



# Welcome to our Review of 2020

As always, at the end of each year we spend time evaluating the impact of our current campaigning projects. It might be that we decide to adapt some to make them more effective, recognise the success of others and expand them, or plan the launch of new, exciting initiatives to further the aims and objectives of the charity.

The global outbreak of Covid-19 early in the year presented us with unprecedented challenges that forced us to revisit our plans for 2020. Thanks

to our amazing team, we were able to adapt our campaigning projects to ensure they remained relevant throughout the Covid-19 crisis.

I couldn't be more proud of the amazing progress our campaigns made in 2020 and I'm sure that when you've read our Annual Review you will agree. I'm forever grateful to my hardworking team, loyal supporters, active patrons, committed volunteers and supportive trustees who, together, ensure that Naturewatch Foundation continues to make a



difference for animals around the world.

Warm regards,  
Caroline Ruane  
CEO

*Our Annual Review only covers highlights from 2020 but you can find out more about each of our campaigns on our website, where you can also read Annual Reviews from previous years.*

## Badger Persecution

Naturewatch Foundation's Badger Baiting Campaign has strived to continue, invigorate, and adapt to the challenges that the COVID-19 pandemic has brought to all of us.

Our #Hero4badgers investigations on those involved in illegal persecution of badgers continued in earnest, with many of our meetings going online. Of course, we lost the ability to attend Rural Crime Days, Wildlife Crime Conferences, and present talks to the likes of Badger Groups around the country. However, milestones were still achieved during the year and much valued and important work undertaken.

However, Andy spent most of the year as normal, working from home with his dogs.



Andrew Swinburne in his office, with friends



Libby Anderson, Animal Crime Manager  
Andrew Swinburne and Bob Elliott

Some face-to-face partnership meetings took place in early 2020, such as a visit to the OneKind office in Edinburgh in February, where our Animal Crime Manager, Andrew Swinburne, met with their Policy Advisor Libby Anderson and Director Bob Elliott to discuss campaigns and partnership working.

### A Badger's Tale

During 2020, the wildlife crime novel for teenagers, written on behalf of Naturewatch Foundation by the author Geoff Francis, has been publicised widely on social media, in the badger campaign fundraising letter, and via our online shop. Sales continued throughout



the year and have helped to raise awareness of the illegal persecution of badgers to the younger generation.

### School Awareness Programme

In early 2020, the programme had been signed up to by a succession of northern police forces and badger groups, thus targeting some of the main geographic areas of England where badger baiting is prolific. This included a meeting in early March with Samantha O'Key, Rural and Environmental Crime Coordinator for Cumbria Police, who was keen to present the programme in Cumbria where badger baiting is a problem and the force has had several successful prosecutions. One case followed on from some members of an organised crime gang being imprisoned for ATM thefts in the north west. Police found evidence on the mobile phone of one of the men that led to the badger baiting investigation.

However, with COVID lockdowns and the closure of schools, this is the main area of our work that has inevitably been impacted upon as the school programme was unable to be delivered.

This predicament allowed the opportunity to begin developing a shorter version for school assemblies when they return... **AND** importantly ...an online version which is due to be released in early 2021, to enable our programme to reach an even wider audience of young people.

**Watch out for the release via our social media platforms soon!!!!**

## Badger Investigations

During 2020, the reports received mainly mirror-imaged the main badger baiting season between November and March. Therefore, there was a flurry of cases and evidential reports being disseminated to the enforcement authorities and partner agencies during the beginning and end of the year.



Luckily, this fitted nicely into the period from April onwards when the investigation team was somewhat overwhelmed by the increase in puppy farming reports due to the rise in demand during lockdown.

The year started with a first for the charity when our Animal Crime Manager attended a planned operation led by

Badger Investigations 2020	
Recorded reports received	39
Individual cases involved	27
Evidential Research Reports disseminated to enforcement agencies	29

West Yorkshire Police and assisted by the RSPCA. This operation came about as a direct result of information supplied by Naturewatch Foundation. With a warrant executed and a person interviewed, unfortunately, it later transpired there was insufficient evidence to take the case further, but is a clear indication of just how far our investigations and standing within the partnership world has come.

Towards the end of 2020, again as a result of our #hero4badgers project, further operations have been conducted by police across England and Wales, with enquiries also in the hands of the Scottish Society for the Prevention of Cruelty to Animals, Police Service of

Northern Ireland and even the Irish Society for the Prevention of Cruelty to Animals in Eire.

Once again, we have unearthed links to organised crime and even gangs who are using puppy farming to fund their illegal exploits related to badger baiting, such as breeding dogs to be pitted against the badger.

Our investigations are a team effort and, whilst our Animal Crime Manager fronts the team, much of the work and success must be attributed to our undisclosed investigator who works tirelessly on our cases and deserves much credit.

**If you have any information about someone you suspect is involved in the illegal persecution of badgers, please contact our Animal Crime Manager, Andrew Swinburne, via email [andrew@naturewatch.org](mailto:andrew@naturewatch.org) or ring him on 07392 185 373.**

**We will investigate your leads.**

### A Few Snippets...

#### • Wildlife and Countryside Link (WCL)

The WCL Wildlife Crime Report 2019 was launched via a Zoom Webinar in November and was attended by a number of key people including MPs, a Liberal Democrat Defra Spokesperson, officers from Defra, Natural England, and the Conservative Animal Welfare Foundation.

Our Animal Crime Manager wrote the new chapter this year on cybercrime, and also co-wrote the badger chapter with Craig Fellowes from the Badger Trust..... The appealing reach to the audience was the cybercrime aspect.

We will continue to campaign, as a member of WCL, for harsher sentencing for wildlife crime and for wildlife crime to become recordable.

#### • UK Badger Persecution Priority Delivery Group

A Badger Tool Kit has been produced by the PDG to assist the enforcement authorities investigating illegal badger crime. Naturewatch Foundation contributed to this tool kit and it also includes the "Guide for Investigators in England and Wales" which was published in partnership with the Badger Trust in 2019.

#### • Naturewatch Foundation has continued to donate towards the Partnership for Action Forensic Analysis Fund

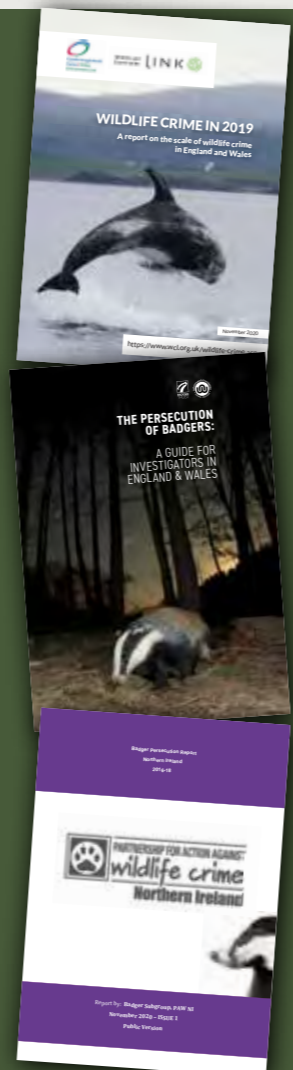
This fund assists towards the costs incurred by police forces in the forensic investigation of wildlife crime, including badger crime.

#### • National Badger Day November 6th

Naturewatch Foundation participated on social media platforms to highlight our badger baiting campaign and raise awareness of the continued persecution.

#### • PAW Northern Ireland Badger Subgroup

Naturewatch Foundation continues to be represented on this group as part of our UK portfolio and were pleased to promote the group's latest 'Badger Crime report 2016-2018' in December.



## Animal Experiments

### Non-Animal Tests are the way forward!

**2020 was not a great year for human freedom. We have been forced to look at our lives and how we live. At the same time as the awful spread of the 'zoonotic' pandemic Covid-19, there was some rare good news in the growth of more companies, supermarkets, and people embracing cruelty-free products and plant-based diets.**

By investing in our Compassionate Shopping Guide and taking it 'online' with a dedicated website – [compassionateshoppingguide.org](http://compassionateshoppingguide.org) – Naturewatch Foundation has been helping to guide people towards making shopping choices that are kinder to animals.

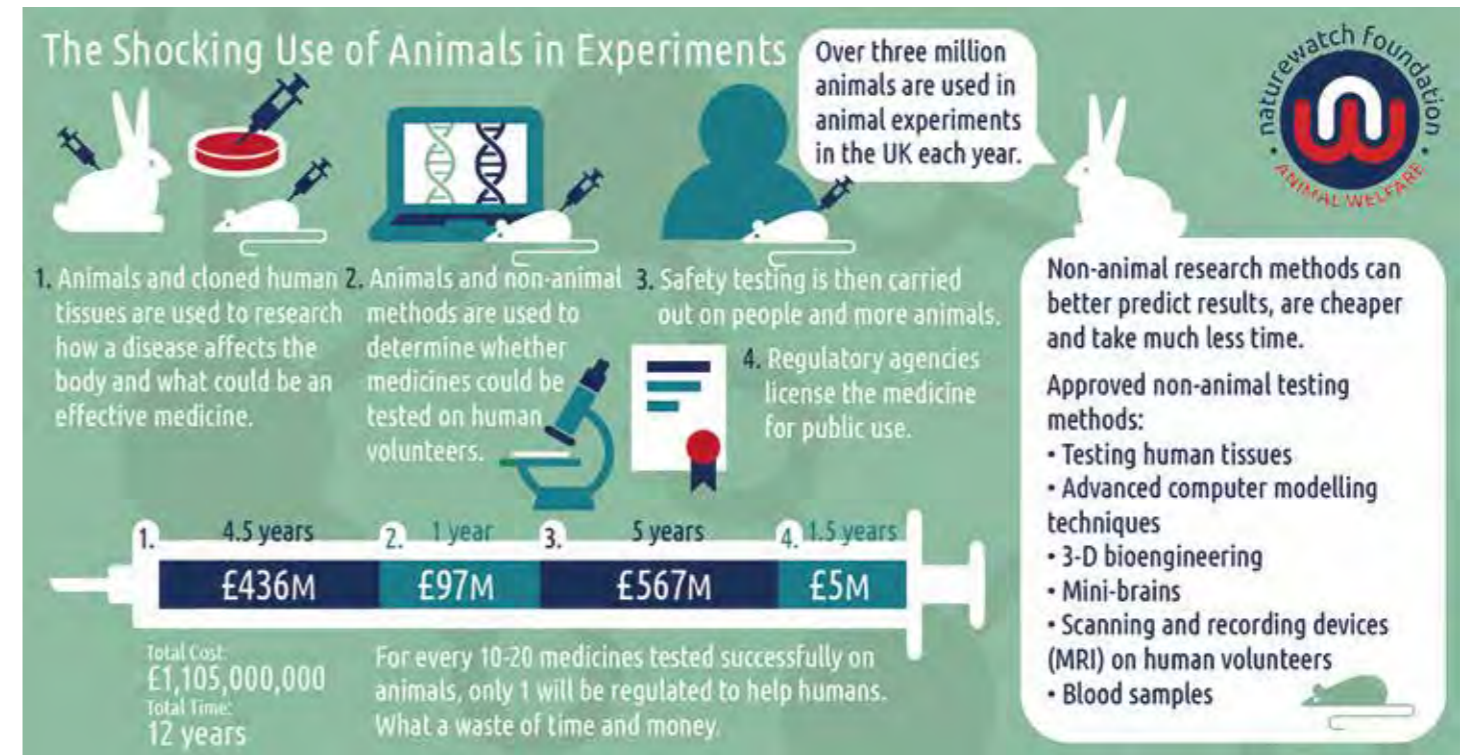
Laboratory animal freedom is long overdue. Faced with a lengthy and

expensive vaccine development process, policymakers and scientists reliant on outdated animal testing are slowly but increasingly looking to non-animal tests, and the use of millions of animals in research science is being brought into question. There is a better, kinder and more accurate way to produce safe cosmetics, cleaning products, chemicals and medicines without abusing innocent animals. Advancing non-animal



tests requires investment and support by governments and regulators around the globe. In 2020, our campaigners have met and been briefed by some outstanding UK companies taking the lead in this exciting and innovative animal-friendly scientific research sector!

Many animal protection organisations, such as Naturewatch Foundation, worked together in 2020 to highlight the abuse of animals in laboratories and advocated for change in the United Nations, regulators, national governments and in the press. As humankind slowly emerges from the pandemic and reflects on the use of animals we hope that, going forward, governments, regulators and scientists increasingly promote proven, non-animal scientific methods such as using human cells and tissues and computer-based techniques, which deliver quicker, more accurate results.



In holding the UK government to account, regulating the use of animals in experiments in the UK, our regular meetings with the Home Office Animals in Science Regulation Unit continued but became virtual, online meetings. During the year, we were pleased to present our perspectives to newly-appointed animal laboratory regulatory inspectors as part of their induction process. Naturewatch Foundation also drew out and publicised shocking statistics from 2020 official government publications.

### The government's UK annual statistics expose the sheer number of animal experiments carried out in the previous year:

- 3.4 million procedures on animals
- 10,000 rabbits
- 18,000 specially protected species such as cats, dogs, monkeys and horses
- 2,000 non-human primates
- 67 animal experimental procedures for ingredients contained in household products
- 69,200 procedures resulted in a major departure from the animal's usual state of health and wellbeing
- 86,500 procedures were carried out under general anaesthesia without recovery

Source: UK Home Office 2020

## An update from our Compassionate Shopping Guide researchers

**IMPORTANT UPDATE:** Since printing the condensed Compassionate Shopping Guide in 2020, we have been able to endorse the following additional brands: Baylis and Harding, Co-op, Farryn Amber, Calcot Spa, The Black Cat Soap House, Treacle Moon and Faith in Nature.

The full link to the new website is available here: <https://compassionateshoppingguide.org>

After having published our Compassionate Shopping Guide in print for over 30 years, in 2020 it was time to take the leap and go online. In September, our 15th Edition was launched on its very own website! This was a huge step forward, allowing us to keep growing our list of endorsed brands and keep you updated on all new additions. Compassionate shoppers can also now filter brands that have vegan options, provide eco-friendly products, or have an organic range.

This has been a big learning process for us as, being a small team, not all of us are tech savvy! We want to let you know that we are actively working to make our website better for users and, as always, we are very grateful for your feedback regarding both the online and printed guides. We have listened and will keep you informed as new updates continue to grow our number of endorsed brands; and improve our Compassionate Shopping Guide online platform.

Online was not the only way to access our 15th Edition in 2020, we also launched a printed version! With the

emphasis of our new guide now being online, we decided to condense it into a simple list of endorsed brands. However, some supporters were unhappy with this new layout and preferred the traditional-style booklets that they enjoyed in the past. We really value your opinions and, as a result, we continue to work hard to seek out and endorse truly cruelty-free brands to add to a new and improved, comprehensive printed guide! We are aiming for this new printed edition to be available to you very soon, so keep your eyes peeled and make sure to grab yourself a copy!

**As always, we ONLY endorse brands that have NO ties to animal testing. That includes: a company, its parent company, all its brands, supplier chains, products and all their ingredients!**

We currently don't endorse any company that exports its products to China, due to their strict policy for mandatory animal testing of foreign, imported cosmetics products. Direct e-commerce is excluded from animal testing and therefore we can endorse companies which sell to China by e-commerce only. However, with legislation around animal testing in China set to change at the end of January 2021, we are hopeful this will improve the situation, and that soon we will be able to endorse even more companies and brands!

**By supporting brands that are endorsed in our Compassionate Shopping Guide, you can buy with confidence and be sure that none of your money is inadvertently funding animal testing in any form.**



## Public Affairs

### End Wildlife Trade!

You would think that banning the international wildlife trade would be a 'no-brainer' in the middle of a zoonotic disease, but international agreement is difficult to achieve. In 2020, Naturewatch Foundation eagerly participated in the coalition campaign to ban the global wildlife trade. World Animal Protection kindly took the lead hosting virtual events, with fellow coalition members signing joint letters to world leaders in advance of the G20. Naturewatch Foundation campaigners embraced new 'online' campaigning to help end the suffering of wild animals and spread the message 'End the wildlife trade'!



### Wildlife and Countryside Link

Throughout 2020, we continued our participation in Wildlife and Countryside Link, the largest environment and wildlife coalition in England, bringing together 57 organisations to use their strong joint voice for the protection of nature. As an active member of the animal welfare strategy group, we have added our voice in lobbying government on many issues from international trade, environment legislation, to our continued support for the 'Better Deal For Animals' campaign to ensure that animal sentience is recognised in UK law following Brexit. Government ministers have promised that they will take action, but the detailed discussions are still taking place!!

Wildlife and Countryside LINK

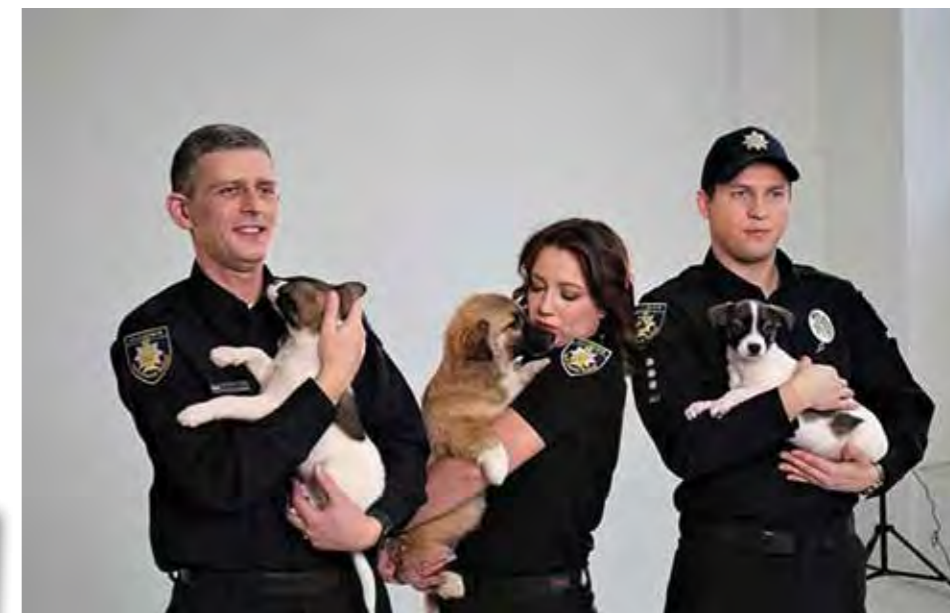
## Bringing hope to Ukraine's animals

"Thank you, Naturewatch Foundation" was the video message from the patrol police of Ukraine after our latest face-to-face training session in Kyiv in February.

We rolled out our guide to handling dogs safely and beat travel bans to get into the Ukrainian capital to meet with the police teams. We distributed 1000 hard copies around Ukraine to make sure that fewer animals or officers are hurt when catching injured or abandoned animals. This is the first time such a guide has been produced.



Whilst in Kyiv, we ran sessions for the police and animal groups in Irpin (outskirts of Kyiv) and were set to visit an 11th city on our programme when the virus prevented us.



### Prosecutions

Since we launched the police training project, there has been a **75% INCREASE** in the number of animal abuse cases prosecuted by the police. We recognise there is still a very long way to go, but we are proud that the journey to protect abused animals has begun, with the help of Naturewatch Foundation supporters.

Ukraine's Criminal Code allows those that commit serious animal cruelty to be sent to jail for 8 YEARS, 16 times that of England and Wales.

There is also a provision that when the abuse is committed in front of children this is taken into account. This uniquely recognises the impact that witnessing violence can have on children's development.

### Going Online

We have had to adapt our methods because of the pandemic and, like most, have gone online with our training. We have also used technology to participate in Ukraine's first online rally for animals.

We featured across Ukrainian media, explaining why animals are important to all communities and we also appeared on prime-time Bulgarian National Television to share our messages.

### Animal Welfare Law

Through our supporters, we have added pressure to the Ukrainian Government to adopt Law 2351, a new bill that will protect animals even further. This Law seeks to tighten up on guidelines around euthanasia of street animals. In particular, it forbids euthanasia as a means of regulating street animal populations. It bans the use of one animal to fight another, prevents the use of animals as live targets for shooting training and improves conditions of farm animals. It also stops disused buildings being boarded up where street cats have made a home.

To date, our supporters have sent over 1560 emails and letters to the Ukraine Government and the Law is now on a second reading.

### 2021

Our aim is to bring more hope to the animals across Ukraine. We are excited that the police academy in Kyiv has chosen rescue pets for its 2021 calendar. The animals' future, because of your help, looks bright.

## Puppy Farming

### Pandemic Puppies

Puppies are cute and cuddly, but also a whole lot of work. A new puppy may have provided a welcome relief for many people frustrated by the pandemic lockdown, but there have been countless reports of families falling victim to unscrupulous puppy farmers. The future of these bundles of energy may also not be so rosy. Puppies need time, attention, socialisation with animals, people, different environments, and exercise.

Puppy farming is a shameful industry. The cruel 'factory farming' of dogs is much more common than people think, as the demand for 'cheap' puppies far outstrips the supply of well-bred, socialised pups. At its

most heartbreaking, puppy farming is linked to criminal gangs, dog theft and smuggling. Tiny, scared pups are stashed in containers, vans, car boots and transported over long distances, including by ferry, without any care or attention. Dog buyers are then conned into buying what they think is a 'home-bred' puppy.

Whether the puppies are bred in dark, cold sheds in the countryside, in flats in the city or smuggled in from abroad, they are all suffering. The poor breeding bitches left behind are simply used as money-making machines, forced to churn out litter after litter. They do not receive love, care or attention and do not even have a glimpse of a happy future.

### Naturewatch Foundation ACTION to stamp out puppy farming

2020 started off innocently enough. Our Campaign Manager and Animal Crime Manager began the year with great hope, including presenting in Parliament about our work.

Getting MPs to understand the nature of puppy farming, why it is so cruel to dogs and what the implications can be for dog buyers, is an important part of campaigning. The support of MPs is crucial in changing the law. Across the UK, it's been great to see the devolved parliaments taking action in 2020. From Lucy's Law in England to increased prison sentences for animal cruelty in Scotland, MPs have listened and legislated. The testing year means that some legislation has not yet made it to the statute book, such as increasing prison sentences for animal cruelty in England, and Lucy's Law in Scotland and Wales. We remain hopeful that, considering the cross-party support, these non-contentious and important new regulations will become law this year.

Sadly, criminals and those ignorant of animal welfare have taken advantage of the pandemic to flout the law and prey on innocent families and animal lovers. In March, the Naturewatch Foundation team became alarmed that some celebrities were promoting the purchase of a puppy as an ideal distraction during lockdown. Conversely, we thought puppies in new homes would be unable to socialise appropriately and would get unrealistic expectations of ongoing attention. We thought ahead to the



Naturewatch Foundation and fellow campaigners pictured presenting in the House of Commons in January 2020 including actor Peter Egan, vet Marc Abraham and All-Party Parliamentary Dog Advisory Welfare Group Chairwoman, Dr Lisa Cameron MP

puppy farmers and smugglers who would be seeking to get rich filling the void in supply of puppies. We worried for the animal shelters who would be bursting at the seams with unwanted, unruly dogs, when people returned to offices after lockdown. In response, we launched our 'Puppies in a Pandemic' campaign asking the online selling sites Pets4Homes, Preloved and Gumtree to not host adverts for puppies. The websites did respond by following government guidance, but they also benefitted from pandemic puppies. **In 2020, our animal crime hotline witnessed a massive spike in reports from the public** and we have worked alongside fellow campaigners in tackling puppy farming. We were delighted to join the SSPCA-led 'Say No to Puppy Dealers' coalition campaign which includes the Scottish Government, DEFRA, HMRC, port authorities and

### 2020 Naturewatch Foundation Puppy Farming Hotline statistics

In 2020, our puppy farming hotline was incredibly busy. There were pronounced spikes during periods of lockdown.

Puppy Farming Investigations 2020	
Number of Recorded Reports of puppy farming	506
Number of individual cases involved	367
Number of Evidential Research Reports disseminated to partner enforcement agencies	143
Number of Evidential Intelligence Reports disseminated to partner enforcement agencies	51

fellow animal welfare organisations. We were pleased to support national government's investment in puppy farming awareness campaigns such as DEFRA's 'petfishing'. Despite the massive investment in public awareness about puppy farming, more determined work is needed to help people avoid the pitfalls. We all love puppies, but getting a dog is a huge investment in time, love and money and should never be a short-term fix.

We hope that 2021 will be a much better year, enabling us to continue making progress towards closing the loopholes that allow puppy farmers to prosper. Following the spike in puppy sales, one of the selling sites has made big promises to improve their processes and identification of illegal puppy trading activity. We will be watching them very closely!!

**Life of a Puppy Farmed Pup**

Puppies are born in factory-farm breeding centres across Europe with almost no human contact.

The puppies are then taken from mum and mixed with other litters, spreading disease among them. They travel for days without a break, hungry, thirsty and terrified.

They are taken to homes with an adult dog posing as their mum to deceive buyers.

Families take the terrified, unsocialised and diseased puppies home to find that they need expensive veterinary care. They can develop life-long behavioural problems and some need to be euthanised.

### Pandemic Puppies Peak

"During the first lockdown, we saw a tremendous increase in the number of reports being received by our #hotline4puppies as a result of the increased demand for puppies through this period. This also included a notable rise in the number of financial scams, whereby non-existent dogs, using stolen images, were advertised with a promise of the puppy being couriered to the client in return for a deposit and courier charges being paid up front. It has been a very challenging year, but the investigations team made sure we stepped up for pets at this critical time."

Animal Crime Manager  
Andy Swinburne



### The #Vets4Puppies Campaign

A message from our new Campaigns Assistant:

"2020 certainly was a challenging year, with record numbers of puppies being bought, sold, and smuggled all over the UK to feed the increasing demand.



After several months watching from the sidelines, and working remotely with Naturewatch Foundation where I could, I was finally able to formally join the team in September! I immediately got cracking on expanding our pioneering project, the #Vets4Puppies campaign, into vet practices in Gloucestershire.

Despite the difficulties imposed by the pandemic, the campaign was a great success! 12 vet practices across the county collaborated with us, displaying our posters and leaflets of helpful



advice about how to avoid puppy farmers to their clients. They also posted on social media to further raise awareness and spoke to their staff about how to help clients who were looking for a puppy."

We will continue to expand the project further into other counties in 2021, so look out in your local vets for a #Vets4Puppies poster; or ask your practice to join!



## Spay/Neuter Projects in Ukraine

Written by: *Natalie Sorokopud, Ukraine Representative*

### KHARKIV

Kharkiv is the second largest city in Ukraine that lies in the northeast of the country with a population of 1.4 million.

2020 has been a rough year for everyone. In Ukraine the lockdown made it almost impossible to continue conducting projects to help animals. In spring there was a risk that all vet clinics would be closed, which would have prevented us from doing any surgeries. Fortunately, vets were allowed to continue working which was very good news – so we kept on spaying and neutering.



However, we were faced with another problem: the majority of Kharkiv volunteers do not have their own cars to take the animals to the vet and rely on buses – mainly for transporting cats. During lockdown in April and May, all public transport stopped operating and the rest of the time there was a limit on the number of passengers. Also, many volunteers fell ill. These challenges meant surgeries were delayed.

Meanwhile, dogs and cats continued to multiply so it was very important that we found a solution to enable us to proceed with our work. We changed our system of receiving requests, found one more clinic to help us with surgeries and our work began again.

Overall this year, we have managed to spay and neuter 313 animals in Kharkiv and surrounding villages. Most of the pets were owned by old people who cannot afford the surgery or by mini-shelters – people who rescue and rehome many animals and foster them in their houses. Thanks to Naturewatch Foundation's spay/neuter project, our

mini-shelters are able to rescue and rehome many more cats and dogs. Now they can get the surgeries for some of the animals for free, it means they have more funds available for feeding and treating the animals in their care.



Slowly but surely, we are able to begin moving our work away from the city to help the people and animals in the surrounding villages. This is great progress as villagers are usually much poorer than city dwellers and can't even afford veterinary care for their pets, let alone think about getting them spayed or neutered. Also, it means they have to incur the additional cost of transportation to the city as there are no vets in the villages.

In 2020, we started to cover villages with spay/neuter surgeries which is a great step forward as those areas are now the main source of stray cats and dogs. Hopefully, we will soon reach the point when an animal's life is valued and every pet has its own loving family to care for it.

### KUPYANSK

Kupyansk is a small town that lies 73 miles (118 km) to the east of Kharkiv with a population of 27.5 thousand.

In Kupyansk, the project is so successful that Victoria Kruchyna, the volunteer who coordinates the surgeries, receives dozens of telephone requests every day. She hasn't even needed to advertise the programme this year. Many of the requests are from old and disabled people in the town with pets, and people from nearby villages have also started calling asking for help. They managed to spay and neuter 244 cats and dogs in 2020. The number would have been higher but Victoria is the only volunteer in the town who can help the old people transport their pet to the vet.



As Kupyansk is a much smaller town than Kharkiv, the programme is progressing faster. It won't be long before we have spayed or neutered most of the dogs and cats in the town. Scientists say that for the stray population to stop growing, at least 70% should be spayed or neutered. In Kupyansk, we are getting close to that number, but there is a way to go yet.

**I sincerely thank the supporters of Naturewatch Foundation for helping to make Ukraine a better place for animals.**



## 2020 World Animal Day Grant Winners



The 2020 World Animal Day Grants were awarded to **ambitious spaying and neutering programs in Romania and remote areas of Nepal**. Both projects were able to meet or even exceed their targets, they collectively neutered **over 350 cats and dogs!** Projects like these help to humanely end the cycle of suffering associated with unwanted births. As a result, they reduce the numbers of animals abandoned to the streets, whilst providing a life-changing operation for the animals involved. They also benefit the communities, who in many cases without this help are otherwise left without humane options. **Thanks to your support, these two amazing projects have changed the lives of so many animals!**

The projects were headed by two of our fantastic **World Animal Day Ambassadors**: Dr Claudiu Iosim, Head of **Animed Arad, Romania** and Dr Khageshwar Sharma, Head of **Himalayan Animal Rescue Trust (HART), Nepal**.

### Himalayan Animal Rescue Trust, Nepal 'No babies, No rabies'

Since 2012, HART have run annual dog neutering and rabies vaccination camps in remote areas of eastern Nepal. These projects are vital for maintaining stray dog populations in these remote regions; and reducing instances of rabies infections in the local community.



Nepal's WAD Ambassador: Dr Khageshwar Sharma and a furry companion

In many cases, the rural, mountainous communities lack the infrastructure to humanely control the stray dog population. With the fear of rabies infections and the nearest hospital being a 30-hour drive away, residents find themselves with little choice but to use other methods, such as **harmful contraceptives or even poisoning**.

In November 2020, with the help of the World Animal Day Grant, Dr Khageshwar and his team set off on a **perilous 30-hour journey through the mountains**, to reach the remote municipalities of Solududhkunda and Siddhicharan.

### Their objective: neuter and vaccinate 200 dogs

Over several days the team made brilliant progress, smashing their targets by **neutering and vaccinating over 250 dogs!** The project was a big hit with the local communities too, with some residents **walking over an hour through the mountains** to get an appointment. **It was also broadcast on local radio and national news!**



Getting ready to go! Preparing supplies for the long journey ahead



Dr Khageshwar's favourite patient 'Granny', a beloved community dog, awaits her vaccination and operation

HART have already been invited back by the mayors of both municipalities to continue this **life-changing work in 2021!**

**"This year, the contribution from the World Animal Day Grant through the Naturewatch Foundation was instrumental. It enabled us to neuter more animals."**

Dr Khageshwar Sharma

### Animed Arad, Romania 'Spay! Spay! Spay!'

For almost 20 years, Animed Arad has been spaying stray cats and dogs, and pets with very poor human companions. Their mission is to work for a future when there are no more strays, as unwanted litters account for thousands of abandoned animals every year.



Romania's WAD Ambassador: Dr Claudiu Iosim showcasing Animed Arad's partnership with World Animal Day

Part of the problem is that many companion animals roam outside. Their families are extremely poor, with some only **living on less than 100 Euros a month**. This means that although they love their pets, they cannot afford a vet. **The life of a stray is even harder**, with cold winters, sparse food, and no veterinary care.

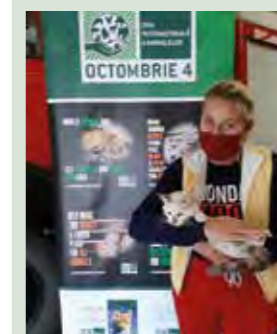
### Dr Claudiu and his dedicated team set out to spay 100 dogs and cats

They set off to Santana, a town in north-western Romania. Here, they **collaborated with the local Fire Department and City Hall**, to use their fire station as a base for the spaying program. They worked tirelessly over several weekends, **spaying both beloved pets and strays alike!**



In position: The specialised Animed Animal Ambulance proudly displaying the Romanian and World Animal Day flags, awaits patients in the Santana Fire Station

Before long, the team had **spayed 100 cats and dogs!** Any strays were also put up for adoption!



No more unwanted kittens for this lucky cat!

The project was a big success in the community, with lots of positive feedback: **"They were super happy they had the chance to spay their pets."**

**"On the one hand, we showed people what can be done, and on the other hand the operated dogs and cats will live longer and healthier lives and hundreds and hundreds of pups and kittens won't be born by mistake in Santana city."**

Dr Claudiu Iosim

## The sky's the limit for World Animal Day

Even a global pandemic didn't stop the celebration of World Animal Day, October 4, from reaching new heights, with over 100 million, two hundred and seventy-five thousand people reached online – 100,275,000!

Earlier in the year, when Covid-19 became the main focus of news channels globally, it became apparent that we needed to focus our main attention on encouraging online participation this year. We honestly thought that we'd struggle to beat last year's online reach, but we couldn't have been more wrong! Animal lovers rallied, flooding the internet with social media posts, blogs, videos and articles.

**Their message was overwhelmingly clear: despite the pandemic, animals must not be forgotten. All animals should be respected and treated kindly, not only on October 4, but all year round.**

Countless environmental and animal welfare organisations, celebrities, influencers, personalities, actors, musicians, sports teams, businesses, multinational corporations, news and media channels, government representatives, police and military forces, emergency services, landmarks, tourism and travel, plus numerous other mentions, all helped spread the World Animal Day message.

Even though we monitored social media channels 24 hours a day to cover October 4 in all time zones, we simply couldn't keep up with the traffic that was created in all corners of the world. It was truly amazing.

**Covid-19 got the creative juices flowing** In addition, animal lovers rose to the challenge and astonished us with the creativity of events they organised to celebrate this special day. Of course, one huge benefit of online events is that



anyone can attend regardless of where they live. And the creativity didn't end there as many organisers found ways to hold socially-distanced events, if local guidelines allowed.

While the pandemic affected some areas of the work conducted by animal welfare charities around the globe, including those led by our fantastic team of World Animal Day Ambassadors, the welfare of animals is their main priority and many essential veterinary care events went ahead, with precautions in place.

## Showcasing just a handful of the creative events held to celebrate this special day



**The Humane Global Network** organised an educational event at a comprehensive college in **Lagos, Nigeria**. Featuring art activities, talks and documentaries, the students were encouraged to show empathy and kindness to animals.



This year, **Uanimals in Ukraine** weren't able to hold one of their well-attended marches, like the one in the image. Instead, they went online asking people to take part in the world's first virtual march using artificial intelligence, with help from RefaceAI. What a great idea!



**Tanzania Animal Welfare Society (TAWESO)** celebrated World Animal Day with a week-long programme of vet services in poor, rural areas. Our Ambassador organisation's activities included sterilisation, rabies vaccination, disease treatment, and humane education.



In **Somalia**, **Abdukarim Halane** organised an event to discourage the overloading of donkeys. It has become a common issue in the region and needs to be stopped.



In **Sierra Leone**, **CCA-SL** marked World Animal Day with a themed event: 'Animals too Deserve Better'. Over 60 community dogs were vaccinated, dewormed and washed. They were mainly brought by their child guardians, who were very happy that their pets were being cared for.



**The Georgian Society for the Protection and Safety of Animals (GSPCA)** is a World Animal Day Ambassador. With the support of **PETA Germany**, they held a socially-distanced, protest-performance to mark October 4. They raised public awareness of all the living beings with whom we share the earth and relayed an important message – "they live not for us but with us".



**Sri Lankan World Animal Day Ambassador, Otara Gunewardene** (the founder of **Embark**), raised awareness of the importance of animal welfare via social media and a presentation. With a following of close to two million, Otara reached a huge number of people! She also celebrated the work of volunteers and those who take care of street animals every day.



**Ambassador organisation, OIPA Cameroon** collaborated with the **Society for the Protection of Cruelty to Animals International**. Over three days, they visited three different communities of the north west region with their mobile veterinary clinic. They provided free vet treatment, anti-rabies vaccines, deworming and pet washing. Over 134 families benefited from their services!



In **Northern Ireland**, **7th Heaven** designated October to be **Feral Cat Month**. Some of the cat food donated will be used to feed and shelter feral and community cats. Usually, 100 cats are helped throughout the month!



**Elephantatics** created an online presentation to educate Canadians about ivory poaching, habitat loss, and the continued exploitation of elephants by humans.



Throughout October, the students of elementary school, **Knez Sima Marković**, from **Barajevo**, learned about the good treatment of animals – including pets, stray animals and the wildlife of **Serbia**.



**Brooke Pakistan**, in collaboration with **Livestock & Dairy Development Department Punjab**, **Give Us Life Animal Welfare**, and **Voice for Voiceless**, celebrated World Animal Day with a full programme of activities. This included speeches from animal welfare experts, a puppet performance and a documentary prepared by students from **LCWU** on animal welfare and the **Prevention of Cruelty to Animals Act**.



**The Animal Protection Organization of Nigeria** conducts humane education programmes for social change. They educate children on animal protection, welfare and biodiversity. Celebrations included painting animals and wearing fabulous logo shirts!



Please visit 'Events' on [www.worldanimalday.org.uk](http://www.worldanimalday.org.uk) to read about many other fabulous activities that took place in 2020. We hope you feel inspired and motivated to take part in World Animal Day next year! It doesn't matter how much time you have as there are so many ways you can get involved.

# Help us make the world a kinder place for animals

The past 12 months have been worrying and unsettling, haven't they? Individuals and organisations all over the world have been impacted by COVID-19 in some way. We hope that you are staying safe.

The unpredictability caused by the pandemic has made it incredibly challenging for charities, who depend on regular contributions to keep going. We understand that personal circumstances can change at a moment's notice, which is why **we are more grateful than ever** that you continue to support Naturewatch Foundation in any way you can.

If you would like to help, but aren't sure how, here are just a few ideas we've put together...

## Shop online

The past year has seen a phenomenal surge in online shopping. Did you know that, as you pay for your items, you can donate to charity – at no additional cost to you? Just add Naturewatch Foundation as your chosen organisation, and the following websites will do the rest!

- **'Amazon Smile'** – Get the feelgood factor when you shop with Amazon. They'll donate 0.5% of the price of eligible purchases – it might not seem like much, but it all adds up! Visit [smile.amazon.co.uk](https://smile.amazon.co.uk) to register.
- **'Give as You Live'** – Every time you shop online you could raise FREE ££'s for us! It takes two minutes to sign up and they'll turn a percentage of everything you buy into a donation to us. There's even an app to make it easier! Go to [giveasyoulive.com](https://giveasyoulive.com) to find out more.
- **'Easy Fundraising'** – Start your online shopping first at [easyfundraising.org.uk](https://easyfundraising.org.uk), then shop as normal. Retailers will then make a small donation to your chosen charity to say, "thank you".

## Sign up for our e-newsletter

If you're online, why not sign up for occasional updates by email? We don't bombard your inbox, and we'll let you know how **you** can speak up for animals – without even leaving the couch!

## Set up a direct debit

We don't receive government or corporation funding and rely entirely upon the generosity of our supporters. Regular income from direct debits allows us to plan more effectively – and every penny counts! If you would like to donate on a regular basis, please call us on **01242 252 871**. We can set up a direct debit over the phone or send you a form.

*If you would like to donate less than £2 a month, please set up a standing order instead, directly with your bank. (Don't forget to let us know if you're eligible for Gift Aid – it significantly increases the value of your donation!)*

## Leave a legacy

Remembering us in your Will is an opportunity for you to make a positive impact on animal welfare long into the future. As a small charity without the resources of larger organisations, legacies are vital to our work and our ability to make the world a kinder place for animals. Just give our contact details to your solicitor:

**Naturewatch Foundation,  
49 Rodney Road,  
Cheltenham GL50 1HX.  
Registered charity number 1039679.**

## Payroll giving

If you're employed, Payroll Giving is an easy, tax-free way to contribute. Donations are deducted from your salary before tax, so every £1.00 that you give will only cost you 80p – HMRC pays the rest! Your employer needs to sign up first – ask them to look into 'Charities Trust', 'Charitable Giving' or 'Charities Aid Foundation' schemes for more information.

## Be their voice

From time to time, we ask supporters to participate in our campaigns by lobbying MPs, companies, or other decision-makers. We try to give **all of you** an opportunity to make a difference, including those without internet access. **Hundreds** of you have taken part in current and previous activities – *thank you so much!*

## Set up a birthday fundraiser

If you have an account, you can appeal for donations to Naturewatch Foundation via Facebook. You don't even have to give up your presents – you could just ask people to donate the cost of a birthday card instead, to save trees as well as animals!

## Share our message

Spreading the word is a fantastic (and free!) way to help us achieve our goals...

- **Social media** – Follow us on Facebook (@Naturewatch.org), Twitter (@Naturewatch\_org) and Instagram (@naturewatchfoundation). Share our posts to help raise awareness of our campaigns.
- **Request our leaflets** – Some supporters kindly distribute our leaflets at events and others simply pass them on to friends and family. Whether you would like five or 50, just email us at [info@naturewatch.org](mailto:info@naturewatch.org) to request flyers on badger baiting or puppy farming.

**Please be assured that Naturewatch Foundation has risen to the challenge of continuing with our crucial work, despite the current situation. We have ambitious and exciting plans for 2021 – keep in touch so that we can let you know how you're helping raise the status of animals in the UK and worldwide.**

