

Animals Asia Review 2014

The Year of our Supporters

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.

Message from our board

Our ambitious project to turn a Chinese bile farm into a sanctuary for the 130 bears trapped inside made 2014 our most challenging year to date. We needed your support like never before and when we asked for it, you gave it to us. Without you, we could not have achieved our aims, not only for the animals, but also for the future of our organisation. Thank you all so much.

Board of Directors



John Warham
Chairman

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



Anneleise 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



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

Cover boy Oliver lived at our Chengdu sanctuary for four years until his death in 2014. Oliver was rescued from a farm in Shandong province after surviving 30 years in a cage.





LETTER FROM JILL

Dear friends,

The year 2014 was one of our most challenging years to date, and the one thing that kept us going through all the highs and lows, was YOU.

Without a doubt, 2014 was “The Year of our Supporters.” Thank heavens for people like you who responded to our appeals for the animals in need.

When we had the opportunity to convert a bear bile farm in Nanning, China into a sanctuary, and rescue 130 bears, there you were joining us in tears for their suffering, and helping us to end their pain.

Because of your kindness, older bears at our Chengdu sanctuary have lower play structures and beds as well as the medication they need to help them cope with mobility problems. Bears like Blue and Xie Sheung spend their days pottering slowly, but happily, in grassy enclosures, snuffling for tasty treats, or snoozing the hours away.

In Vietnam, where many of the bears are naughty cubs or juveniles, your help ensures that we can re-turf areas that have seen grass gleefully turned into mud, and repair constantly breaking enclosure furniture and toys.

Our campaigns for cats and dogs and animals in zoos and safari parks saw amazing progress in 2014 too – again because of you.

Thank you again, our supporters and friends. We never take your kindness for granted. We know that without you we couldn't be doing this work at all.

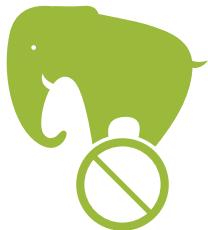
Jill Robinson MBE, Dr med vet hc, Hon LLD
Founder and CEO

The big news in 2014



We rescued
130

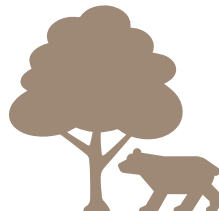
bears on a bile farm in Nanning, China and began converting the farm into a sanctuary. Five more bears arrived at our Vietnam sanctuary.



Our anti-animal performance campaigns reached

24m

Chinese people.



We opened four new outdoor enclosures with dens for up to

80

bears in Vietnam.



Our founder Jill Robinson (who was born in Nottingham, England), was awarded a

2nd

honorary degree – this one from the University of Nottingham Ningbo, China.



1,685

more Chinese drug stores stopped selling bear bile, bringing the total number to 1,945.



We gave out

15,000

leaflets on issues like cockfighting and animal performances to tourists and locals in Vietnam.



We taught over

50,000

school students, mainly in China but also in Vietnam, about the bears and our work to save them.



We trained over

400

animal management staff in Chinese zoos and gave animal welfare presentations to

500

Chinese vets.



We launched a competition among

60,000

traditional medicine doctors in Vietnam to promote the use of 32 cruelty free herbal alternatives to bear bile.



150

representatives from government and animal protection groups from 43 Chinese cities met at our 6th China Dog Ownership Management Symposium.



Around

500,000

people joined in our outreach events on campuses, at music festivals and community centres around China.



Our **2** bear sanctuaries received international accreditation from the Global Federation of Animal Sanctuaries. Ours are the first sanctuaries in China and Vietnam to be recognised in this way.

ENDING BEAR BILE FARMING

Your support means that abused bears can survive the horrors of the bile industry and go on to live happy, healthy lives. The rescued bears at our sanctuaries in China and Vietnam are living proof of your kindness in action, and their stories are creating real and lasting change.



Bear sized steps

Another year of amazing progress thanks to the incredible support of people like you from all around the world. Because of your kindness, we were able to launch our most ambitious and far-reaching project yet – the conversion of a bear farm in Nanning, China into a place of peace for the bears.

Our celebrity friends too were superstars for the animals in 2014, speaking out like never before. Through them, **our cheeky campaign, Let a Bear Sh!t in the Woods, reached an incredible 40 million people around the world!**

It's when all of us come together that we can achieve real change for the bears.



‘On my first day at the sanctuary, I knew I had come to the right place. Six years of working here has given me a new understanding of life itself and even more reason to love this work. Here, black bears get to show their true beauty. I see them arrive in tiny cages with cracked paw pads and later see them swimming happily in the water and running around with friends, their black coats healthy and shiny.’

Lu Wen Juan
Bear Team Leader, Chengdu sanctuary



‘Taking care of the bears is just like taking care of our own kids. We should love them and look after them. I have become more sympathetic since working here. It makes me very happy to be able to take such good care of the bears. :-)’

Liang Mei-Lu
Bear Worker, Nanning bear farm

Our Chengdu bears
slurped down
32,850
vitamin-packed fruit shakes

and
61,320
marshmallows to hide the
nasty taste of medicines.



Nanning evolving into place of peace for the bears

Our project to transform a former state-owned bear bile farm in Nanning, China into our third bear sanctuary is the greatest challenge Animals Asia has ever undertaken.

Our goal has been to make what will become the Nanning Bear Rescue Centre a blueprint for other bile farms in China to get out of the failing bear bile industry.

Since day one of what is also the world's largest bear rescue, we've endeavoured to make the bears as comfortable as possible while we convert this place of suffering into a place of peace.

Everything from the bears' diet, to retraining the ex-farm workers, to cleaning routines have been reworked to meet the exacting standards of Animals Asia, and to promote the best possible welfare for the bears.

Your support has meant that the lives of the bears in Nanning have been changed beyond recognition. Previously skeletal bears have put on weight and lacklustre coats now shine with health due to improved diet and veterinary care.

Many of the bears are much less anxious than they were when we took over their care in April 2014, with head banging and stereotypic head-swaying and pacing now significantly reduced, as both their care and environment change for the better.

Thanks to the kindness of a UK donor, every bear now has a paddling pool in which to escape the searing summer heat.

Food is now exciting, with treats such as fruit hidden in ice lollies thanks to donated freezers, and the bear sheds are much cleaner thanks to donated pressure washers.

Over 70 of the bears now have the dignity of having their own names after being named by caring supporters.

Initially, medical procedures were conducted under the most basic of "field" conditions but, in the months since, a functional surgery room has been set up for the vets to perform health-checks, including extensive dental work for most of the bears.

At December 31, 41 bears had received health-checks, with 17 requiring the removal of their gall bladders. Sadly, we lost seven bears, as a result of their treatment on the farm.

And last, but by no means least, Smudge, the sole bear cub on the Nanning farm, has delighted us all with her progress. Smudge (enjoying a hose shower, below left) is spoiled with affection and enrichment by her carers, who are doing all they can to give this little bear the next best thing to the love and care that she should be getting from her mother in the wild.

A huge thank you to our supporters for helping to make a difference to all the bears in Nanning. Your generosity is paving the way for a future without bear bile farming – a future we promise we will never stop working towards.



Mending the broken bears

2014 was an incredibly busy year for our China team. As well as coping with the extra work that comes from caring for 130 more bears at Nanning, the team conducted 105 health-checks on the bears at Chengdu. These health-checks involve full body exams under anaesthetic, sometimes with dental surgery, and can last several hours.

The bear care and vet team also cares for the rescued dogs and cats on site, as well as the companion animals that live with local villagers. Throughout the year, they had 129 small animal appointments, and conducted 18 neutering surgeries and 78 vaccinations.



In 2014, our video "Meet Smudge" was played nearly

370,000

times on YouTube.

‘I must have the best job in the world – it has taught me so much professionally and personally. I am surrounded by an amazing team of dedicated, talented and passionate people and animals who make me smile every day. The animals and people alike inspire me every day and best of all, what we do matters to millions of other animals.’

Nicola Field
Bear and Vet Team Director, China

Nicola (Nic) heads up the bear keeping staff and veterinary team taking care of the bears, dogs, cats and macaques on site at our Chengdu Bear Rescue Centre as well as overseeing the bear care and development as we transform a farm into a sanctuary in Nanning, China. With the support of her team she ensures optimum care of all the animals on site and promotes the work of Animals Asia and bear care.

Nic grew up in the UK and has always been an animal lover. She volunteered at our Chengdu sanctuary in 2006 and joined our staff in 2007 as a Bear Manager. She became department head in 2010.



Our Vietnam team also powered through another challenging year, welcoming five new bears and opening two new bear houses at our Tam Dao sanctuary.

Our wider work to end the bear bile industry in the country saw a major reduction in the number of bears kept on farms, particularly in Halong Bay, where we focused our efforts. Our three-year awareness campaign with the local government has led to a dramatic fall in the number of Korean tourists visiting the bear farms to buy bile and a corresponding drop in the number of bears on farms. We are still campaigning for the release of the last bears held in the area.

Bears on farms in Vietnam

2006: 4,000

2014: 1,900

Bears on farms in Halong Bay

2007: 280

2014: 41



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 120 rescued bears have been rehabilitated from their time on bile farms.



‘The most fulfilling part of this job is to see bears happily forage and play outside on the grass, finally able to put their miserable pasts behind them. With every bear rescued, we are coming closer to the end of bear bile farming in Vietnam.’

Annemarie Weegenaar
Bear and Vet Team Director, Vietnam

Annemarie heads up the bear and vet team department in Vietnam ensuring that the best possible care is given to our rescued bears. She is also working on the expansion of the sanctuary, and long-term plans to end bear bile farming in Vietnam. She joined Animals Asia in 2006, working first at our China sanctuary.

Annemarie grew up in the Netherlands surrounded by dogs, cats, horses and goats. Her dream was to stop the suffering of neglected animals.

In 2014, our Vietnam bears enjoyed

5,800kg

of lush banana leaves and over

11,400

ice blocks to help them cool down on steamy tropical days.



‘Working at the rescue centre has made me realise that every animal deserves love and care, especially the unlucky ones like the bears from the farms. I have become increasingly committed to the bears over time. It is pure joy for me to take care of them, watch them wrestling and snoozing under the sun. Those terrible memories from years of being squeezed inside dirty, rusty cages are long gone, making way for happy times ahead. I feel extremely proud and happy to be part of the team bringing change to their lives.’

Hoang Van Chien
Bear Team Leader, Vietnam

How you helped the bears in 2014

Your generosity and support continues to fuel our campaign to end bear bile farming and help bears like Hector (below). Here is some of the good news from last year.



In China,
1,685
more drug stores,
four pharmaceutical
manufacturers, and two
hospitals stopped selling and
producing bear bile.



Eye specialists from the
UK's Animal Health Trust
removed cataracts
from blind moon bear Hector's
eyes, restoring his sight, and
allowing him to see his glorious
new home at our Vietnam
sanctuary for the first time.



Our "Together We Can Save
Vietnam's Bears" drawing
competition saw entries from
866
school children.



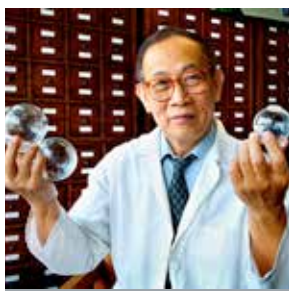
Our China sanctuary
organised 38 school
activities, teaching
49,500
students about the plight of
the bears and our work to
save them.



We teamed up with the local
authorities to distribute
30,000
brochures about bear bile
farming to tourists and
residents in Halong Bay,
Vietnam.



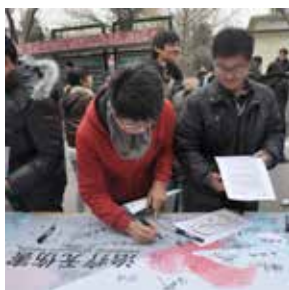
Microsoft joined the fight to
end bear bile farming with the
development of an
**interactive
website**,
Exploring Moon Bears.



We launched a nationwide
competition in Vietnam
among
60,000
traditional medicine
doctors to promote the use
of 32 cruelty free herbal
alternatives to bear bile.



China's largest buyer of bear
bile, KaiBao Pharmaceutical
announced it was starting
research into
**synthetic
alternatives.**



265,088
compassionate people from
around the world signed our
petitions calling for an end to
bear bile farming.



In Vietnam, our local school
outreach team made 24
presentations at five schools
in Tam Dao, where our
bear sanctuary is located.
We reached a total of
1,062
young students.



A number of international
veterinary specialists visited
our sanctuaries, some holding
**training
sessions**
with local vets.



We opened
**two new
enclosures**
complete with climbing frames,
pools and dens for 80 bears at our
Tam Dao sanctuary in Vietnam.

Welcome home

In 2014, five beautiful bears arrived at our Tam Dao sanctuary in Vietnam.

The year's first arrivals were twins **Hector** (below left) – a young blind male – and his sister **Dung** (below right) on March 7. Snatched from their parents as cubs and trafficked into Vietnam from Laos, thankfully the young siblings were discovered by the Vietnamese authorities in 2012, before they were sent to a life of horror on a bile farm. We rescued them last year from a government facility in Northern Vietnam that reached out to us for help.

Thanks to our supporters, along with expert care from our vet team, the two cubs settled in happily and improvements to their health and well-being came in leaps and bounds. Following an eye operation this summer, the vision in Hector's left eye is believed to have been completely restored and partial vision returned to his right eye.



Ti Map (below) arrived on March 28. He'd been caged and tapped for his bile for 14 long years in southern Vietnam. On the way to our rescue centre, our vet team needed to resuscitate him twice when he stopped breathing due to a terrible reaction to the anaesthetic. Ti Map later overcame his fear and stepped out on the grass. Thanks to his ongoing rehabilitation, we are also seeing a gentle and docile character emerging.



On June 17, gorgeous sun bear cub **Layla** (below), who was retrieved from poachers, arrived at Tam Dao. Having outgrown her first enclosure in just five months, this playful youngster was moved to a spacious new enclosure, where she's explored every blade of grass and tried out all her new toys with a sense of wonder and excitement. Layla loves showing off her toys to her visitors and carers.



Nhan Ai ("compassion" in Vietnamese) was our final arrival of the year on July 31, following a 1,600km journey from the central province of Dak Lak that started with a Buddhist blessing. Handed over by her 80-year-old owner, she had been kept for bile, but with attitudes changing in Vietnam, the owner was keen to set Nhan Ai free and contacted us.

She's since settled in well and loves her food. Nhan Ai (below) has been integrated with other bears, but she prefers to keep her distance.



Celebrating our brave bears

Here we pay tribute to the beautiful bears who left us in 2014, including Oliver who survived 30 years in a cage. These bears died as they had lived since their rescue – surrounded by those who loved them. May they rest in peace.

China sanctuary

Oliver (m)

Arrived April 2010

“Oliver was an old bear who refused to give up. His fight inspired ours. His story will continue to be told across the world and has raised increasing awareness of the horrors of bear bile farming. Our broken bear turned teacher will continue to inspire the rescue of so many more bears.”

– Founder and CEO Jill

Alibaba (m)

Arrived April 2010

“Alibaba enjoyed life to the full. He was extremely food motivated and enjoyed every food morsel that was presented to him.”

– Bear and Vet Team
Director Nic

Abbey (f)

Arrived November 2003

“Abbey was a pretty bear with a distinctive “V” shaped scar on her forehead. She had a fiery temperament, but enjoyed playful interactions with some of the other bears including “her” Ballman.”

– Bear and Vet Team
Director Nic

Banjo (m)

Arrived December 2000

“Banjo could often be found in the middle of “bear bundles” with his friends – giddy piles of play that lasted for hours. He was an innocent and iconic boy, who simply loved life, and was loved by bears and people alike.”

– Founder and CEO Jill

Melody/Babo (f)

Arrived October 2000

“Melody became the poster girl of our early campaign, with that timeless picture of her staring sadly out of her cage, and an abdomen perforated with a horrible metal catheter.”

– Founder and CEO Jill

Tina/Double Happiness (f)

Arrived November 2000

“Tina was a quiet, calm bear. She enjoyed being on her own and liked to roam the enclosure by herself. She used to dig herself a comfy pit under the platform and sleep until the evening feeding time.”

– Bear Team Supervisor
Ou Jun

Chu Chu (m)

Arrived October 2009

“Chu Chu was another of our legend bears. I first met him on a bear farm on a stiflingly hot day in 1993 in Huizhou, southern China. Chu Chu was renowned for his play scratches and his absolute love of life that never, ever waned.”

– Founder and CEO Jill

Womble (m)

Arrived January 2005

“Despite having a condition that was like a ticking time bomb, Womble lived life to the full. He was a bear who loved his food and became firm friends with Baobe and Leon.”

– Bear and Vet Team
Director Nic

Dong Fang Hai Wai (m)

Arrived February 2009

“Dong Fang Hai Wai truly was a friendly, gentle giant who had many, many friends in his enclosure.”

– Senior Bear Manager Heidi

Ballman (m)

Arrived November 2003

“Ballman was a steady character who enjoyed the company of his companions as well as mourned their passing.”

– Bear and Vet Team
Director Nic

Mickey/Petz (m)

Arrived June 2002

“To look upon his gentle face brought a warmth to those who knew him. Mickey was not a big bear, but his character was large.”

– Resident Vet Emily

Crystal (f)

Arrived October 2000

“Crystal was one of the legends. She liked nothing more than to lie out on her hammock in the sun after slowly foraging around her enclosure. She is one little bear who will be dearly missed.”

– Bear and Vet Team
Director Nic

Hebe (f)

Arrived June 2002

“Hebe showed us the value of companionship and the importance of being a friend through the good times and the bad.”

– Resident Vet Emily

Billabong (m)

Arrived November 2003

“Billabong’s chunky long form, lumbering gait and slightly surprised and wrinkled face would always see us smile.”

– Resident Vet Monica

Sausage (f)

Arrived September 2001

“Sausage had given us so much joy over the years. Pictures of her sleeping with Poppy inside baskets and amongst the leaves she had collected filled our hearts with warmth.”

– Bear and Vet Team
Director Nic

Vietnam sanctuary

Marvin (m)

Arrived May 2008

“Marvin was a quiet & unassuming bear who never caused any trouble & for that reason his name rarely came up in meetings, but that’s not to say that he wasn’t in everyone’s hearts for his beautiful jet black face & gentle demeanour.”

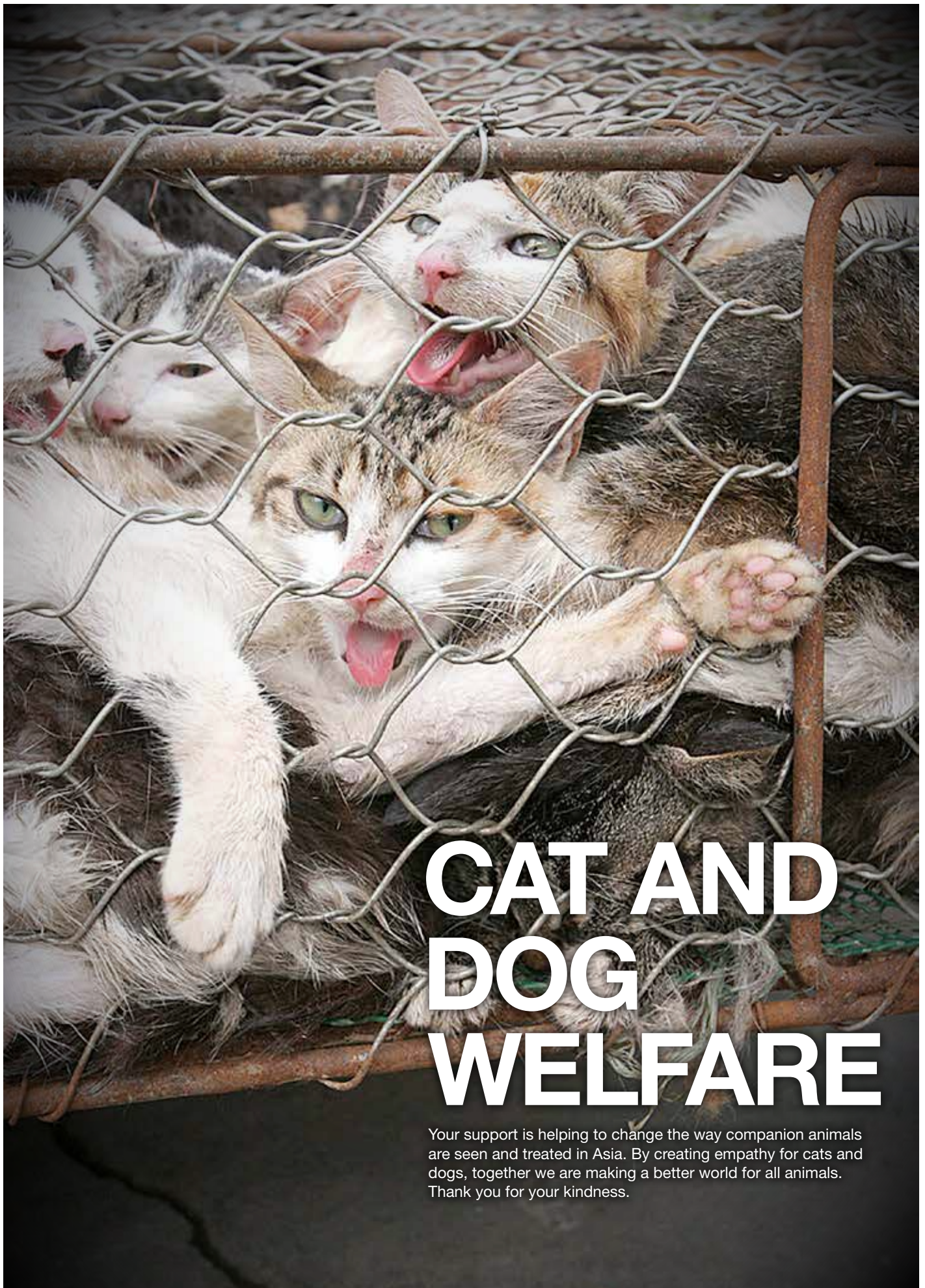
– Bear Manager Sarah

Eugi (m)

Arrived May 2012

“Eugi was a very resilient bear with a strong desire for life. He was a gentle boy who always tried to be friends with others and to spread his joy with those around him.”

– Team Leader Phu



CAT AND DOG WELFARE

Your support is helping to change the way companion animals are seen and treated in Asia. By creating empathy for cats and dogs, together we are making a better world for all animals. Thank you for your kindness.

Helping our best friends

Your kindness means the world to the dogs and cats trapped in a cycle of terror and pain. We're using your donations to create nationwide public awareness campaigns and to work with officials and communities for lasting change. Thank you for giving these forgotten animals a better future.

2014 marked 10 years of our Cat and Dog Welfare work in China. From raising public awareness, to co-operating with the government and empowering local groups, our team has worked incredibly hard over the past decade to spread love and understanding of animals and raise awareness of the cruel and corrupt cat and dog meat industry.



‘The response that our work has received over the past 10 years has been hugely inspiring and that includes the general public right the way through to government. It is particularly encouraging to see the reactions from children – the future of animal welfare in China.’

Irene Feng
China Cat and Dog Welfare Director



Pawprints



43 visits
reaching almost
3,000
people

55 visits
reaching over
6,700
students



214 visits
reaching over
11,000
people

110 visits
reaching over
9,000
students

‘In my first Professor Paws lesson, I was scared of dogs. However, when I finished all four lessons, I loved dogs. It is because they make me change my attitude towards dogs. The dogs are kind and lovely. I need to say ‘Thank you’ to Professor Paws. Thank you!’

Lee Tsz Kwai
Grade 4, Ma On Shan Ling Liang Primary School,
Hong Kong

‘I was scared of dogs before, but now I love them very much after learning from the Professor Paws course. I know how to play with them and how to make friends with them.’

Huang Cuiyi
Grade 3 Guangzhou Wan Song Yuan Primary School,
mainland China



China dog symposium

Animals Asia's 6th China Dog Ownership Management Symposium saw more than 150 representatives from government departments and animal protection groups from 43 cities throughout China sit down to talk about ways to deal with dog-related issues – humane population management, vaccination and disease control. These annual symposiums, the biggest gathering of dog management professionals in China, have led to many long-term collaborations between NGOs and the authorities, which means more humane management for China's dogs.

Co-organised with Humane Society International, the event has provided training for more than 320 officials from 46 cities around China since it started in 2009. And this translates to real benefits for the animals.

Improvements last year included:

- More cities adopt dog ownership regulations specifically forbidding abuse and abandonment.
- Construction of more government-funded dog shelters.
- Greater cooperation between local authorities and NGOs to help house strays through the promotion of free adoption.
- Government-funded public education on the responsibilities of dog ownership.



‘I love what I’m doing – helping our four-legged friends. I joined Animals Asia in 2008 and over that time I’ve seen a lovely positive change in attitude towards animals in China. This is really heartwarming.’

Cherry Wu
China Cat and Dog Welfare Senior Officer



Award for cat and dog welfare film

Our promotional film, “Cat and Dog Welfare around Us”, was named one of China’s “Top 10 Charity Videos” in an internet poll, which saw 6 million votes cast in just two months – 140,000 of them for our film!

The children’s film, which was chosen from among almost 500 charity videos, features singer Karen Mok and explains the basic needs of cats and dogs to ensure their welfare. Children are also taught how to behave around cats and dogs, and to understand their body language.

Animals Asia will continue to use the video during awareness raising campaigns in schools and communities around China.



Dog trafficking ban

A year on from an historic five-year ban on dogs being trafficked for meat between Thailand, Laos, Cambodia and Vietnam and the number of dogs being trafficked has dwindled to a trickle from half a million each year. The Asia Canine Protection Alliance (of which Animals Asia is a member) campaigned for the deal. The ban was strengthened in 2014 when Vietnam's Department of Animal Health ordered provincial authorities to crack down on the illegal trafficking of dogs for human consumption over rabies concerns.



Help on the way for stray cats

Animals Asia and Beijing Lucky Cats conducted a TNR (trap, neuter, release) training workshop in Shanghai for more than 30 key volunteers from local groups. Shanghai is one of 11 Chinese cities to have hosted our TNR workshop since 2012. After this latest workshop, Hangzhou Animal Protection Association from Hangzhou city, Zhejiang Province is already cooperating with Hangzhou Municipal Government which will spend almost US\$50,000 on a TNR programme. We held a similar workshop in Nanning.

Farewell Eddie

2014 saw a sad farewell to Dr Eddie, one of our much-loved Dr Dogs. Our founder, Jill Robinson, rescued Eddie from a meat market in southern China in 2001, bringing him to Hong Kong and introducing him to a long and distinguished career in animal therapy. Like all our Dr Dogs, Eddie brought comfort and smiles to those who needed it most.



Outcry over dog eating festival

Cracks have begun to show in the annual dog meat eating festival in Yulin, China. The "Beijing Times" reported that in previous years up to 10,000 dogs were slaughtered at the event, while in 2014 the figure was closer to 2,000.

Animal lovers and celebrities from home and abroad pressured the organisers and attendees to end the festival. The debate reached fever pitch when actress Yang Mi tweeted her opposition to the event to her 35 million followers.

While the festival did go ahead, it was drastically scaled down and disowned by the local authorities who ordered restaurants to remove mentions of "dog" from signage.



We distributed

13,750

leaflets to Chinese students and their parents, through our Professor Paws visits to schools.

‘The debate about the dog meat trade is an emotional one, where culture is often used to defend dog meat eating. But culture cannot be used as an excuse for cruelty and, given the rising level of pet ownership in Vietnam, there is now much hope for ending a practice that sees millions of dogs slaughtered every year for the dog meat trade.’

Tuan Bendixsen
Animals Asia Vietnam Director

What we do

Animals Asia works in China and Vietnam to end the trade in dogs and cats for food, and to improve the welfare of companion animals. Together with local communities and the authorities, we promote humane population management and disease control. And our animal-assisted therapy dogs are changing hearts and minds.

Want to make friends with dogs?

Let them sniff the back of your hand. This is just one of 17 doggie lessons created in partnership with Hong Kong-based Designmints, who are the dog lovers and illustrators behind the Doggie Kingdom cartoons. The 17 images will be shared online as well as used in our visits to schools in Hong Kong and mainland China.



54,720

people joined in our Cat and Dog Welfare Public Education events in China.

‘Every year in China, millions of cats and dogs are killed and sent to the dinner table with uncertain origin and hidden food safety problems. They are highly likely people’s companions who were kidnapped, or strays that are caught on the streets. It is wonderful that people all over the world are joining us to end this cruel industry.’

Suki Deng
China Cat and Dog Welfare Manager

Based in Chengdu, Suki heads up a number of our major campaigns and projects – our efforts to end cat and dog eating in China, our dog ownership management work, TNR projects for stray cats, and support for grassroots NGOs. Suki joined Animals Asia in 2006.

Reaching out to officials

Our China team visited eight cities throughout China in 2014, meeting with dog and cat management officials and local NGOs to provide assistance where we could. As well as maintaining open communication with dog ownership management departments in Guangzhou, Shenzhen and Chengdu, where we have offices, we worked with the cities of Nanning, Qingdao, Yantai, Shanghai, Macau, Zhuhai, Nanchang and Changsha.

The best medicine

Our Dr Dogs spent six weeks working with developmentally disabled children in Hong Kong last summer. Children at the Heep Hong Society Fu Cheong Centre were visited every Friday by six therapy dogs to help them overcome their fear of animals and develop their social skills. Thirty-four children with developmental disabilities such as autism and Down syndrome attended the sessions where they learned to interact with the dogs.

Dr Pat Fung Suk Chun, who has worked with Animals Asia since 2009, says autistic children interacting with therapy dogs show significant increases in their verbal communications compared with those who play with inanimate objects such as dolls.

“The therapy dog not only cultivates a positive play environment, but also provides the autistic children with tactile stimulation. The therapy dog is a therapeutic play partner to the autistic children,” she said.

Animals Asia’s Dr Dog has seen registered therapy dogs visiting hospitals, homes for the elderly, disabled centres, orphanages and schools across Asia since 1991 and today benefits more than 25,000 people per year.



The Year of our Supporters

Never before have we been so humbled by the incredible support coming in from all quarters of the world.

From support groups raising funds and awareness, to individuals donating their hard-earned cash, to China's top websites spreading our message to millions of people, to ad agencies helping with our campaigns* – you, our supporters, really came through for us last year. Thank you all.

When we launched a matching appeal for funds to avoid a budget shortfall, there you were, helping us reach our target within weeks.

When we asked you to help us give the bears on the Nanning bear farm some small luxuries to make their lives more comfortable, there you were. Now they have fresh fruit and vegetables every day and toys and branches to play with.

When we needed funds to expand our Vietnam sanctuary, there you were. Now we have two new enclosures with dens to sleep in, wooden furniture to climb and pools to splash in.

You can be proud of all we achieved in 2014 – and please know just how appreciated you are. No one appreciates your support more than our staff working with the animals on the ground (sometimes literally).

*Australian agency Enigma was behind our cheeky, super-successful "Let a bear sh!t in the woods" campaign, while in the UK, Sudler created Peace by Piece for our Nanning bear farm project.



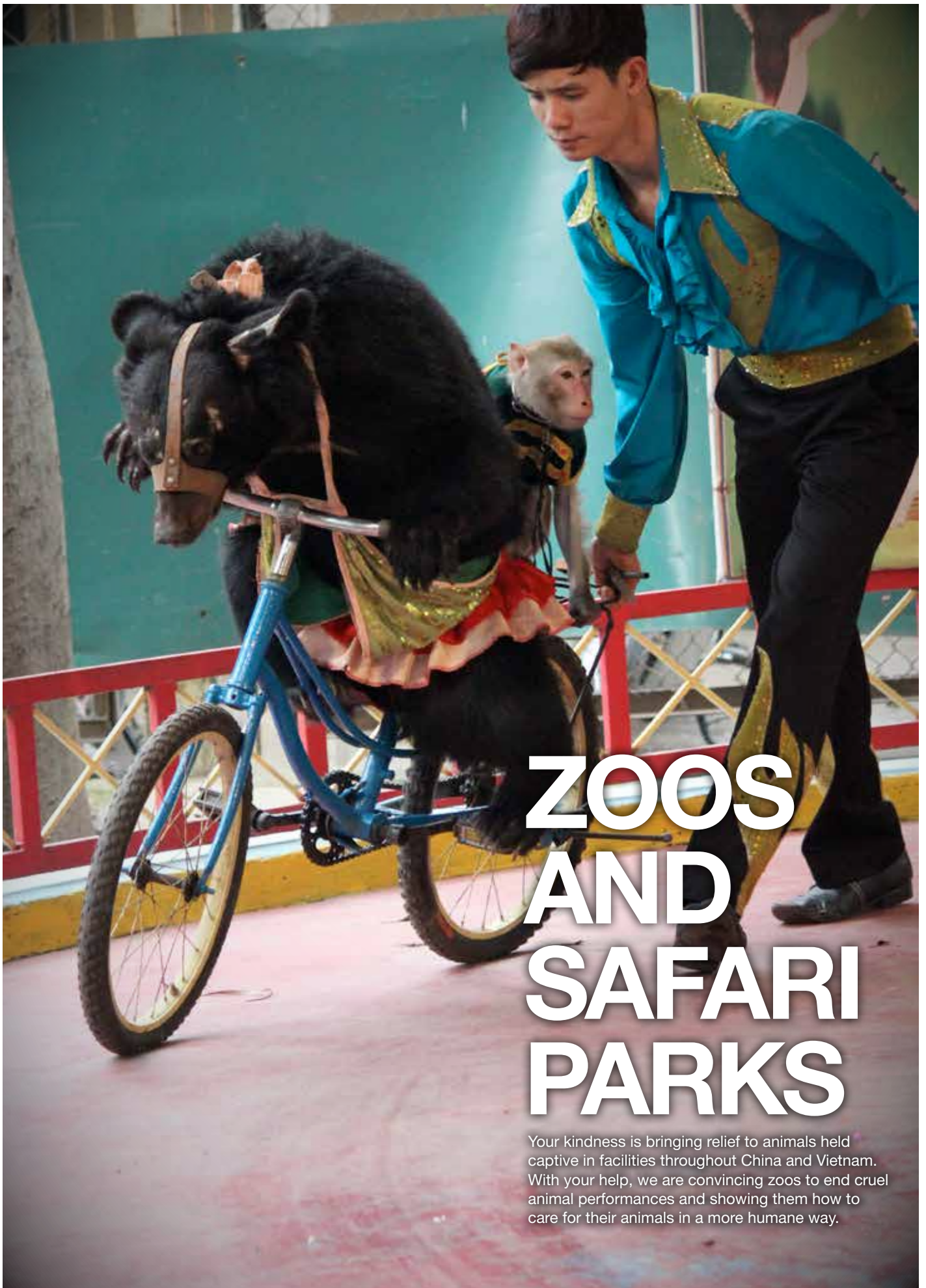
We worked with top Chinese websites, Sohu and Sina, to reach more than

22m people.

“As our vet team worked on the floor of the Nanning bear farm in suffocating heat to remove shattered teeth and ingrown claws, kind supporters everywhere ensured that these procedures could continue throughout the summer, and that the surgery room could be upgraded too. Within a few weeks, an air conditioner was installed, a proper functioning surgery table and, for the now recovering bears, an array of toys, and a paddling pool each to keep them entertained and cool.”

Jill Robinson
Animals Asia founder and CEO





ZOOS AND SAFARI PARKS

Your kindness is bringing relief to animals held captive in facilities throughout China and Vietnam. With your help, we are convincing zoos to end cruel animal performances and showing them how to care for their animals in a more humane way.

Zoos end animal performances

China's Hangzhou Zoo (below left) has announced it will end animal performances after nearly two decades. The decision followed a campaign by Animals Asia.

In July 2014, a major awareness raising campaign saw our billboards erected in Hangzhou Airport, which receives up to 23 million visitors a year. Beijing Zoo also worked with us to display the billboards.

Also in China, Tianjin Zoo stopped elephant performances, Bifengxia Safari Park stopped using elephants for photos with the public, and the cities of Hangzhou, Jinhua and Nanjing banned the Russian State Circus, which uses performing animals. Unfortunately, Hangzhou Zoo says sea lion performances will continue.

1,700

Chinese students helped organise anti animal performance poster exhibitions in 85 universities.

What we do

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



Happy campers

Thirty-two future leaders in animal welfare came together from around China at our annual Summer Camp in August. The two-day camp at our Chengdu sanctuary brought together Animals Asia volunteers aged 17 to 40 to thank them for their support and to help them develop their skills. Networking and sharing experiences are also important for the participants.



Tackling the cruelty

We handed out 15,000 leaflets to tourists and locals in Vietnam to raise awareness about the cruelty of practices like animal performances, cock-fighting and snakes being sliced open to have their bile extracted or their still-beating heart cut out and offered to tourists who swallow the heart, often as a dare with friends egging them on.



Top vets share knowledge

Vets from Edinburgh University visited Hanoi to host workshops on animal welfare and veterinary ethics. The workshops organised by Animals Asia and the Hanoi University of Agriculture, were held over three days and included discussion groups, self-directed research and development of welfare assessment strategies.

Similar events in China recently saw the Chinese Veterinary Medicine Association collaborating with the Ministry of Education on plans **to make animal welfare a compulsory subject in its national examinations.**



‘I really believe if people know better, they will do better. So I enjoy my work raising public awareness in China and getting more people involved in improving captive animal welfare.’

Hui Wang
Animal Welfare Officer, China



‘While Vietnam seems to be the focus of animal welfare issues recently, and people are still debating, I feel hopeful and optimistic that the situation will change as I see more and more people expressing their concerns about the welfare of animals.’

Nguyen Tam Thanh
Animal Welfare Officer, Vietnam

Elephant image bringing change

A stark image of a circus elephant in chains is changing hearts and minds in Vietnam. The image, with the tagline: “Fun for you – nightmare for me”, is the winning entry in a poster competition run by Animals Asia to highlight the cruelty of animal performances. The artist, Duong Doan Anh Minh, said that he did not want his children to witness animal cruelty. “I want future generations to love and respect animals.”

The competition and its animal welfare message were featured on the Vietnamese government’s official news site, as well as in national newspapers and on TV.



Staff stand up for animals

An Animals Asia workshop in Ho Chi Minh City in August prompted staff at the Hanoi Wildlife Rescue Centre to convince their superiors that the animals needed an enrichment programme. Now with the help of Animals Asia volunteers, the animals – including bears, tigers, monkeys and porcupines – have items such as hammocks, swings, log feeders, tyres, logs, hessian sacks, tunnels and leafy branches to relieve their boredom and encourage natural behaviour.

Sixty employees from four Vietnamese zoos and 15 animal rescue and conservation centres attended our enrichment workshop in Ho Chi Minh City in July. Animals Asia and animal welfare organisation Shape of Enrichment organised the workshop at Saigon Zoo to share with participants our knowledge of enrichment for the animals. Enrichment includes structures to climb on, hidden treats to encourage foraging and toys to play with – all to stimulate the bears' minds and bodies. Nine zoo enclosures were furnished with structures and enrichment items during the workshop.



Training for China's vets

Over 500 Chinese vets heard our presentations on animal welfare concepts in veterinary education in 2014. Seventy vets from 40 zoos across China attended our workshop at Changchun Zoo in August. The workshop covered zoo animal health and welfare, safe applications of environmental enrichment, control of infectious diseases, anaesthesia, nutrition and pain management.



Students to monitor zoos

Twenty-two student volunteers from Shanghai Maritime University have signed up as Animals Asia volunteers to investigate 17 zoos and aquariums around China in their summer holidays.



Celebrities speak out to end cruelty

Australia

Animals Asia Ambassador and TV chef **Simon Bryant** spent 12 hours on his birthday sitting in a bear cage in Melbourne. Ambassadors **Peter Northcote** and **Dr Katrina Warren** continued to spread the word, contributing videos, photos and tweets. Comedians and adopted Aussies, **Ben Elton** and **Arj Barker** also offered their support.

China

Singer **Su Dan** reached millions with her heartfelt song about moon bears on China's equivalent to The Voice talent shows. Actor **Zhang Yi** contributed a video message asking people to say no to bear bile as did model **Xiong Dailin** and singer **Hu Xia**. Other singers offering their support were **Bi Xia** and Animals Asia Ambassador, singer and actor **Sun Li**.

Germany, Luxembourg, Austria and Switzerland (GLAS)

Animals Asia continues to enjoy growing support in GLAS. Among those speaking out this year and raising awareness were German TV host **Julia Westlake** and production company **27 km**, who provided the German voiceover for our video, End Bear Bile Farming.

Hong Kong

Animals Asia ambassador, patron and long-time friend **Karen Mok** continued her support as did Hong Kong TV anchor **Bernie Lo**.

Italy

Our thanks to progressive rock band, **PFM** (Premiata Forneria Marconi), for their continued support. The legendary band raised awareness about bear bile farming during their 2014 tour.

UK

Inspired by co-stars Animals Asia ambassadors **Peter Egan** and **Lesley Nicol**, Downton Abbey cast members provided a message of support for the Nanning rescue and turned out en masse for a London fundraiser. Also flying the flag was **Ricky Gervais** and his partner **Jane Fallon**, our UK Patron **Virginia McKenna**, **Dr Dame Jane Goodall**, **Rick Wakeman**, **Stephen Fry** and **Dame Judi Dench**. Several other celebrities got behind our Nanning project, including **Rula Lenska**, **Chris Packham** and **Michaela Strachan**. Thanks also to **Pam Ayres** who provided us with a poem and painting and **Sinead Cusack** of Other Desert Cities who recorded Pam's poem. Musicians came together for

Rock 4 Rescue, including the legendary **Hawkwind**, vocalist/songwriter **Maria Daines** and guitar great **John Etheridge**.

US

Gillian Anderson tweeted her support for our "Sh!t in the woods" campaign and her message reached millions more after being shared by X-Files co-star **David Duchovny**. Other stars supporting the campaign included **Ian Somerhalder**, **Nikki Reed**, **Kellan Lutz**, **Kristin Bauer van Straten** and **Alicia Silverstone**. US ambassadors **Matt Sorum** and **Ali MacGraw** repeatedly gave their time.

Vietnam

Singer **Thu Minh** visited our sanctuary and named rescued moon bear "Nhan Ai". Also visiting the sanctuary and losing her heart to the bears was actor **Khuat Quynh Hoa**. Support also came from beauty pageant competitor **Hoang Anh** and TV host **Kim Tien**.

Thanks to celebrity support, our 'Let a bear sh!t in the woods' campaign reached

40m

people!



Simon Bryant



Peter Northcote



Dr Katrina Warren



Ben Elton



Xiong Dailin



Hu Xia



Sun Li



Julia Westlake



Karen Mok



Bernie Lo



PFM



Peter Egan



Lesley Nicol



Jane Fallon and Ricky Gervais



Virginia McKenna OBE



Dr Dame Jane Goodall



Dame Judi Dench



Chris Packham



Gillian Anderson and David Duchovny



Alicia Silverstone



Matt Sorum



Ali MacGraw



Thu Minh



Khuat Quynh Hoa

Leaving a lasting legacy

In 2006, David Kerr, a Canadian journalist living in Hong Kong, attended a benefit concert for the moon bears. David had been meaning to make a will for several years, so when the auctioneer at the event called for bids on a voucher for a will to be donated by a law firm, David's hand shot up.

Just a few months later, David died suddenly. He was 62. He had only one remaining relative, his elderly sister Barbara in the US, and she was delighted to honour her brother's wishes. She named a bear in David's memory.

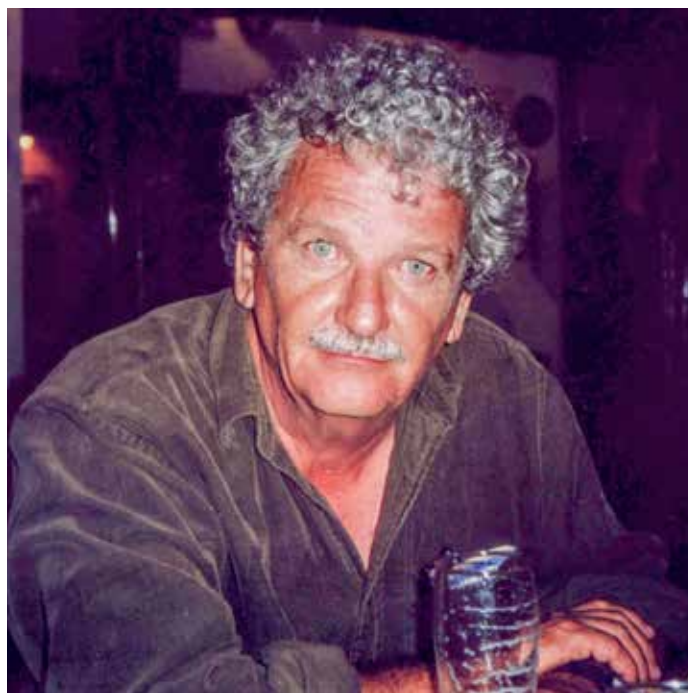
Sandra Pang, who was a close friend of David, said she was not surprised to learn of his generous bequest to Animals Asia.

"David was such a kind man – he hated seeing cruelty of any kind. And he loved nature, so it's wonderful to know that his legacy is living on through the work of Animals Asia.

"Our friend David is no longer with us, but his spirit lives on. And for those of us who knew him, that's a beautiful legacy and a wonderful way to remember a much loved friend."

David's gift has already directly helped the bears lucky enough to make it to our sanctuaries. And now his namesake, David the sun bear, is spreading awareness about the bears and bile farming, with his adorably goofy good looks winning hearts around the world.

Animals Asia named David the sun bear in honour of David Kerr (1945 to 2007). David was rescued in September 2008 and lives happily with best friend Nelson and other sun bears at our Tam Dao sanctuary.



‘David was witty, and had a dry sense of humour. He would have been very happy to have had a bear named after him. He was also really laidback – much like David the sun bear!’

Sandra Pang



Paying it forward



‘ Since the first time I saw photos of majestic bears trapped in cages and farmed for their bile, I was driven to do what I could to help. I was thrilled to be able to offer support in the area of public relations as a volunteer. Later that role grew to a full-time position in communications.

My commitment to Animals Asia is about doing what I can where I am best able. Including Animals Asia in my will gives me the opportunity to help out in yet another way, financially, when I am no longer here. It is so gratifying to know that I will be able to help Animals Asia’s work through this donation, which will help to provide the bears with the food, shelter, and veterinary care they need to live long, happy lives.

I just signed my will in 2014 and it is hugely fulfilling to include Animals Asia in that very important document, and know that what I leave behind will help to care for the bears.’

Maya Gottfried
Senior PR Manager, New York

‘ I admire the culturally sensitive way in which Animals Asia is achieving widespread attitude change towards animals in Asia. I believe that [your] work is making a genuine and long term difference to the welfare of wild and domestic species in the region, and that many thousands of animals will be spared lives of appalling suffering. That is why I am leaving a legacy to Animals Asia.’

Sue Pell
UK supporter

Giving monthly

If you’re already one of our monthly donors, please know just how much we appreciate your commitment to the animals.

By choosing to give a set amount each month, you’re helping to ensure Animals Asia has a steady, ongoing source of funds. This allows us to prepare for emergencies and to sustain our long-term projects with confidence.

More and more of our donors are choosing to give monthly. These regular donations add up and allow you, the supporter, to play a vital role in our progress.

Giving monthly is an easy and convenient way to support our work for the animals – and you can choose where your donation goes.

- You can **Sponsor a Bear** and follow the progress of an animal that previously had no hope.
- You can become a **Champion for Change** and help drive our work to end the abuse of companion animals.
- Or you can give a **General Monthly Donation** to be used where it is needed most.

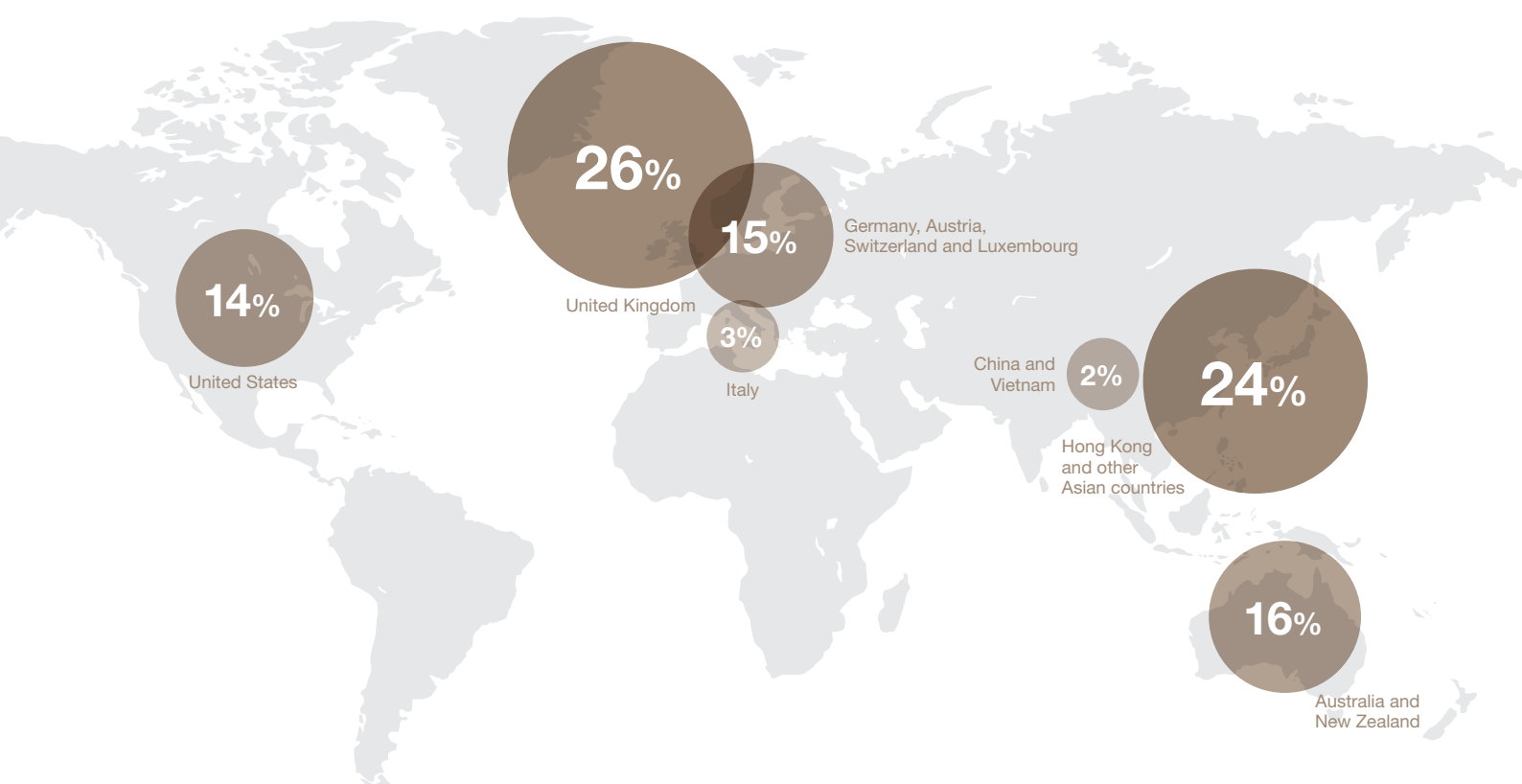
Please feel free to contact your local Animals Asia office to discuss leaving a bequest to the animals. Our contacts are on the back cover.

Financial performance 2014

We knew when we took on the rescue of 130 bears on a rundown farm in China that 2014 was going to be a tough year. But we also knew that we had your support, as well as a hardworking team on board. Together we achieved the impossible – income of over US\$11.6m in 2014, which saw us through this difficult year. A huge thank you for contributing to this amazing result.

To ensure that as much as possible of your contributions goes to help the animals in need, Animals Asia is committed to 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.

Source of revenue by region



Income (US\$m)
\$11.673

Supporter contributions
\$11.449

Merchandise sales
\$0.205

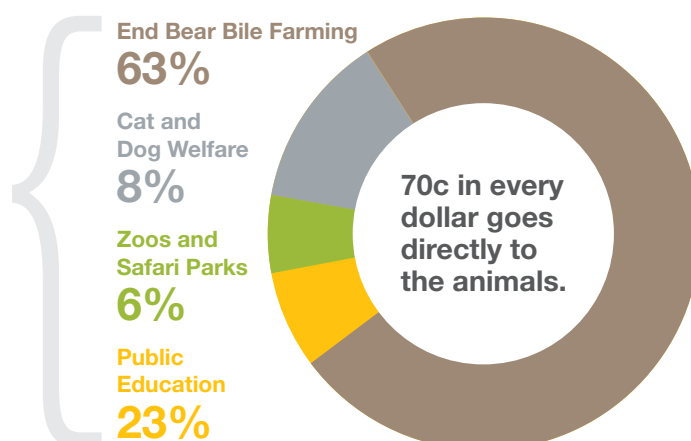
Investments and other
\$0.019

Expenditure (US\$m)
\$12.084

Programmes
\$8.460

Cost of income generation
\$2.798

VAdministration and governance
\$0.826



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.

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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.