

The end is in sight

Thanks to your support, 2015 saw
41 bears rescued and an entire
Vietnamese province bear farm free

Animals Asia Review 2015

LETTER FROM JILL

Dear friends,

Welcome to our latest Review! Another year under our belt – and it was one of the best on record thanks to your amazing support.

I really can't thank you enough for what we achieved for the animals in 2015 – an entire Vietnamese province bear farm free, and 41 desperate bears rescued. Now only empty cages remain in an area long known for having the very worst bear farms.

The number of bears on bile farms in Vietnam is dropping fast – down from over 4,000 in 2006 to around 1,200 today, and the country's traditional medicine association has promised a complete end to the use of bear bile by 2020. So we're confident that with your continued help, we really can end the bear bile industry in this country.

One of our new arrivals in 2015 was cub Murphy, who captured the hearts of so many people around the world. This innocent little bear was orphaned when poachers killed his mother. Thank goodness he's safe with us now and not locked away on a bile farm.

It's these stories we want to share with you – because it's your support that's making such a profound difference – to bears like Murphy and to other animals too. Don't miss Tuffy's story on p16, but make sure you have some tissues ready!

Thank you for your faith and confidence in our work. For shedding tears of joy and tears of sadness as we tackle the problems head on. As ever, our promise to you, and to all the animals we champion, is that we will never, ever give up.... until the cruelty ends.

With immense gratitude and warm bear hugs,

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

PS: Cubs like Murphy could be in our care for up to 35 years. Please take a look at p18 to learn how you can help the animals well into the future.



Message from our board

2015 was a year of outstanding success for the animals. With your help, Animals Asia achieved the impossible – Vietnam's very worst bear farms closed for good, over 40 more bears rescued, and the number of Chinese animal welfare groups growing to an all-time high of 150. Every single success we saw for the animals in 2015 belongs to you, our supporters. Thank you for another year of kindness.

Board of Directors

John Warham *Chairman*

Retired pilot, author and founding member of Animals Asia. Hong Kong

Anneleise Smillie *Vice-Chairman*

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

Jonathan 'Joe' Hancock

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

Kirvil Skinnarland

Trustee of an animal foundation and long-time Animals Asia adviser and supporter. USA

How you helped the animals in 2015



41

bears rescued from bile farms and the industry.



Entire Vietnamese province of Quang Ninh bear farm

free.



Sassy, an extremely nervous little sun bear, finally

found a friend.



More than

220

stray cats in Shanghai were neutered, vaccinated and dewormed.



Over

8,000

Hong Kong and mainland Chinese students completed Animals Asia's Professor Paws course, with our volunteer canine professors as their teachers.



Our Vietnam vet team examined

130

local dogs and cats, and desexed 38 dogs and nine cats.



Plans for a dolphinarium in Danang City, Vietnam on hold after

7,000

people signed our letter.



Animals Asia taught over

50,000

Chinese and Vietnamese students about bear farming.

More good news overleaf...

... and more ways you changed lives



Our video about Tuffy the miracle puppy received **1 million** views.



Our Dr Dogs shared their special brand of love with **14,000** people.



Over **30,000** people pledged not to attend performing animal shows.



Notorious Halong Bay bear farms **all closed.**



Almost **150,000** people signed our open letter to the traders at the Yulin Dog Meat Festival.



Vietnamese Traditional Medicine Association ordered members to **end bear bile use** by 2020.



Our vet team performed dentals on two moon bears at Hanoi Zoo – and provided **training** for onsite staff.



12,000 people reposted our findings into the dog meat industry on China's biggest social network, Weibo.



Primates in **19** Chinese zoos started to receive enrichment like ropes and toys after our workshop.



Nearly **120,000** people signed our petition to Save the Halong Bears.



Number of Chinese animal welfare groups grew to all-time high of **150.**



Vets at our China sanctuary conducted **67** health-checks with bears under full anaesthesia.

A photograph of two black bears in a wooden enclosure. One bear is perched on a horizontal wooden beam, holding a piece of wood in its mouth. The other bear is leaning over a vertical wooden post. The background is a dense forest of green trees.

ENDING BEAR BILE FARMING

Animals Asia's goal is to close every last bile farm in Asia and build respect and kindness towards bears. We work *with*, not *against*, the authorities and it's a method that works. With your help, we can achieve so much more.

Paradise regained

Thanks to your support, one of the world's most idyllic scenic spots is no longer home to Vietnam's very worst bear farms.

Last year, Halong Bay – and the entire province of Quang Ninh – closed the last of its bile farms and officially became bear farm free. The remaining bears were transferred into our care.

It was a Herculean effort in every way – 33 bears rescued over six months from all over the province and 18 bile “farms” closed forever. Some were larger facilities, while others were private households, government holding facilities and workplaces. When the last of these bears arrived in October there was only one name waiting for him – Hercules!

Last year too, the Vietnamese Traditional Medicine Association ordered its members to end the use of bear bile by 2020. This is a monumental step and shows what can be achieved with patience, determination and most of all, the support of committed people like you around the globe.



‘Most of the bears rescued in 2015 were housed in small, barren cages and their diet was very poor. All this leaves a huge mark, physically and psychologically. But the difference in these bears after just a few months with us is truly inspiring.’

Annemarie Weegenaar BSc
Bear and Vet Team Director, Vietnam sanctuary

‘If we can end bear bile farming in Halong Bay, we can end it throughout Vietnam. We owe it to bears like Sam and Simon, who spent years in these cages. Sam (on the left) is now recovering at our sanctuary, but sadly we lost Simon just months after they were rescued. RIP brave Simon.’

Dr Tuan Bendixsen
Vietnam Director



Freeing the Halong Bears

Our eight-year long campaign to Free the Halong Bears included handing out thousands of leaflets to tourists visiting Halong Bay, and putting up banners on the streets. In one month alone, we put up 120 huge banners. We also worked with travel agencies that had previously arranged visits to bile farms for Korean tourists.

With local government and forestry taking such an active role in these efforts, the effect started to be felt. In 2012-13, bear farms in Quang Ninh started to go out of business. But it was not without a terrible cost. Bears were dying at an alarming rate, with some farmers deliberately starving their bears to death. Our efforts to rescue the bears gained momentum when thousands of you signed and shared our petition, including celebrities Ricky Gervais and the cast of Downton Abbey. That's when the Prime Minister stepped in to order the bears be released.

Is bear farming legal in Vietnam?

It's illegal to extract bile from bears and to sell bear bile. It's not illegal to keep registered (microchipped) bears in cages to display to visitors. However bears that are kept like this usually suffer regular bile extractions.



We rescued a total of

41

bears in Vietnam in 2015, bringing to

147

the total number of bears at our sanctuary near Hanoi.

‘Since I started my job, my love for animals has grown. I love to watch the bears playing and strolling happily in large spaces of the sanctuary every day. I am proud to keep their home safe!’

Nguyen Trung Thanh
Security Team Leader, Vietnam sanctuary



Hercules was the last of 33 desperate bears rescued from Vietnam's very worst bile farms.

Bears on farms in Vietnam

2006 4,000

2015 1,200

Bears on farms in Halong Bay

2007 280

2015 0



Our sanctuary at Tam Dao National Park near Hanoi will provide a loving home for the rescued bears for life.

Celebrating our brave bears

Welcome home

In 2015, we rescued 41 bears from their lives of misery and torture. Better yet, 33 were from Halong Bay in Vietnam's Quang Ninh Province, where we shut down all the bile farms, forever. Please welcome our newest family members:

Yogi, Coco, Bern, Goldie, Sam, Simon (RIP), Song Sot, Wilf, Elsie, Monty, Murphy, Honey, Long, Hoa, Sindy, Gloria, Victoria, Kay, Hercules, Sarah, Cliff, Bong Bong, Autumn, Popeye, Quang Yen, Tuffy, Emmy, Kane, Hatu, Rose, Cinta, Angelica, Shanti, Cinnamon, Gizmo, Sunny, Fluffy, Lucky, Di Bo, Bao and Kujiua.



Whether the bears are with us for just a few weeks or for many years, their welfare is always our number one priority.

Loved and lost

It's with great sadness that we say goodbye to the bears we lost in 2015. Though they are gone, we take comfort in the fact that they spent their final years having the time of their lives, surrounded by love and kindness.

China

Zoe

Rescued February 2001

A shy little moon bear, never happier than when cuddled up with her best friend Jai Jai.

Metty

Rescued November 2003

A happy-go-lucky kind of chap who loved every minute of his new life, filled with tasty treats and dips in the pool.

Angela

Rescued June 2014

Our gentle little Angela. She got to experience kindness, love and tasty treats in her final years.

Harmonie

Rescued June 2014

Sweet Harmonie was an incredibly sick bear. We hope the gentle care offered to her in her final months proved to her that she was loved.

Leon

Rescued January 2005

Our lovely, lanky Leon lived life to the full. He was never short of friends to wrestle with, especially his best friend Bao Be.

Francy/Nic

Rescued December 2002

A happy playful bear with many friends, Francy lived a happy and contented life for over 12 years at our rescue centre.

Ashley

Rescued November 2003

He was a bear content to do his own thing but also enjoyed playing with his friends Prince and Sunshine.

Mutzi

Rescued January 2005

Such a gentle soul, she did not even mind when a bird landed on her back, just glanced over her shoulder and carried on about her business.

Lizzie

Rescued January 2005

A gentle bear who could not be rushed, taking her time with everything. Even when she did somersaults, she did them slowly.

Vietnam

Dorsey

Rescued April 2013

She was a stressed and scared bear when she first arrived but with time Dorsey settled and she found comfort with another gentle, kind bear, Raymond.

Gundel

Rescued March 2010

A small bear, Gundel had a big attitude and took great delight in jumping at the bars of her den to give the bear team a fright.

Simon

Rescued May 2015

A very sick bear when he was rescued, Simon had the chance to experience kindness, tasty food and even the touch of soft grass.



Angela



Lizzie



Mutzi



Gundel



Simon

The world's most exploited bear

Moon bears are the world's most poached and smuggled bears, according to a 2015 report from Interpol. The report estimates the trade is worth US\$2 billion, with wild bear bile fetching up to 65 times that of a farmed bear.

It identifies Asia's moon bears – prized for their bile – as the most sought after of the world's eight bear species, with products from wild bears in particular demand. The report will be an important negotiating tool for us, as it contradicts bear farmers' claims that the legal breeding of bears for their bile reduces poaching of animals in the wild.

Before bear farming began in the 1980s, bears were **killed** for their gall-bladders, which store the bile.

Meet our cover boy

Murphy is one of the youngest cubs we've ever rescued. When this little sun bear moved into our Vietnam sanctuary in July, he was still learning to walk. At just 6-8 weeks of age, Murphy's mother was killed by a poacher so he could be caged and sold into a life of misery. He was found in a trafficker's backpack.

Murphy is the 32nd bear cub raised at our Vietnam rescue centre since 2008. Without the support of kind people like you, these babies would have spent their entire lives as living bile taps or tourist attractions in tiny cages.

Today there's no stopping this little barrel of energy and curiosity. Murphy is into everything – splashing in water, scampering up ropes and over climbing frames, and sniffing out hidden treats. And he's made good friends with his den mate Goldie.

Captured without the chance to learn the skills to care for themselves and with no safe area for their release, bears like Murphy will spend the rest of their lives at our sanctuary. Sadly, our staff are now experts in the care of baby moon and sun bears – these beautiful animals should, of course, be in the wild.



Song Sot was the sole survivor on a bile farm in Halong Bay. He's safe with us now thanks to your kindness.

What we do

In China, where bear bile farming is still legal under certain conditions, Animals Asia focuses 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, and have rescued over 400 bears since 2000.



Murphy was just a baby still learning to walk when he arrived with us in July 2015.



‘As well as maintaining the sanctuary grounds, we're also growing herbs that can be used as alternatives to bear bile. The herb garden is very popular among visitors, and most importantly, it shows them that bear bile is totally unnecessary. I am happy to be helping the bears in this small way.’

Xue Yuchang
Horticultural Worker, China sanctuary

A tale of two cities

It was an especially challenging year for our China bear team, caring for over 240 bears in two separate locations – our sanctuary in Chengdu and a former bile farm 1,200 kilometres away in Nanning.

As our already stretched staff shuttled between the two sites, the long wait for permission to transport the bears from Nanning to Chengdu continued. We're doing all we can to secure the permits needed to get the bears on the road, and meanwhile we're making the bears as comfortable as possible. Our staff are even planting banana trees on site to provide them with big leaves to play with.

Still confined to concrete dens, the Nanning bears need constant stimulation, so enrichment items to keep them busy are an important part of their daily care. By the end of 2015, all the Nanning bears had metal pools to bathe in, bamboo feeders, logs, rubber kongs and balls.

Maintaining the safety and functionality of the buildings that house the bears was another important aspect of the team's work last year. Multiple times we needed to fix and re-fix broken lights and fans, as well as upgrading dilapidated metalwork and installing pumps to increase water capacity.

Meanwhile in Chengdu the team was kept busy caring for the increasing number of elderly bears on site. As well as requiring extra veterinary care due to age-related conditions such as cataracts, arthritis and reduced mobility, these bears need special outdoor furniture that caters to their needs, such as low hammocks and climbing frames.

The sanctuary itself also required remedial care in 2015, with older buildings getting some much-needed attention and our resident macaques getting a brand new enclosure.

Nanning in a nutshell

In April 2014, Animals Asia took custody of 132 bears on a bile farm in Nanning, southern China. We plan to take the bears to our sanctuary in Chengdu – as soon as we receive the necessary permits.



Enrichment toys like bear-sized boomer balls are helping to keep the Nanning bears active and alert.



In 2015,

50

more bears at the former bile farm in Nanning were health-checked under anaesthesia.

‘Until we can move these bears from Nanning to our Chengdu sanctuary, we'll do the best we possibly can for them. It's far from perfect, but it's a big improvement on their lives before.’

Nicola Field BSc, MSc
Bear and Vet Team Director, China



Ronnie aka John relaxes in his pool at Nanning. We hope to bring him and the other bears home to our Chengdu sanctuary soon.



Bear bile contains ursodeoxycholic acid (UDCA), which does have medicinal properties, but it can be

replaced

with herbs and synthetics.

‘I really enjoy my work as a translator, especially when passing on messages about the cute bears. But it's also important we share the bears' sad stories with the world too.’

Tina Tian
Translation Team Supervisor, China

The best of the best

Our thanks to all the experts in so many different fields who volunteered their services, advice and expertise to help the animals in 2015. Two of these kind people were vets.



Wildlife surgeon Romain Pizzi visited our Vietnam sanctuary last year, training our vet team in the use of laparoscopic equipment. Romain is a specialist in laparoscopic or “keyhole” surgery, which allows our vets to look into the bear’s abdomen without a full open surgery.

These bears recover within days, instead of the usual weeks. Romain offered his services and additional equipment free of charge.



Orthopaedic veterinary surgeon Alane Cahalane performed “miracle” surgery on one of our rescued bears in 2015. Alane volunteered to perform difficult surgery on Claudia, a middle-aged moon bear at our China sanctuary. Claudia was prone to fractures because her bones had not completely matured. In March, Alane stabilised Claudia’s right elbow,

which means there’s less chance she will fracture her left elbow in future. By mid-year, Claudia had made her first steps into a small enclosure and by the end of 2015 she was back playing with her friends.

A big welcome to ‘home-grown Max’



In 2015, we employed our first Chinese Veterinary Intern, Wang Jing, or “Max” as she is known. Max joined us having qualified with a bachelor’s degree in veterinary medicine in 2012 from Jiang Xing Agriculture University and then recently gaining a post graduate degree in veterinary medicine from China Agriculture

University in Beijing. Max has become an integral member of the team in the ongoing assessment of the bears, monitoring anaesthetics during health checks and taking an active role in a range of veterinary duties on site at both Chengdu and Nanning.



Staff at
Chengdu stuffed
43,070
marshmallows with
pills to help the bears
take their meds.

‘Every day we prepare fresh and healthy food for the bears. The bears and their rehabilitation are our priority. We have to restore their broken faith in humans, and give them a better life.’

Ngo Thi Lan
Bear Kitchen Team Leader, Vietnam sanctuary

Sassy makes a friend!

When Sassy the sun bear cub joined us in 2010, she was extremely nervous, which is not surprising as she had probably witnessed the slaughter of her mother in the wild. While most rescued cubs recover quickly, Sassy’s trauma was extreme, and our early attempt to integrate her with other cubs failed. This meant an enclosure on her own – until she met Layla.

Due to Sassy’s history, her integration with Layla was handled with the utmost care. Before meeting, the bears lived in adjacent dens and enclosures for eight months, giving them plenty of time to become acquainted in a non-threatening environment.

Thankfully, since meeting, the two have become best friends, playing, wrestling and destroying the sanctuary furniture.



Sweet little Layla (left) is the perfect companion for timid Sassy.



To date, Animals
Asia has rescued

578

bears from the bile
industry in China
and Vietnam.

‘It moved me to tears to see Sassy play with another sun bear after all these years. Life has been lonely for Sassy, but I think she finally has the companion she needs in friendly, playful little Layla.’

Sarah Dempsey
Animals Asia Bear Manager

Onsite classroom

In 2015, our vet team performed dentals on two moon bears at Hanoi Zoo and provided training for onsite staff. With a “class” of over 20 staff looking on, our team not only demonstrated how to extract fractured canines, but also provided training on drawing blood, physical examinations, pain management, and anaesthesia.

A very big thank you to all our wonderful bear sponsors

Your kindness is helping to bring joy into the lives of animals so badly in need of love and care. A few of our sponsors from around the world have shared their stories of what it means to them to sponsor a bear.

Stephanie Blake from Queensland, Australia became a supporter of Animals Asia way back in 2000. It was shortly after her son's death and Stephanie was depressed. She saw a documentary about the bears and right away she wanted to help. Stephanie holds annual trash and treasure sales in her hometown of Gladstone and has raised an amazing amount for the bears.

Late last year, she decided to sponsor Murphy. As well as wanting a personal connection to little Murphy, she believed the people at her sales would connect with the plight of the bears through Murphy too. **"Now I tell anyone who'll listen about Sponsor a Bear and of course Murphy – and I proudly display my Sponsor a Bear pack for all to see."**

Sharon Laband of West Sussex, UK started sponsoring Smudge on behalf of her grandson Felix in 2014, when both he and Smudge were just one year old. Sharon feels the sponsorship will be a meaningful link between the bears and her grandson as he grows up. **"I hope to take Felix to visit Smudge at the sanctuary when they both turn 18."**



Felix's grandmother sponsors cub Smudge to create a lifelong link between Felix and the bears.

In 2013, **Karin Baier of Munich, Germany**, picked up an Animals Asia calendar while waiting to see her doctor. She went online to learn more and discovered Sponsor a Bear. Karin decided at once to sponsor a bear with the most urgent need – and so she chose beautiful, blind Wilfred, who lives at our China sanctuary.

Karin has also become a valuable volunteer, supporting us with translations and helping out at Animals Asia events. She loves her latest photo of her bear, which shows how he is progressing.



"I can't wait for Wilfred's next update from Chengdu."

Karin Baier

It was over 10 years ago that **Italian supporter Giovanni Sambrotta** heard about our work at a fundraising dinner. Giovanni was shocked by a video on the bear bile industry, and felt compelled to help. He has been a loyal supporter ever since, and in 2011 he decided to sponsor a bear....



"I wanted to give periodically because I understand how much help is needed to take care of these bears. As with all the rescued bears, Orly had a horrific past and she is missing her right eye. I really enjoy receiving her pictures every year and knowing she is doing fine. I know this is challenging work and I'm happy to contribute against the cruelty."

Giovanni Sambrotta

Singaporean supporter Leong Yoke Chue wanted to make a special commitment to the bears after supporting us for many years, so now she's the proud sponsor of two beautiful moon bears – Vicki and Stardust in China.

Yoke Chue says: **"I guess the only help I can render is financial."** But of course, long-term financial support is exactly what the bears need most – and Yoke Chue is committed to sponsoring them for the rest of their lives.

And more than that – her sister was so moved by Stardust and Vicki's stories that she became a supporter herself.

Tatana Sigutova in the Czech Republic, sponsors no less than four bears – Kevin and Quantock in China and Ti Map and Bubu in Vietnam – and she adores them all! Not only that – Tatana is working hard to raise awareness of animal welfare issues from within her country.

Please note that Orly and Wilfred are no longer available to sponsor, but 14 other beautiful bears are! You can meet them on our website. Sponsor a Bear is a virtual programme with donations going where they're needed most.

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CAT AND DOG WELFARE

Our goal is to end the dog and cat meat trade while promoting love and respect for companion animals. By changing attitudes to our “best friends”, we’re working towards a future where all animals are treated with kindness.

Dog meat trade exposed

Most of the 10 million dogs slaughtered each year in China for their meat are stolen pets or strays snatched from the streets – despite the industry's claims that most are bred on farms. This is one of the shocking findings from Animals Asia's extensive four-year investigation into the cruel dog meat industry.

In 2015 we published a series of reports from our investigation, exposing cruelty, deception and illegality at every stage of the industry's supply chain – from how the dogs were sourced, to the slaughter and sale of dog meat products.

Our reports had a big impact in China. On Weibo (China's biggest social network), more than 12,000 people reposted the story, over 50 million people saw it, and 60 media outlets covered our findings. We also presented our reports to the authorities and will continue to work with them to end this terrible industry.



Our reports into China's dog meat trade received wide media coverage in 2015.



Most 'meat dogs' are strays or stolen pets, despite claims from the industry that they were bred on farms.

‘There were once large breeding farms, but not any more. They couldn't carry on. We had one of our own before, but we found that the bigger it grew, the more diseases the dogs had, plus the costs were very high. The price of raising the dogs is higher than the market price of dog meat.’

Worker at Fankuai Dog Meat Products
Jiangsu Province, eastern China

What we do

Animals Asia believes the only way to create lasting change for animals is by changing attitudes. That's why we run community programmes like Dr Dog and humane population control for stray cats. These grassroots initiatives are changing hearts and minds. We also conduct undercover investigations and public campaigns to expose the cruelty of dog and cat meat in China and Vietnam.

The number of dogs slaughtered at the Yulin dog meat festival has dropped by around

80%

in two years.

60

Chinese media outlets reported on Animals Asia's 2015 findings from a four-year investigation into the cruel and illegal dog meat trade.

Battling the elements

When temperatures at a mountain-top dog shelter in China plummeted to minus 10°C, we stepped in to save its 900 rescue dogs from freezing to death.

The shelter in the eastern province of Shandong was unprepared for heavy snow, and had a number of more vulnerable dogs on site, including puppies, nursing mothers and old dogs. We helped the shelter build 10 large dog houses and winter-proof the existing structures. We also provided over 100 new cushions and warm bedding, and paved some muddy ground.



Your generous support allows us to act quickly when dog shelters need emergency assistance.



‘In the old dog houses, mother dogs and their babies were covered in quilts shaking. Our first priority was to make them warm.’

Carrot Chen
Cat and Dog Welfare Manager, China

Changing attitudes in China

In 2015, almost 2 million Chinese citizens signed a petition calling on the government to outlaw the dog and cat meat industry.

These calls were further supported by 30 representatives of the National People's Congress who called for amendments to food safety laws to exclude the use of dogs and cats.

The younger generation is driving the opposition to animal cruelty, and in recent years a number of local groups run by passionate young people have emerged. These groups are changing attitudes at a community level, as well as campaigning for animal protection laws and rescuing thousands of cats and dogs from the meat trade.

Animals Asia supports these groups with funding, training and by supplying a formal platform for dialogue with the authorities through our China Companion Animal Symposiums.



China now has more than

150

animal welfare groups compared with just 30 in 2006. Animals Asia works with most of these groups.

‘I’ve worked in animal welfare in China for over a decade and while day-to-day change can seem slow, when I look back, we’ve come such a long way. The tide of public feeling is turning and attitudes towards animals are changing fast with dog and cat ownership at an all-time high.’

Irene Feng
Director of Cat and Dog Welfare, China

It's no festival

In June 2015, the eyes of the world once again fell on Yulin, China – a beautiful city with a dark stain, its annual dog meat festival.

We continued to expand our global campaign to urge the dog meat traders to end the annual “celebration”. At end 2015, over 149,000 people had signed our letter to the traders.

The number of dogs slaughtered has fallen dramatically since pressure from the public started in 2013. Activists estimate that in 2015 under 2,000 dogs were killed. In previous years it's estimated that over 10,000 dogs were slaughtered at the event. But even one is one dog too many.

We're doing all we can to stop the slaughter and we're seeing real progress. Our campaign – It's No Festival – continues into 2016.



Widespread protests saw fewer diners at the dog meat festival in 2015, but we won't stop until it ends for good.



Stressed and terrified dogs – many of them stolen pets – are transported to Yulin in shocking conditions.

Tuffy, the miracle puppy

At just six weeks of age, Tuffy was attacked so violently by his former owner that it's a miracle he survived. After chewing a mobile phone, Tuffy had scalding water poured all over his body, then he was thrown from his owner's 4th floor apartment.

Ms Yan found him clinging to life, his tiny body burned and shaking on the concrete. She rushed him to a local vet in Chengdu, who after a week, recommended she take Tuffy to our nearby bear sanctuary.

After assessing Tuffy's chances of living a full and pain-free life, our vet team decided to give him a chance to survive. He needed multiple surgeries and skin grafts, but little by little, he grew stronger, his tail wagging wildly whenever Ms Yan came to visit.

Today Tuffy runs and plays like any normal puppy. Thank you for helping to give this brave little dog a happy ending. And more than that – Tuffy's story has touched the hearts of millions in China after going viral online.



‘Every time we touched him, it hurt, but Tuffy has more passion for life than anyone I’ve ever met. Nothing can keep him down.’

Dr Emily Drayton
Animals Asia Veterinarian



Tuffy's burns covered 60% of his body. The first thing our vets did was give him pain relief.



Today Tuffy is pain-free and couldn't be happier with his adoring rescuer, Ms Yan.

Cats rescued from life of misery

Our trap, neuter, release (TNR) programme continues to prevent the suffering of stray cats in China. When cat populations are humanely managed, there is less risk of disease, starvation and injury caused by fighting over precious resources.

In 2015 more than 220 stray cats in Shanghai were neutered, vaccinated and treated for worms with funding from Animals Asia's supporters. Thank you for making their lives immeasurably better.



‘TNR promotes better relationships between cats and humans in urban communities as unneutered cats can be noisy.’

Suki Deng
China Cat and Dog Welfare Manager



Animals Asia has helped groups in nine Chinese cities start TNR projects for cats.

Overcoming fear

Our Professor Paws programme focuses on schools, with our canine "professors" teaching children how to overcome their fear of dogs and learn to interact with them safely. The children graduate as Care Cadets, having gained a newfound love for dogs.

The ultimate aim is to show the next generation that dogs, and all animals, have physical and emotional needs, just like us.

‘At first, some children were afraid of the dogs. They could only watch, because they were too nervous to touch them. After a few visits, these children learned to get along with dogs gradually through playing games together. Now the staff and children here look forward to seeing the dogs every month.’

Yau Fung Sze
Senior Teacher, Hong Kong

In 2015, we had over

270

registered therapy dogs in Hong Kong and mainland China, some rescued from the dog meat trade.



Our gentle 'professors' are exposing children to the concept that animals have feelings just like us.

Lelly and Muddie join the team

The rescue of a two-legged stray dog and her pup captured hearts across the world when she was rescued in China in 2014.

Lelly was found with both her back legs missing after being abandoned by her owner and run over by a train. She and her puppies were living on the street and depending on the kindness of railway workers who fed her scraps.

Only one of her puppies survived. Lelly and her daughter Muddie now live with our founder, Jill Robinson. Both Lelly and Muddie became official Animals Asia Ambassadors in 2015.



Lelly, at right with daughter Muddie, and the team that nursed them back to good health.

Pawprints

BRINGING LOVE
TO CHINA...
ONE LICK AT A TIME

Animals Asia's volunteer dogs reached

22,000 people
in Hong Kong and three mainland Chinese cities – Chengdu, Guangzhou and Shenzhen.



DoctorDog
狗 醫 生
亞洲動物基金

Dr Dog visited

200 facilities and
reached over
14,000 people.



Professor Paws
狗 教 授
亞洲動物基金

Professor Paws visited

126 schools
and reached over
8,000
young people.

Giving Goldie a home for life – a gift that lasts a lifetime

Goldie, a frightened little sun bear cub, arrived at our Vietnam sanctuary in 2015 after being saved from wildlife traffickers. He was just a few months old and his mother most likely was killed before his eyes.

When we rescued Goldie, we knew we were making a huge commitment, not only to him, but to you, our supporters. Our promise to you is that we'll provide a loving home for this little bear for the rest of his life.

Goldie will need a lifetime of fresh food, bear-proof toys, dens, outdoor furniture, vet care and medication. Not to mention the specialist care he'll need as he grows old.

We couldn't make this commitment to Goldie and the other bears in our care without the kindness and generosity of supporters like you. Our bear sanctuaries in China and Vietnam are currently home to almost 400 rescued bears. Every one of them is unique and loved.

One very special way for you to help the bears and other animals is by giving a gift in your will. It could mean the world to bears like little Goldie.

If you'd like to find out more about leaving a legacy to these beautiful bears and the other animals we work to protect, we'd love to hear from you.



Confused and terrified, Goldie cowered at the back of his cage when we went to collect him.



‘I’m always deeply touched when we receive a legacy gift. It’s a wonderful thing for a supporter to do for the animals. Not just the ones we’re caring for now, but for those we can help in the future because of their kindness and commitment.’

Jill Robinson
Founder and CEO



Today this little bear couldn't be happier, playing all day with best friend Murphy in their special cub house.

CAPTIVE ANIMAL WELFARE

Animals Asia is working to end the exploitation and neglect of wild animals in captivity. We focus on ending animal performances and other forms of “entertainment” that cause severe stress in wild animals, such as forcing them to pose for photos with visitors.



Giving captive animals a voice

NO VOICE NO CHOICE

2015 saw the launch of our international “No Voice, No Choice” campaign calling on people to stand as one to reject wild animal shows and performances, not just in Asia, but worldwide.

The animals unfortunate enough to find themselves in the “entertainment” industry have no choice but to perform – their lives depend on it. The cruel training methods used to force wild animals to learn tricks are often brutal, and well documented.

Our campaign attracted international media attention and celebrity support from high profile stars like Ricky Gervais and the cast of Downton Abbey – who point out that they choose to be entertainers, unlike the animals who are forced to perform.

We continue to call on people across the globe to use their voice to spread the message that wild animals are not here for our amusement.

What we do

We are working to end the exploitation of wild animals living in captivity in zoos, safari parks and ocean parks. We work with the relevant government authorities and zoo owners to bring about change, and our media campaigns and school visits are reaching many millions throughout China and Vietnam.



© Karl Ammann

Orphaned chimpanzee babies are transported in horrific conditions to spend their lives performing in Chinese zoos.



Animals forced to perform before roaring crowds are known to display signs of severe stress and panic before shows.

Airport advocacy

Sadly, animal abuse often goes hand in hand with tourism. That's why in 2015 we worked with Beijing International Airport, the second busiest airport in the world, to display our captive animal welfare message for an entire month on their giant billboards.

Millions of passengers saw animated images of tigers, elephants and moon bears suffering in circuses – along with the messages: *The wild is my natural home. Animals are not born to perform. Our joy should not be built on their suffering.*



With your generous support, millions more people throughout China are exposed to our campaigns each year.



In 2015,
32,000
people pledged NEVER
to patronise performing
animal shows.

‘Many people have been duped into believing that there is nothing wrong with posing for a selfie with a wild animal, or they even believe that the animals enjoy performing. But the truth is that they have no choice. We urge tourists to question the decisions they make on holiday, because a quick photo opportunity for you, can mean a lifetime of misery for another individual.’

Dave Neale
Animal Welfare Director

Dolphin disaster averted

Plans for a new dolphin marine park in Vietnam were put on hold, after more than 7,000 people signed our letter to Danang city leaders.

Animals Asia hit the headlines when we publicly challenged plans to build the dolphinarium, sending a clear message to city leaders that if plans were approved the move would be a life sentence for hundreds of dolphins.

We stressed that the project would reflect badly on Danang city, which prides itself on being modern, progressive and environmentally responsible. A dolphinarium displaying wild-caught dolphins would irreversibly damage the city's reputation.

Although no official announcement has been made regarding the project, we have been told off the record that due to our campaign, it's highly likely the project will be shelved. We'll continue to monitor the situation and our campaign continues into 2016.



Dolphins are highly intelligent animals, demonstrating culture, tool-use, individuality and self-awareness. Many scientists are now calling for them to be treated as "non-human persons".

‘We have to keep fighting this cruel industry wherever it rears its ugly head.’

Dr Tuan Bendixsen
Vietnam Director



Thanks to kind supporters, and officials who listened, plans for a dolphinarium in Danang have been put on hold.



As more people in the West stand up against dolphins in captivity, profiteers are seeking new markets in Asia.

Help from all sides

Our work to improve the welfare of captive wild animals continued to gather momentum in 2015, with a growing network of university students volunteering to help monitor conditions in zoos and safari parks.

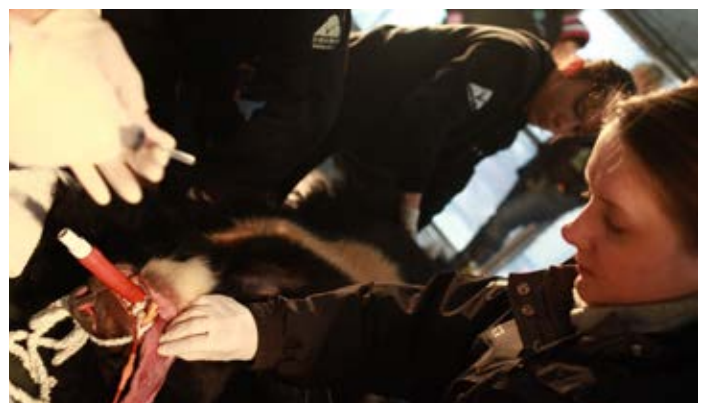
Our cooperation with the China Association of Zoological Gardens (the government authority responsible for regulating zoos) continued to grow too, allowing us to work more effectively to help even more animals.

Supporting vets in China and Vietnam

Our world-class veterinary teams in China and Vietnam provide learning materials and run workshops for vets and veterinary students on the specialist welfare needs of wild animals in captivity.

In 2015, in conjunction with the Jeanne Marchig International Centre for Animal Welfare Education, we delivered a series of lectures on animal welfare concepts to veterinary students and lecturers at the Vietnam National University of Agriculture.

In China, we were invited to speak at the country's most important gathering of veterinary professionals, the Conference of Chinese Veterinary Medicine. And after the conference, the association posted some of our materials on veterinary best practice online in its continuing education platform, which is accessed by vets across China.



Our veterinary surgeons and nurses are sharing their world-class expertise with China's emerging veterinary profession.

Elephants unchained

Our ongoing work with Hanoi Zoo saw conditions for its animals continue to improve in 2015, with three Asian elephants finally being released from chains.

These elephants had spent most of their lives at the end of one-metre-long chains. Now they can wander in their grassy enclosure and even bathe in water.

Animals Asia has been working with Hanoi Zoo for two years to improve facilities, train staff and introduce enrichment for the animals.

These elephants are among hundreds of wild animals in captivity in Vietnam and China who are living vastly improved lives thanks to your support.

Because of your kindness, we can provide training workshops and sessions with species specialists to encourage zoos to place greater emphasis on animal welfare. This means better animal management and animals receiving enrichment like climbing structures, food puzzles and raised platforms.



It's hard to imagine the misery and despair the elephants had endured, chained in one spot most of their lives.

Education means prevention

In 2015, Animals Asia began an ambitious project to bring animal welfare into even more Chinese classrooms by collaborating with Evergreen Centre for Sustainable Development, a not-for-profit education organisation in Beijing. By "training the trainers" and building an army of animal ambassadors, we can reach even more schools, teachers and young people.

We've already trained 40 educators, who are now touring schools in Beijing. We hope to extend the programme to other cities as it develops and eventually get our message into every classroom in China.



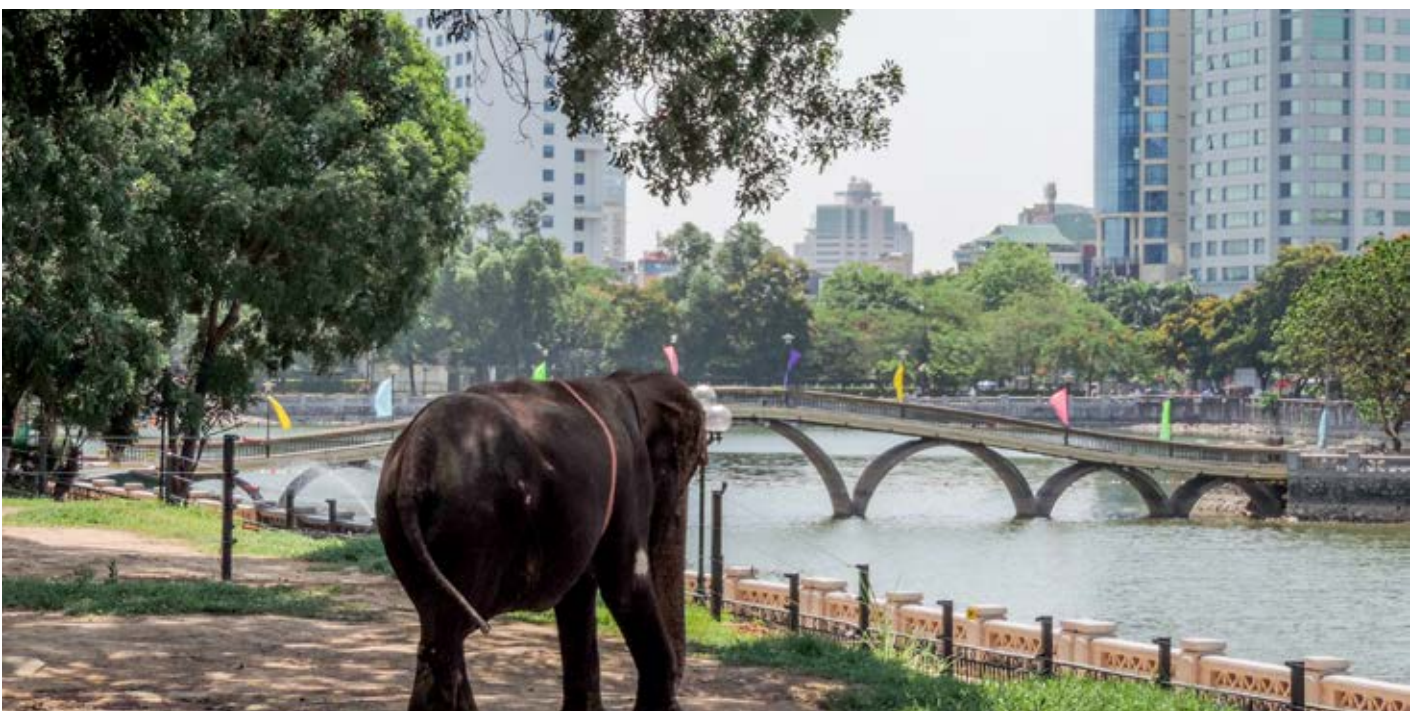
Animals Asia trained

40

school teachers on animal welfare concepts and how to teach them within the school curriculum.

‘Reaching young people in schools is probably the most important aspect of our work. It will be this next generation making crucial decisions about animal welfare in the future whether they grow up to be high officials making laws, or parents deciding whether to take their children to a circus that has performing wild animals.’

Sisi Li
Animal Welfare Officer, Chengdu



Now these majestic wild animals are free to roam and even bathe. It's your kindness that ended their torture.

Making life more bearable

In a perfect world, no animals would be held in captivity. But while zoos exist, our Captive Animal Welfare teams will do all they can to make life more bearable for the animals trapped inside.

With your support, we're showing zoo staff how to improve the welfare of the animals under their care by introducing simple, low-cost "enrichment" like ropes, toys, tyres, climbing frames and puzzle feeders.

Here are a few of the changes implemented in 2015:

- Elephants in 22 enclosures in 12 zoos received enrichment following our elephant management workshop in China
- Beijing and Shanghai zoos added toys and bedding to their big cat enclosures
- 19 Chinese zoos made improvements to primate enclosures following our primate management workshop
- Tigers, leopards and bears at Hanoi Zoo were provided with raised platforms



With your generous help, we're training hundreds of zoo-keepers to better care for their wild animals.



Animals Asia joined other NGOs in

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investigations into zoos, circuses and performing wild animal shows in Asia in 2015.

‘We’re working towards a day when there is no such thing as captive animals for entertainment, but we’re realistic in our approach. While zoos remain, we want to enrich the animals’ lives as much as possible.’

Bailey Liu
Animal Welfare Officer, Chengdu

Based in Chengdu at our bear rescue centre, Bailey joined Animals Asia in 2013 after a lifelong love for animals drew her to the cause. Her role is to improve captive animal welfare by coordinating workshops and meetings with zoos and safari parks to improve animal management, veterinary practices and conservation education.



Structures to climb and explore are essential to the health and well-being of wild animals in captivity.



We're showing zoos that simple measures, like adding straw to enclosures, make a big difference to the animals' welfare.

Thank you to all our wonderful supporters

Australia

A big thanks to all our Australian supporters who raised funds for the animals in 2015. Special thanks to:

- **Scarlett-Rose Bulmer** (aged 12), and her aunt **Sally Rodd** from Victoria. Scarlett-Rose sold over 400 pairs of bear ears at a fundraiser at her school, while Sal sells pieces of an online jigsaw puzzle and runs an annual stall at Camberwell Markets to raise money for her sponsored bear, Jigsaw.
- **Animals Asia WA Support Group** who hosted over 100 guests at a delicious High Tea to raise funds for their newly named bear, Freo in Nanning China – the second bear they have named.
- **The Studio Gallery** in Duffy, ACT, which held an art exhibition to raise funds. They also sold a vegetarian cookbook compiled by our ACT Support Group.



Scarlett-Rose with former Animals Asia vet Dr Jen O'Dwyer.

Germany

German supporter and artist Josef "Sepp" Häusl exhibited his stunning photographs of our rescued bears at a group exhibition in Munich last summer.

Monika Haunerding organised a mountain tour for visitors, together with a visiting UK support group. During the tour, money was donated for the bears. We would like to express our immense gratitude to everyone involved.



Monika Haunerding and Josef Häusl.

Meeting Ballman



In 2015, Louisa Biviano of Melbourne, Australia proved once again she was one of our special supporters, raising awareness about the bears and sponsoring Delaney, a tall and handsome middle-aged bear.

Louisa wanted to share with you the amazing experience she had in 2013 when she was sponsoring another handsome bear, Ballman. Louisa was at our Chengdu sanctuary after completing Animals Asia's gruelling and exhilarating six-day Great Wall of China Trek to raise funds for the bears – but nothing had prepared her for meeting her bear. Our founder Jill was showing the group around. When they reached Ballman's enclosure, two bears were sitting on a low platform.

"One of the bears started to walk towards us, very slowly. Jill suddenly said, 'Louisa that's Ballman!' He stopped directly in front of me, sat up on his hind legs and looked me directly in the eyes. I was overwhelmed. I just couldn't take my eyes off him. At one point I moved away to let others see and Ballman followed me and sat down so he was eye to eye with me again. The tears would not stop! It was incredible!"

In September 2014, exactly a year after Louisa met her beautiful bear, he passed away. Rest in peace gentle Ballman.

Switzerland

We are immensely grateful for the support of our partner foundations. Special thanks to **Katharina Büttiker** from Animal Trust and **Therese Rebmann** from VZUT who, along with their hard-working teams, provide great support to Animals Asia.

Luxembourg

Sincere thanks to **Denise Kirchen** for her tireless efforts for the bears. Through her commitment our message is reaching more and more people throughout Luxembourg. Thank you, dear Denise!

Hong Kong

To all our amazing Hong Kong supporters who helped the animals in 2015, a very big thank you. **Jane and Max Gottschalk**, we can't thank you enough. For the second year, Jane and Max opened up their beautiful home to host a truly spectacular gala fundraising evening. Jane, who is Animals Asia's Hong Kong Ambassador, worked year-round to make sure the evening was a dazzling success – and that it raised some serious money for the animals.



Jane Gottschalk visiting our China sanctuary.

Italy

Our sincere thanks to **Giuliana Corea** whose illustrated children's book, "Moon Bears and Other Stories" is raising awareness and funds for our work. A former primary school teacher, Giuliana has met with hundreds of students, sold hundreds of copies and donated part of the proceeds to Animals Asia.

Artist and long-time supporter **Elena Sanna** brought the moon bears' plight to thousands of people when she exhibited her paintings of some of our most iconic rescued bears at the Genoa Natural History Museum last year. Over 5,000 people visited the exhibition in less than one month. Elena's portraits are on sale and she is donating part of the proceeds to Animals Asia.

Rossella Seno, singer and actress, reached thousands more via YouTube with her beautiful song, "The Moon Over Me". Rossella is donating part of the proceeds from the sale of the song to Animals Asia.



Rossella Seno's song is reaching thousands of people.

United Kingdom

To all of our amazing supporters around the UK who worked so hard for the animals in 2015, we're sending a very big bear hug and thank you. An extra special thank you to our wonderful support groups and challenge/event fundraisers who together raised vital awareness across the country and raised over £200,000 through street collections, challenges, private parties, events and sheer hard work!

Thanks also to the fantastic trusts and foundations that are making a huge difference to our work. Thank you all so much.

A very special thank you to the **Covey Family, Richard Brindle, Martin Prince, Jill Rogers, Maren Dallmann, Fiona Aston, Jan Whiteley** and **Lee Gibbins** for all their incredible support.

To **Maria Slough** for donating endless hours and energy to create the spectacular and moving film "A Moon Bear's Story – The Road To Freedom". To **Tracey Manning** for her support in many ways throughout the year, and for coming to our own rescue with vital equipment.



Lee Gibbins of the West Somerset support group is one of our longtime supporters. (Lee is front centre next to Jill.)

United States

A very warm thank you to all our kind and generous supporters across the country who helped the animals in 2015.

Kai is one tough mudder for the bears



When New Yorker **Kai Madden** is wearing a sodden and muddy bear suit and taking a second, third and fourth run at a steep wall – his mind is with the bears caged in bear bile farms. *"I wasn't going to stop till I hit the finish line and I know you guys won't stop until all the cages are empty."*

2015 was the second year that Kai has taken part in Tough Mudder, an 18km-plus military-style obstacle course. Only the bravest take part – and only a true hero like Kai would attempt it in a bear suit. His efforts have raised tens of thousands of dollars for the bears.

The stars who shone for us in 2015

Celebrity support has never been so strong, with the likes of **Ricky Gervais, Matt Sorum, Ozzy Osbourne, Moby** and the cast of **Downton Abbey** all getting behind our campaigns. Our very sincere thanks to all the fabulous stars who shone so brightly for the animals in 2015.

An incredible group of high-profile Australians came together in 2015 to raise awareness of our work by starring in a new TV ad campaign. Our sincere thanks to **Rachel Ward, Peter Northcote, Jamie Durie, Arj Barker, Dr Katrina Warren, Simon Bryant and Anjali Rao** for giving their time to appear in the ad alongside our founder, Jill Robinson. Special thanks also to **Brian Daly** of The Proverbials for writing, directing and providing the score and to **David Finnegan** of Sense 6 for filming and editing.

German comedian **Bastian Pastewka** starred in an emotional video about the bear bile industry. Terra X star and TV presenter **Dirk Steffens** provided the voiceover for our first TV commercial. This was produced free thanks to producer **Hagen Biewer** and sound studio **LOFT Hamburg**. The ad has been aired on different channels and has reached 2 million viewers to date.

German actress **Jasmin Gerat** wore our T-Shirt to show off her baby bump in a photo shoot for popular magazine **GALA**. Others who spread the word about our work include Germany's No 1 cartoonist **Uli Stein**, bestseller author **Charlotte Link**, actors **Andreas Hoppe** and **Oscar Ortega Sánchez**, actress **Minh-Khai Phan-Thi**, vegan cook **Björn Moschinski**, TV presenter **Bettina Böttinger** and **Julia-Niharika Sen** and musician **Rolf Brendel**.

Grateful thanks to our Asia Patron, superstar **Karen Mok**, who has been a loyal supporter of Animals Asia for many years. Karen's compassion for animals always shines through when she lends her voice and celebrity status to raise awareness of our work.

Franz Di Cioccio, lead singer and drummer for PFM (Premiata Forneria Marconi) continued to speak out for the animals and raise awareness about our work. PFM is the most popular Italian rock band worldwide and the only one to make it into the Billboard USA charts. From 1970 to date, PFM have released a number of successful albums and held nearly 6,000 shows.

Sincere thanks to our UK Patron **Virginia McKenna OBE** and UK Ambassadors (and Downton Abbey stars) **Peter Egan** and **Lesley Nicol**. We're very grateful also to **Rula Lenska** and **Rick Wakeman** for helping to make our summer fundraiser at London's Plaisterers Hall such a success.

Our special thanks to Animals Asia's US Ambassadors, former Guns N' Roses drummer **Matt Sorum** and actress **Ali MacGraw** for giving so generously of their time. And a big thank you also to actress/model **Maggie Q**.

And to those who gave their support to our Let a Bear Sh!t in the Woods Campaign, you rock. Thank you **Matt Lucas, Moby, Sharon and Ozzy Osbourne, Steve-O, Duff McKagan, Simon Le Bon and Anthony Kiedis**.



Thank you to Jasmin Gerat who proudly displayed her baby bump to raise awareness.



The irrepressible Ozzy and Sharon Osbourne are among the stars creating a buzz for the bears.

2015 financial overview

Another year of incredible progress made possible because of you, our kind, generous and loyal supporters.

Sincere thanks to each and every one of you for seeing us through this challenging year – and helping so many desperate animals along the way.

Together in 2015, we raised over \$10.8m, and spent almost \$7.66m on programmes. **That's 70% directly to the animals.** The progress we saw in Vietnam in 2015 is truly inspiring – and possible only because a still relatively small group of supporters around the world care enough to act. **You are one of these people. Thank you sincerely.**

Global income
\$10.860m

Note: All currency references are US\$.

Source by region



Capital expenditure (\$m)
\$0.215

Equipment
\$0.008

Construction
\$0.137

Sanctuary refurbishment
\$0.070

Running costs (\$m)
\$10.858

Programmes
\$7.659

Income generation
\$2.469

Administration and governance
\$0.730

End Bear Bile Farming
61%

Cat and Dog Welfare
8%

Captive Animal Welfare
5%

Public Education
26%

70c in every dollar goes directly to the animals.

*"The end really is in sight for Vietnam's bile bears.
Please stay with us as we bring home these tortured
souls and give them the chance to be bears again."
Jill Robinson MBE, Founder and CEO*

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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.

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