



Animals Asia Review 2013

15 years of changing lives

About Animals Asia

The Animals Asia team has been rescuing bears since 1994. Animals Asia is the only organisation with sanctuaries in China and Vietnam dedicated to rehabilitating bears rescued from the bile trade. Our founder and CEO, Jill Robinson MBE is widely recognised as the world's leading expert on the cruel bear bile industry, having campaigned against it since 1993.

Our other two programmes, Cat and Dog Welfare and Zoos and Safari Parks, are based in China, where we work with local authorities and communities to bring about long-lasting change.

Our mission

Animals Asia is devoted to the needs of wild and domesticated species in Asia. We are working to end cruelty and restore respect for animals across Asia.

Our vision

Change for all animals, inspired by empathy for the few. Our animal ambassadors embody the ideal that empathy for one animal can evolve into empathy for an entire species and ultimately for all species.

Board of Directors



John Warham
Chairman

Pilot, flight simulator instructor and founding member of Animals Asia. Hong Kong



Anneliese Smillie
Vice-Chairman

Former Animals Asia Education Director and long-term supporter. China



Jonathon 'Joe' Hancock

Senior executive in the finance industry and long-term Animals Asia supporter. Hong Kong



Charles Kong

Government consultant on animal management and animal welfare adviser. Hong Kong



Melanie Pong

Philanthropist with more than 15 years, involvement with Animals Asia. Hong Kong



Kirvil Skinnarland

Trustee of an animal foundation and longtime Animals Asia adviser and supporter. USA



LETTER FROM JILL

Dear friends,

From kindergarten presentations to government consultations, from traumatic live-animal market investigations to presentations and advertising campaigns, Animals Asia's strategy is working.

2013 started with an unprecedented success. Thanks to supporters worldwide, our Vietnam bear rescue centre was saved from eviction. The Prime Minister himself intervened in this battle that most said we would never win.

In China, as the people rise against bear bile farming, Animals Asia is providing the support and resources they need.

Our Zoos and Safari Parks team is working with vets and animal keepers across China (and more recently Vietnam) enhancing the health and living conditions of animals that once swayed in boredom and frustration and stared at barren concrete walls. Our public campaigns are teaching people to vote with their feet by avoiding shows that exploit and harm animals.

Our Cat and Dog Welfare team is working with over 100 local animal welfare groups, countless officials and a growing list of businesses around China. This collaboration is seeing enhanced care at shelters and in private homes, implementation of population management and rabies control, a public more sympathetic to dogs and cats, schoolchildren who love their Professor Paws "teachers", and hospital patients and residents of care homes who live for their Dr Dog visits.

This is where your support is helping. Please stay with us, as we accelerate this work and show that every single gift you send is money truly well spent.

With bear hugs and blessings,

A handwritten signature in black ink, appearing to read 'Jill', with a long, sweeping underline.

Jill Robinson MBE, Dr med vet hc
Founder and CEO

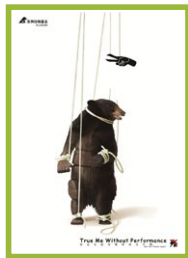
PS: Please consider leaving a bequest to help generations of animals to come.

2013 Highlights



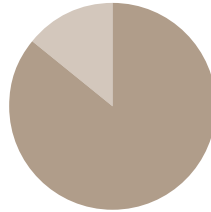
150

more Chinese pharmacies promise never to sell bear bile products.



2,000+

amazing entries in our China-wide poster competition, "Not Born to Perform".



86%
of Chinese "oppose bear bile farming".



Animals Asia celebrates 15 years of helping animals. Stella McCartney designs this fab T-shirt for our anniversary.



>10m

people in China see our ads opposing cat and dog eating.



9 bears rescued.



Vietnam's Prime Minister stops the eviction of our bear sanctuary.



2 new bear houses with four enclosures in Vietnam.



Our therapy dogs touched the lives of **27,871** people in 2013.



Hard-rock legend Slash joined our campaign to end bear bile farming.



More Chinese zoos stopped cruel animal performances.



5 major awards recognising Animals Asia and our founder Jill Robinson came our way in 2013.

A black bear is confined in a rusty metal cage. The bear's face is pressed against the bars, and its large, dark paw is visible, gripping one of the horizontal bars. The cage is made of thick, rusted metal rods. The background is dark and indistinct.

ENDING BEAR BILE FARMING

It's been a dramatic 12 months for our China and Vietnam teams – never more so than last summer when we were literally stacking sandbags to stop the flooded River Pi from submerging our Chengdu sanctuary.

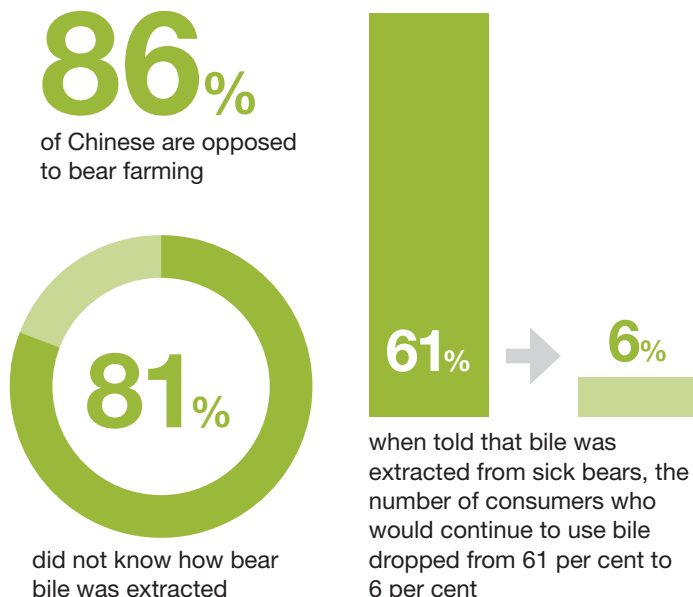
Then, as with all our work, supporters came to our aid, covering costs for much-needed maintenance and construction to ensure the bears and buildings were flood-proof.

We also saw some amazing results over 2013.

Spotlight on the bile industry

Now celebrating 15 years of Animals Asia, our hardworking China team is determined to see the bear bile industry held to scrutiny.

Initial results of our 2013 survey* show a dramatic shift in attitude and give us added incentive to step up our campaign.



*2,280 people (including 161 bile consumers) in eight Chinese cities took part in our survey.

In the news

Our investigators visited registered bile farms in nine provinces, gathering information such as the number of bears, the bears' general health and living conditions, whether the farm was selling bile illegally and whether it conformed to regulations. We also obtained video clips including bear bile extraction, direct selling to consumers, shops in different cities illegally selling bear bile "juice", and bear paw selling. Our research proved helpful to the media in shedding light on the industry.

Cocktail of antibiotics

Our research exposed massive and indiscriminate use of a cocktail of antibiotic drugs throughout farmed bears' lives.

Bear Rescue Corps

In 2013, we launched the **Bear Rescue Corps** in China, giving influential supporters an online platform to connect and help.

- Members are helping to monitor bear farms, and report illegal farms.
- Members are organising presentations, workshops, etc.
- Business owners are promoting our work in their workplaces, and donating to help the bears.
- Lawyers are giving us legal assistance.
- Members are introducing us to important contacts, who can help.

Help at the top

Members of China's top political bodies are **filing proposals to end bear bile farming**; the former Chief Vet of the Agricultural Department has joined our campaign; **the official newspaper of the China People's Political Consultancy Committee (CPPCC) interviewed our founder Jill Robinson** and called for win-win solutions to end bear bile farming.

The big picture

Toby Zhang, our China Director of External Affairs, outlines a few of our plans:

- Form a government-led coalition of bear farmers, vets, NGOs, traditional doctors to work on solutions.
- **Urge an immediate halt to breeding of bears on bile farms as well as increased measures to ensure no more bears enter farms from the wild – in accordance with an IUCN resolution signed by China in 2012.**
- Raise Asiatic black bears from Category II protection status to Category I.
- Review all bear bile drugs and lobby to suspend them.
- **Focus on stopping new bear bile drug approval.**
- Make officials aware that bear bile smuggling is a serious offence.



What we do

In China, where bear bile farming is still legal under certain conditions, we focus on public awareness and reducing demand for bile. We also work with the authorities to close the worst of the farms and lobby for a ban on the industry. We have a sanctuary in Chengdu, where 140 bears are living out their lives.

Our China bears ate

148.76 tonnes

of vegetables and slurped

182 jars

of stinky tofu in 2013.



‘I have learned more kindness after working for Animals Asia for 11 years. Rescuing bears I see their lives happier.’

Tao Hongliang
Bear Team Leader



‘I have been with Animals Asia for over a decade and I feel honoured to be a member of an animal protection organisation devoted to animal welfare.’

Rocky Shi
Bear Team Supervisor and Enrichment Co-ordinator



‘I believe the dream of ending bear bile farming is close to becoming a reality. There’s no turning back now.’

Toby Zhang
China External Affairs Director

Toby started with Animals Asia in 2003 as a translator and was previously General Manager of our Chengdu sanctuary. Today he lobbies some of China’s most powerful people and oversees industry research and surveys to gauge changing public attitudes.



Construction boom in Vietnam!

It's been full-steam ahead with construction at our Tam Dao sanctuary since the Prime Minister of Vietnam ruled in January to stop the eviction of our rescue centre. All work had been on hold during our long battle with an official who wanted to evict our rescue centre to build his own "eco-resort".

Heavy rain in mid-2013 further delayed our building plans, but by end-December we had started on **two new bear houses with four enclosures and 48 dens** (artist's impression below). We were also working on **a wall around the entire sanctuary** as required by the Prime Minister.

When all work is complete, we will have accommodation for 160 bears.

Our new herb garden that grows 26 plant alternatives to bear bile is now complete. We collaborated with traditional medicine doctors to create the garden. In the middle, stands a beautiful sculpture of Taurus, a generous gift from UK sculptor Suzie Marsh (right).



Targeting tourists

China: More progress in our campaign to deter Korean tourists from visiting bear farms in Jilin Province – in 2013, we hired a travel agency to help us inform Korean travel agencies and their clients that bear farming was cruel and bear bile was unsafe to consume.

Vietnam: Local forestry officials handed out over 16,000 flyers to tourists at Ha Long Bay – one of Vietnam's most scenic areas, but also a hotspot for bile farms.



‘I genuinely feel privileged and happy working with the bears at the centre. We are trying to save more bears, raise people’s awareness and make them realise bears are beautiful, smart and deserve to be protected.’

Dao Chau Tuan
Bear Team Leader, Vietnam

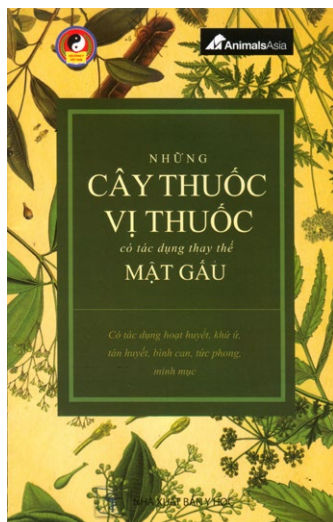


‘I feel our projects will ultimately lead to a change in attitude towards animals and, hopefully not too far into the future, Vietnam will introduce animal welfare legislation.’

Tuan Bendixsen
Vietnam Director

Tuan heads our Vietnam operations, including our bear sanctuary and campaign to end bear bile farming. He also works with the authorities to increase awareness and enforcement of the laws to protect bears in Vietnam, and to negotiate the transfer of bears into our care.

Before joining Animals Asia in 2005, Tuan co-managed a veterinary clinic/laboratory in Hanoi and worked with the moon bear project on a voluntary basis.



Book of herbs

Animals Asia and the Vietnam Traditional Medicine Association launched a book containing 32 herbal alternatives to bear bile and their uses. The association is promoting the book to its 65,000 members.

Media on site

Groups of Beijing journalists (including those active in social media) visited our Chengdu sanctuary in June and August, to discuss the nature of our work and publicity to end bear farming.

Healing without Harm

A further 150 Chinese pharmacies from 11 chains joined our campaign in 2013, promising never to sell bear bile products. This brings the total number to 260.

Doctors' summit

Five top Beijing doctors, including the Chief Researcher of the China Academy of TCM, visited our China sanctuary.

Eye on the law

Animals Asia joined a seminar held by Nature University to discuss new regulations governing domesticating and breeding wild animals.

What we do

In Vietnam, where bear bile extraction is illegal but still widespread, Animals Asia works with the authorities to encourage enforcement of the law and launch joint public awareness activities. We have a Bear Rescue Centre near Hanoi, where 107 bears are recovering from their time on bile farms.

Bears at our Vietnam sanctuary ate more than

22,000

fruity ice blocks and

40,000kg

of browse (eg, banana leaves and jack fruit branches) in 2013.

Welcome home

Nine beautiful bears arrived with us in 2013, six at our sanctuary in China and three in Vietnam.

China

Shamrock, Peter, Manuka, Katie, Mac and Xuan Xuan arrived at our China sanctuary on January 9. All six bears had been kept for years in tiny, coffin-sized cages on an illegal bile farm and were in a pitiful condition. Terrified and angry, they all needed immediate surgery.

We named the only male in the group, Peter (right) after our friend and UK Ambassador, actor Peter Egan, who was also present at the rescue. A large bear, Peter had been confined in the tiniest of cages and shook with fear on unsteady legs when we released him into his den.

Peter now shares a home with Shamrock, and the two enjoy wrestling and playing tag.



Vietnam

On April 12, **Misty and Rain** (left) arrived at our rescue centre in Vietnam as cubs after being confiscated from smugglers at the Chinese border. From tiny creatures needing round the clock bottle-feeding, these two girls have grown into boisterous youngsters who love nothing better than to clamber about and wrestle in their enclosure.

Ung Hoa was rescued on April 25 from a small, bare, metal cage in a dark shed where she had been kept for 10 years, her bile extracted every six months.

Named after the Vietnamese village where she was found, lovely Ung Hoa had never left her cage or even seen proper daylight.

At the time of her arrival, she was thin and weak, with fur missing from her face from rubbing the bars of her cage, broken and rotting teeth, and liver damage caused by the bile extraction process. Initially very nervous, she has quickly adapted to her new life.

Farewell to our brave bears

Here we pay tribute to the beautiful bears who left us in 2013 – all of them old-timers at our China sanctuary. May they finally rest in peace.

Loveykins (f)

Arrived March 2008

“Loveykins was a sweet little bear, easy to pick out from the group with her big, round eyes, and coat streaked with light brown ropes of fur.”

– Bear Manager Heidi

Frodo (f)

Arrived November 2000

“Frodo was one of the first lucky bears to be rescued. She arrived as ‘Number 14’ 13 years ago.”

– Resident Vet Jo

Dilly (f)

Arrived January 2005

“Dilly and I were good mates. ... She taught me a lot about bear behaviour for which I am grateful.”

– Bear Manager Heidi

Keri (m)

Arrived April 2003

“Keri engaged everyone as soon as he arrived ... and quickly trained us to give him showers – especially on the soles of his feet, which he adored.”

– Our founder, Jill

Heather (f)

Arrived November 2000

“Heather was a beautiful bear with a white spot on her nose. She loved her food.”

– Team Leader Feng Min

Mani (f)

Arrived January 2001

“Mani was a feisty bear ... who lived her days to the full. Her suffering in this life is now over and she will always live in my heart.”

– Volunteer and supporter Annie Ditton

Karel (m)

Arrived December 2002

“Karel was known for sleeping and resting in the funniest positions. He would lie on his back with his feet up for hours and hours ...”

– Resident Vet Mandala

Belton Kleberg (m)

Arrived September 2001

“Belton liked to play with balls and buckets, especially when there was food in them. He was not a lazy bear. After foraging he would walk about in his enclosure.”

– Team Leader Ding

Pili (f)

Arrived April 2001

“Pili was a tough and determined individual who loved nothing more than gathering straw and leaves and making a nest in the enclosure, in the den on the floor or in a basket.”

– Bear and Vet Team Director Nic

Jasmine (f)

Arrived January 2005

“Jasmine was a cute and lovely girl ... the flower of House 8. She liked swimming, climbing and enjoying afternoon sunshine with her companions.”

– Bear Worker Wang Run

Kalina (f)

Arrived January 2001

“Kalina was a quiet little bear, who was very loved by her team. Goodbye little lady. We will truly miss you.”

– Bear Manager Sofie

Lucky (f)

Arrived January 2005

“Lucky was an introvert and liked being on her own. When she was in her den, she would pick up a hessian sack, go back to the basket and lie down with the sack on her belly.”

– Bear Team Leader Chen

Amelie (f)

Arrived November 2000

“This magnificent little bear commanded our attention and respect right up to the end. She touched the lives of all who knew her.”

– Bear and Vet Team Director Nic

Celebrity Support

Special thanks to all the celebrities who helped in 2013

Australia

Long-term supporter **Olivia Newton-John** recorded our new Community Service Announcement, “Stand up for the Bears”, helping us reach over 806,000 people from July to November. You can view the announcement here: www.standupforthebears.com.

Committed ambassadors – chef **Simon Bryant**, vet **Dr Katrina Warren** and musician **Peter Northcote** – continued to spread the word through social and traditional media and public appearances.

China

Hearthrob actor and vocal supporter **Duan Yihong** visited our Chengdu sanctuary in June causing a huge stir and spreading the word about our work among his 2.6 million followers on Chinese social media site Weibo. Actress and Animals Asia Ambassador **Sun Li** also supported us in a promotional photo shoot for our new Bear Rescue Corps.

Hong Kong

Animals Asia ambassador, Patron and long-time supporter Hong Kong-based superstar **Karen Mok** generously named Animals Asia the featured charity at the “Age of Moknificence” exhibition celebrating her 20th anniversary in show business.

Italy

TV host and animal lover **Licia Colò** once again helped raise awareness for our bears with an in-depth interview with Jill Robinson that aired on Licia’s popular series “At the Feet of Kilimanjaro” reaching hundreds of thousands of Italian viewers.

US

Matt Sorum, legendary drummer and former member of Guns N’ Roses, became our newest US Ambassador. “I was honoured to accept,” he said. “We must continue to grow the number of voices in opposition to this cruel, horrific industry.”

UK

We were delighted to welcome three of our UK celebrity supporters to the Chengdu sanctuary: actor **Peter Egan**, our newest UK Ambassador, Downton Abbey’s cook Mrs Patmore, lovely **Lesley Nicol**, and TV vet **Marc Abraham**, who rolled up his sleeves to assist our vets.

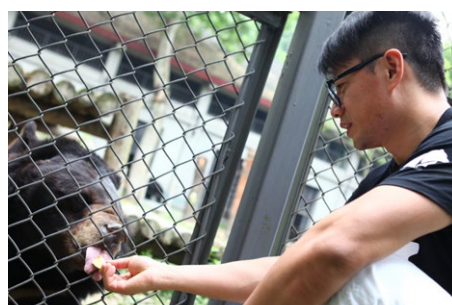
Our wonderful UK Patron, **Virginia McKenna OBE** continued to lend her invaluable support, along with actress **Rula Lenska**, who joined Virginia and Peter to record the winning poems in our UK poetry competition.

Clockwise from top: Ricky; Jill and Licia; Marc, Lesley, Peter, Jill, Rula and Virginia; Matt; Duan Yihong; Simon, Katrina and Peter; Sun Li; Karen Mok

Ricky Gervais continued tweeting to his

5m+

followers, including his successful auction bid on a cake in the shape of Andrew – our first rescued bear.





CAT AND DOG WELFARE

2013 saw many thousands of people joining our efforts to stop the cruel trade in cats and dogs for their meat. Thousands more were touched by our therapy Dr Dogs and learned to love animals through our Professor Paws teams.

Fighting the meat trade

Animals Asia's China Cat and Dog Welfare team helped fund more than 100 companion animal groups in 40 cities across China in 2013, spreading the message that cats and dogs are our friends, not food, and reaching over a million people.

In collaboration with the Humane Society International and Changsha Small Animal Protection Association, we hosted the 4th China Companion Animal Symposium in Changsha, Hunan in June. The event was attended by 170 national and international delegates, and staff from 100 NGOs. Discussions included strategies for ending the trade in cat and dog meat in China.

We supported three emergency rescues in 2013 helping hundreds of animals – cats in Shanghai and Wuxi, and dogs rescue in Chongqing. On their way to slaughter, they were rescued by local volunteers. Animals Asia provided advice, medical support, cat and dog food and equipment, such as cat traps.

We also met with the local authorities to discuss better solutions than the public having to resort to rescuing animals from the back of trucks



Dr Dog and Professor Paws – Pawprints

Education and experience is key to promoting a change in people's hearts and minds.

Our Dr Dog therapy dogs, who visit the sick and elderly, and our Professor Paws teams who visit schools, help us share the message of love and empathy for all species and show that dogs can be our best friends.

The figures show the reach of our programmes in 2013.

42 public awareness activities for both programmes, reaching

51,877 people



DoctorDog
狗 醫 生
亞洲動物基金



Professor Paws
狗 教 授
亞洲動物基金

Mainland
China

45 visits to
41 organisations, reaching

1,932
people

Visits to 51 schools and
organisations, reaching

5,124
students

Hong Kong

251 visits to
63 organisations, reaching

11,604
people

86 visits to 45 schools and
organisations, reaching

9,211
students

We hosted Animals Asia's fifth China Dog Ownership Management Symposium.

Finding better ways
to manage dogs.
Vaccinating,
neutering, caring.



‘The internet allows us to reach out to millions of people, and what we’re getting back is a mountain of support.’

Irene Feng
Cat and Dog Welfare Director, China

Irene collaborates with the authorities and animal-welfare groups, both locally in Guangdong and throughout China to end cat and dog eating and improve the lives of companion animals.

Across China, more than 10 million people in 15 cities saw our advertisements highlighting the potential health risks of consuming cat and dog meat and promoting an end to the trade. The ads were placed in transport hubs, shopping malls and along streets, as well as in newspapers and online. The campaign received 20,000 reposts on Weibo – China’s version of Twitter.

She organises nationwide public-awareness events, drives our Dr Dog and Professor Paws programmes, and promotes our campaigns online and through the media. Irene and her team also promote humane population management for dogs and cats.

Irene was 2010 World Animal Day Ambassador for China after starting with us in 2005.



What we do

Animals Asia is working to end the cruel dog and cat meat trade in China. We also lobby to improve the welfare of companion animals and work with local animal welfare groups and government to promote humane population management.

We helped fund more than 100 companion animal welfare groups in 40 cities across China – assisting in over 200 activities that touched more than

1m people.

Captured

Our annual China-wide photo competition and exhibition, "Sharing Love with Them", ran from August to December. We worked with 102 local groups to hold 155 exhibitions of the winning photos in 39 cities across China, attracting over 645,000 visitors and much media coverage. Here are some of the winning entries.

Winner: "Stray angels"

Lin Huamiao, Beijing
Homeless cats in Tiantan Park
*"Let's care for homeless animals
and build comfortable living
conditions for them."*



Winner: "We are a family"

Qin Yikai, Nanning
Old man and cat
*"I don't feel lonely with the company
of my old cat."*



Winner: "Most touching eyes"

Chen Lizhen, Foshan
Rescued cat and kitten
*"Xiao Hua and Xiao Hei became pretty good friends
in just two days. I guess that's because they had
similar experiences and share love with each other
just like we human beings do."*

Around China and Vietnam

The fight goes on



In May, Animals Asia joined with the Humane Society International, Soi Dog Foundation, and Change for Animals Foundation to form The Asia Canine Protection Alliance to **fight the illegal cross-border trafficking of dogs** for the dog meat trade.

Each year, hundreds of thousands of dogs are rounded up in Thailand, where the dog meat trade is illegal, squashed into tiny

cages and transported huge distances by truck through Laos and Cambodia to Vietnam, where an estimated 5 million dogs are consumed annually.

The alliance is negotiating with government officials from Laos, Thailand and Vietnam making headway on ending the trade, which is also linked to outbreaks of cholera and rabies.

A bright start to the year

In January, our Dr Dog team in Chengdu, and volunteers from Chengdu Hi-tech Zone Idoo Commonwealth Service Center, made festive **Lunar New Year visits to three homes for the elderly**. Joining the teams on these special visits was British actor and UK Ambassador Peter Egan.

Spreading the word

In March, in collaboration with the City Management Office of Luohu District, Shenzhen, we presented a series of **public education activities on responsible dog ownership**, giving advice about dog care and licensing, and organising games. We distributed 10,000 info packs and nine communities and 4,000 residents joined the event.

Post-quake help

After the devastating earthquake in Ya'an, Sichuan in April, Animals Asia worked with several local animal protection groups to **provide post-quake help and rescue 40 stray dogs**. We also provided dog food and vaccinations for **over 2,200 companion dogs**.

Guangzhou dog shelter

In April, we were invited by Guangzhou Public Security Bureau to attend the **opening of the new Guangzhou dog shelter**, which has great facilities for caring for dogs and making them available for adoption, as well as dog licensing facilities and special education areas where the public can learn about animal welfare and responsible dog ownership. Abandoned, stray or confiscated dogs are vaccinated, de-wormed and de-sexed before being found new homes. Four lucky pups found loving families on the first day.

Farewell Sack

Last July, we sadly said farewell to Sack, the first rescue dog to make a home at our Chengdu sanctuary. Sack arrived as a puppy in 2000 after staff rescued him from a man who had tied him in a sack and beaten him. Poor Sack remained nervous of most people his entire life, but was very close to his kind and patient carers, Wen Man Gen (below) and Zhu Gui Jun.



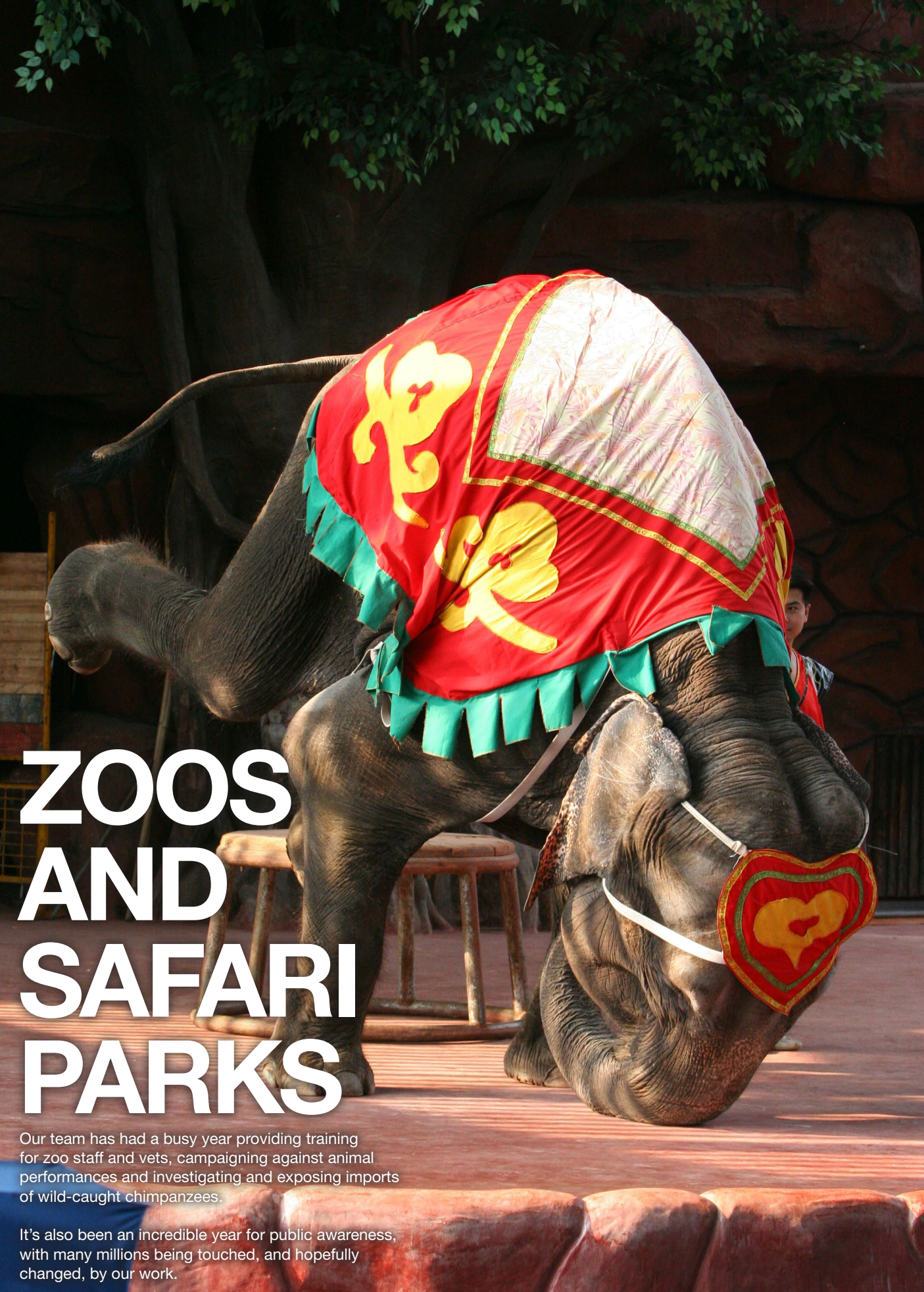
‘I enjoy every moment of Dr Dog visits to nursing homes and homes for special-needs children, which is bringing comfort and love to those in need and earning respect for these little animals through our animal therapy programmes. I hope one day all the animals and sentient beings will not need to suffer any more.’

Jenny Fu
China Cat and Dog Welfare Co-ordinator



To learn more about our Cat and Dog Welfare programme, please let Dr Eddie, our loveable and scruffy ambassador, talk you through our work in this new short film:
<http://youtu.be/Mm9PGVJl2mw>



A photograph of an elephant in a zoo enclosure. The elephant is wearing a large, ornate red cloth with yellow floral patterns draped over its back. A heart-shaped ornament with a yellow and red design is hanging from its trunk. The elephant is standing on a dirt path, and a person is partially visible behind it. The background shows a large tree and a stone wall.

ZOOS AND SAFARI PARKS

Our team has had a busy year providing training for zoo staff and vets, campaigning against animal performances and investigating and exposing imports of wild-caught chimpanzees.

It's also been an incredible year for public awareness, with many millions being touched, and hopefully changed, by our work.

Workshops for change

In 2013, our Zoos and Safari Parks team saw a ripple of change circling out from its workshops and events held throughout China and Vietnam.

Our workshops are tackling immediate problems head-on and they're showing fast and lasting results.

Animals Asia's experts in veterinary techniques, animal health and behavioural care are **sharing their knowledge and skills with many hundreds of people who directly care for animals**, a strategy that is benefiting millions of animals.

70 Chinese zoo directors were so impressed with our animal management training workshops at a seminar run by the zoo association at Chengdu Zoo in 2013 that **they took up our invitation to visit our bear sanctuary to learn more.**

Investigations

In 2013, we exposed:

- the **increase in wild-caught chimpanzee imports** into Chinese zoos.
- the **use of wild-caught chimpanzees in animal performances.**
- the **suffering of wild-caught elephants imported into Chinese zoos.**

We also provided support for an investigation of animal performances at Chinese zoos and safari parks by UK investigation agency Ecostorm.

Public awareness

2013 was a big year for getting the message out about the cruelty of animal performances. **Our poster design competition, Not Born to Perform, received 2,153 entries from 2,000 people** and through social media and public events, the winning entries have been seen by millions. A video, "Freedom", created by one of the entrants played to commuters of Guangzhou railways throughout December. (See some of the winning posters on page 22.)

Our China team ran an eye-catching social media campaign, **"They are suffering in your holiday"**, during Chinese New Year, and posters showing the cruelty of animal performances were displayed in lightboxes in subways in Beijing and other cities, throughout the year.

Ending cruel shows

Animal performances have stopped at

- | | |
|-----------------|--------------------|
| • Tianjin zoo | • Shanghai zoo |
| • Kunming zoo | • Jinan zoo |
| • Nanjing zoo | • Jilin Tiger Park |
| • Chongqing zoo | • Zhengzhou zoo |

Some of these zoos have replaced the performances with educational theatre shows. Hangzhou safari park has stopped the feeding of live prey to predators for entertainment.





Posters against exploitation



Overall winner: Huang Yong, Xian, Shaanxi



Winner: Chen Zhikun and Su Guangsheng Guangzhou, Guangdong



Joint 2nd: YIN Zhiqiang, Wuhan, Hubei



Joint 2nd: Niu Yi, Beijing

We were overwhelmed by the response to our China-wide competition to find the best poster against animal performances.

2,153

powerful, heartfelt and truly original entries voiced the public's opposition to cruel animal shows, while over

10,000

people took part in the online vote to choose the winner and help spread the word.

Enriching their lives

Following attendance at our workshops, staff at zoos around China are making a better life for their animals.

- Fire hose hammocks for the red pandas at Chengdu zoo
- Bamboo feeders for antelope and deer at Taiyuan zoo
- Climbing facilities for primates at Tianjin Zoo
- Boomer balls for hippos at Shanghai zoo
- Cargo nets for chimpanzees at Guangzhou Zoo
- Climbing facilities for golden monkeys at Hangzhou Zoo

We're also starting to see progress in Vietnam. Bao Son Zoo is providing animals with branches and leaves, toys and tasty treats, while Saigon Zoo is providing climbing opportunities in all its primate enclosures.



‘I am sincerely delighted to be involved in the process of raising public awareness of animal welfare. I am confident that more animal cruelty activities in China will be stopped through the blooming of public empathy for animals, expanding humane education towards the next generation and top-down implementation of animal-protection directives.’

Xin Pei
Animal Welfare Officer, China



‘Attitudes to animals in China are improving all the time, largely driven by a growing awareness of animal welfare.’

Dave Neale
Zoos and Safari Parks Director

Dave joined Animals Asia as our UK Representative in January 2002. Today, he travels extensively to head up our campaign to improve animal welfare in zoos and safari parks in China. He also works to increase general veterinary and animal welfare standards and promote animal-welfare education in schools and universities.

What we do

Animals Asia campaigns for an end to abusive animal practices in zoos and safari parks in China. We run workshops for vets and animals keepers and work closely with the authorities to improve animal management and build awareness of the welfare needs of captive animals.

We reached

26.72m

commuters through posters opposing animal performances in subway stations in five Chinese cities.



Around China

Congratulations Yang Jing Jing

Yang Jing Jing is the first recipient of Animals Asia's MSc International Welfare and Law Scholarship. The award allows her to study in this field while continuing full-time as a clinical pathology specialist working with vets across China. Yang says her ambition is to lead the way in raising animal welfare standards in veterinary work in China.

91 zoos and
742 animal managers
and vets attended our training
workshops in China and
Vietnam from 2011 to 2013.



Animal festival cancelled

The three-week Jinan Animal Carnival, an animal performance show, was cancelled after Animals Asia and other welfare groups protested online, creating widespread public outrage.

Training vets

In 2013, we held three workshops for vets at the China Agriculture University and the Nanjing Agriculture University and co-organised an animal welfare forum at the Chinese Veterinary Medical Association annual conference.

How to visit a zoo

We released on Weibo, China's version of Twitter, a series of over 30 tips on correct behaviour at zoos. We also gave guidelines to potential volunteers who can help us evaluate animal welfare during zoo visits.

Student investigators

Animals Asia provided animal welfare and zoo investigation training to Shanghai students who have volunteered to help us monitor zoos.

THANKS TO ALL OUR HARDWORKING SUPPORTERS!

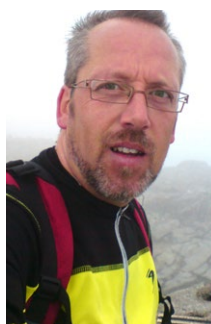
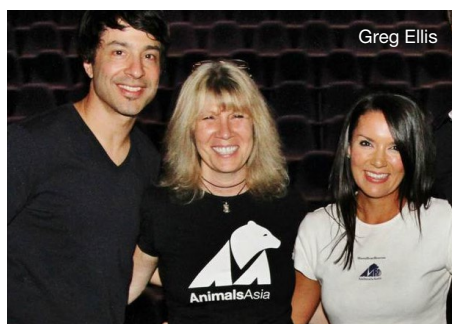
Australia

Supporter **Kristie Poole** organised our first Comedy for a Cause with comedian **Arj Barker**. With an audience of 500 the event funded a year's worth of medication for our Chengdu bears and sponsored a bear named "Manuka" by Arj. (Below left: Arj with Jill and Kristie.)

10 amazing supporters raised a combined A\$79,000, giving them the opportunity to meet the bears at our China sanctuary during our 4th China trek, and **Philippa Wilkinson** held an Animals Asia information night at Melbourne University with talks from vets who have worked with our bears.

Over 140 supporters hosted Honey Money Days raising funds that helped build four new climbing platforms for our Vietnam bears.

And heartfelt thanks to the families of kind supporters who made generous bequests.



Germany

Therese Rebmann and her hard-working friends at the VZUT society, which supports animal welfare projects in Switzerland, raised €8,200 for the bears.

Denise Kirchen and "Action for Bears in Distress" continued her excellent work raising awareness and funds in Luxembourg.

In Germany, generous sponsor of nine of our bears **Jörg Plagemann** (middle) climbed Ben Nevis, the highest mountain in the British Isles, to raise extra funds for our work.

Art photographer **Sepp Häusl** (below) and friend **Monika Haunerding** (bottom left) returned to our rescue centres and captured some of the beautiful photos now featured on our calendars and other gift items.

Christian and Sabine Riedmayer sold "Bear Bread" gummy bears and wine in their Kupsch supermarket in Würzburg, and rockabilly/country musician **Klaus Hoeborn** recorded a CD for Animals Asia with all proceeds going to the bears.

And kind, hardworking **Dieter Häckl** distributed information, collected donations and ran a booth at the Christmas market in Babenhausen.



Hong Kong

We are incredibly grateful for the support we received from our Hong Kong supporters, schools and youth last year. Our supporters have used their incredible creativity to organise some amazing fundraising events and even a moon bear concert!

Italy

This past year we welcomed a new group of indefatigable volunteers in the city of Varese – thank you to **Daria Morosi**, **Miriam Brandimarte** and **Nicole Catasta**. Our gratitude and congratulations go as well to **Patrizia Genitlini** and **Carla Marani** in Emilia Romagna, **Giuseppina Gucciardi** in Alessandria, **Melania Costa** in Palermo, **Simona Scortecci** with **Elisa Aversa** and **Adriana Rizzo** in Rome, **Elena Sanna** and **Mariuccia Curto** in Genoa, **Paola Sobbrino** in Marsala, **Daniela Bellon** in Milan and **Chiara Catapano** in Naples.

Special mention to creative and original Miomojo for designing an exclusive collection of amazing goodies for Animals Asia which are available on our online Gift Shop. Miomojo also sponsored the visit of an eye specialist to both our sanctuaries in China and Vietnam.



Our heartfelt thanks to Fondazione Cassa di Risparmio di Alessandria for covering the cost of some important vet equipment in Vietnam.

Among the many writers who are donating their royalties to the bears, massive thanks to author **Manuela Ragaglia** with “Hold my Paw”, psychotherapist **Annamaria Manzoni** with “We have a Dream” and “In the opposite Direction”, and to **Mauro Petracchi** with “Animal who?”.

We must mention a Facebook fundraising initiative created by lovely **Micaela Nicoletti** in Vincenza and the group “Let’s give ourselves a bear this Christmas”. Her incredible team sponsored four bears for a full year, paid for two gall bladder removal surgeries, and two check-ups and dental surgeries!

UK

Over 110 supporters responded to our first UK national poetry competition launched to celebrate the 20th anniversary of Jill’s first visit to a bear bile farm.

Our 46 loyal support groups contributed over £100,000 through fundraising street collections, walks, runs and treks. A fantastic and very welcome achievement!

Romain Pizzi, veterinary surgeon at Edinburgh Zoo and the Scottish SPCA National Wildlife Rescue centre, and a leading expert in minimally invasive surgery in wildlife, visited our Vietnam sanctuary to share his keyhole surgery expertise with our vets. The new techniques will help our staff assess the extent of damage caused by past bile extractions on our rescued bears without the need for major surgery. Romain not only donated his time but also assisted in sourcing the required equipment.

Let’s celebrate

In 2013, as we celebrated 15 years of Animals Asia, we proudly saw our founder Jill recognised with a number of awards.

Jill won three prestigious awards in the UK. In March, she was presented with the **Burgess Wetnose Award for Lifetime Achievement in Animal Welfare** by Virginia McKenna and Peter Egan, and then voted **Favourite Wildlife Conservation Hero** in a BBC Wildlife reader’s poll. In April, on behalf of Animals Asia, Jill (right with actress Hayley Mills) collected the **International Rescue Award** at ITV’s British Animal Honours.

In November, Jill was presented with the People’s Choice award at the **Spirit of Hong Kong Awards** organised by the South China Morning Post.

In December, Animals Asia won a **Golden Cicada Award for Most Recognised Charity** at the 7th Institutional Investors Annual Conference co-hosted by The China Times and China Financing Magazine. The awards are known as the “Financial Oscars” in China.



Financial performance 2013

Animals Asia's financial statements allow us to show our donors how their contributions are helping us to reach our goals.

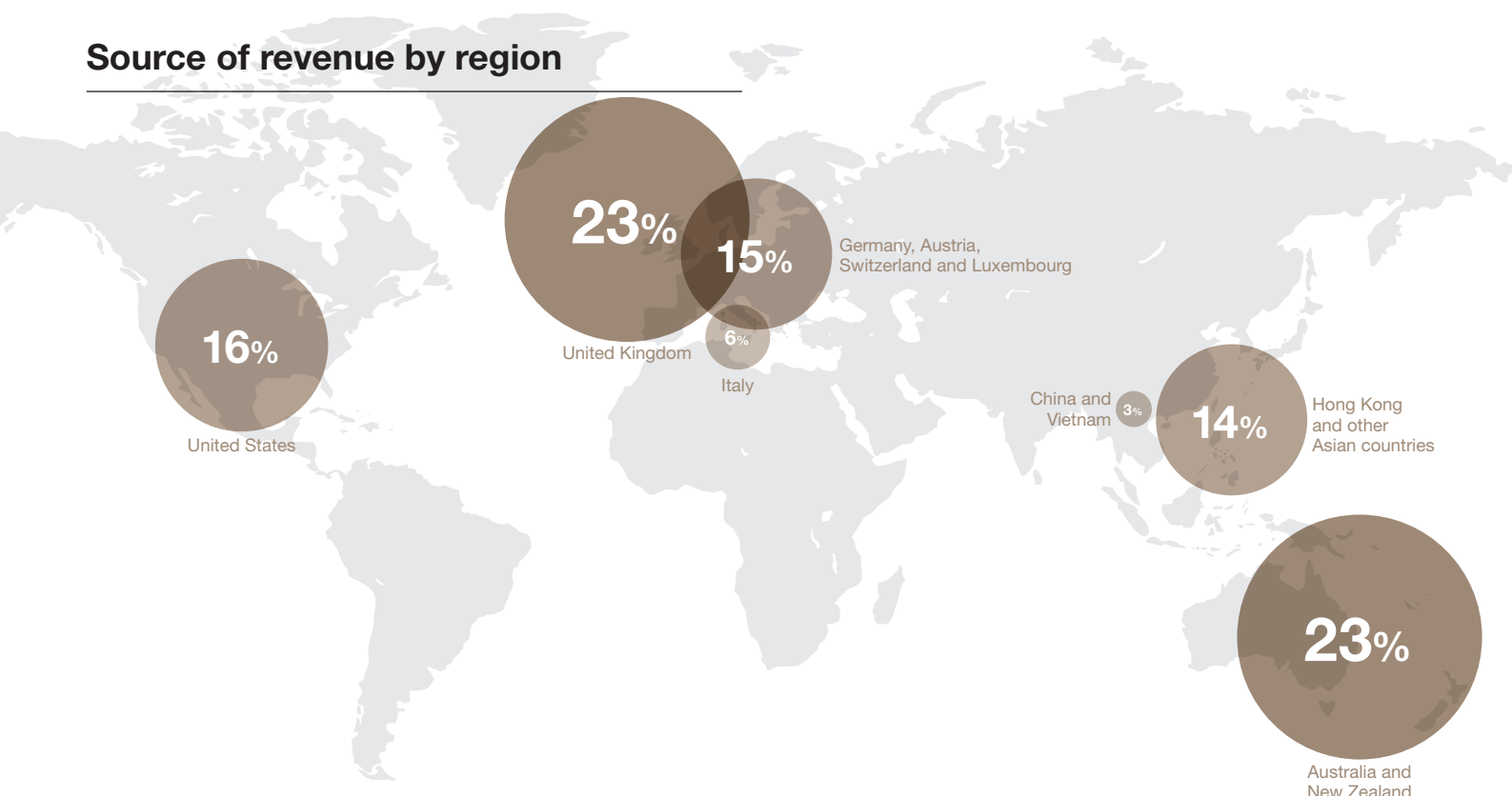
We are committed to ensuring accountability and transparency and we strive to keep our spending for administration and governance as well as the cost of generating donations to a minimum so that as much as possible of our donors' contributions go towards helping the animals in need.

Along with a greatly increased investment in our systems and infrastructure, 2013 also saw Animals Asia increasing

its expenditure on its core programmes by over 15% (US\$965,000). This additional spending on our programmes has meant that, despite the increase in supporter donations in 2013, Animals Asia saw a shortfall which was more than covered by reserves built up from surpluses in previous years.

As an accountable charity, we always aim to hold sufficient reserves in line with the minimum levels recommended by various charity bodies to ensure the continuity of our services.

Source of revenue by region



Income (US\$M)

\$9.228

Supporter contributions

\$8.940

Merchandise sales

\$0.121

Investments and other

\$0.167

Expenditure (US\$M)

\$10.138

Programmes

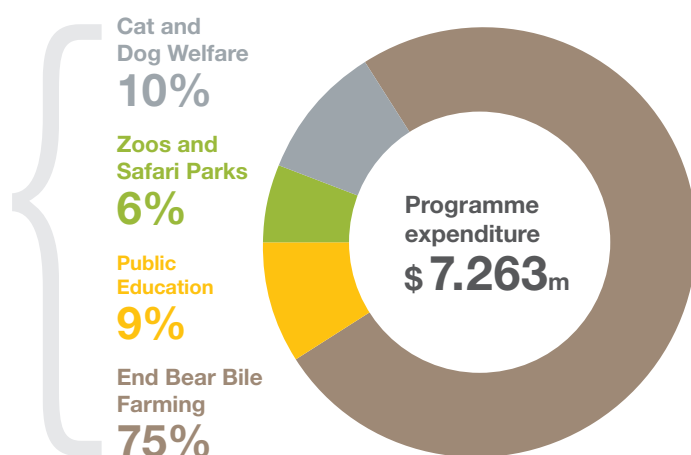
\$7.263

Cost of income generation

\$2.138

Administration and governance

\$0.737



Note: The financial statements of Animals Asia's global branch offices (and Head Office in Hong Kong) are subject to independent audit in their respective countries. The above is a summary of the unaudited financials.



Keep on giving Leave a bequest for the animals

Remember Animals Asia in your will and make a profound difference to the lives of animals for years to come. There are various ways you can leave a bequest. Contact us for more information or for a confidential chat about your options.

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Animals Asia Foundation is a registered charity in Australia, Germany, Hong Kong, Italy, the UK and US. Donations are tax-deductible in all these countries. We also have offices and Moon Bear Rescue Centres in China and Vietnam.

Our thanks to Eric Baccaga for his beautiful photo of our cover girl, Bottom, who has lived at our Chengdu sanctuary for 13 years.