courier	29.70
Salaries	88,560.06
Staff Training	725.89
subscriptions	116.51
Total Administrative Costs	192,136.77
Operating Profit	(60,093.88)
Other Income	
Interest income	486.30
Total Other Income	486.30
Profit on Ordinary Activities Before Taxation	(59,607.58)
Profit after Taxation	(59,607.58)

Although you can see we have a deficit in 2023, Wild Welfare continues to operate with healthy reserves to ensure financial sustainability as we move into 2024 and work towards our 2030 strategic aims, which includes fiscal security.

As Treasurer and Trustee, I am always impressed by the breadth of work and the positive changes to animal welfare the Wild Welfare team achieves every year. With the 2023 strategy in place and the expansion of the team, we will continue to see an increase in expenditure with a fundraising programme to support this.

Thank you to all those individuals and organisations who recognize the important role Wild Welfare plays in driving up animal welfare standards and practices around the globe. Your support is gratefully received by the team and allows them to build capacity and develop resources for those working with captive wildlife.



**Tamsin Cracknell,
Trustee and Acting Treasurer**

THANK YOU

Wild Welfare is incredibly grateful to all its supporters, volunteers and advisors. 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.



The Silent Foundation



WILD WELFARE



IMPROVING ANIMAL WELFARE FOR
CAPTIVE WILDLIFE

A hornbill we met in Malaysia.