

# WSPA IN THE UK

## Campaigning and fundraising for animals in 2010

Over the past year, your commitment and generosity in helping save animals around the world from cruelty and suffering has been truly inspiring. I hope this round-up of the highlights of what we have been able to achieve together is a fitting tribute to the amazing support that you – our UK supporters – have given us, to help many millions of animals around the world.

2010 saw WSPA launch our first ever campaign here in the UK, to protect the welfare of dairy cows by fighting the threat of industrial mega-dairies and keeping our hard-working cows in fields where they belong. With your support, along with MPs, farmers and local citizens, we played a key role in stopping plans for a vast, intensive dairy 'factory' in Lincolnshire, which would have housed thousands of cows. Rest assured, we shall be continuing our award-winning *Not in my Cuppa* campaign, which you can read more about in this WSPA UK review.

But it was not just at home that you responded to our calls for help. When disaster struck Haiti in early 2010, your overwhelming support for our appeal allowed our specialist teams not only to enter the emergency zone to treat sick and injured animals, but also to remain in Haiti for a whole year. We helped rebuild the

country's veterinary services, which will make a lasting difference to the lives of animals and the people who depend on them.

In Pakistan, when tragedy befell Kund Park sanctuary following unprecedented flooding, you were there, ready to help us complete the new sanctuary at Balkasar to provide a safe refuge for the bears rescued from bear baiting. You shared our devastation at the tragic loss of 20 of the sanctuary's inhabitants during the flooding, and we can only be thankful that the last days of their lives were ones of peace and safety from the fear and cruelty of bear baiting.

With your help, we raised an incredible £11,602,000 in the UK in 2010 from: legacies; your committed, regular donations; in memory gifts; sponsored events and collections; the support of trusts and foundations; and the generous donations of individuals.

We simply could not continue to protect animals around the world without you. Thank you for your unwavering support in saving them from lives of suffering and cruelty.

**Suzi Morris**  
Director, WSPA UK



# CAMPAIGN SUCCESSSES



## Political support for the protection of animals

In 2010 we challenged political candidates during the general election, asking WSPA supporters to lobby their would-be MPs to pledge commitment to protecting the welfare of animals. When Britain got a new government in June, around 50 elected MPs across all the main parties had agreed to sign up to support our election manifesto.

## CAMPAIGNING BY NUMBERS

**100** 'cows' go on the run through Westminster to launch our *Not in my Cuppa* campaign

**167** MPs sign our proposal to debate a motion against intensive mega-dairies in the UK

**340** political candidates support our general election manifesto

**11,148** WSPA UK supporters signed our petition asking the Foreign Office to address the issue of South Korean bear bile farming, getting successful backing from Secretary of State, Jeremy Browne MP

**43,000** declarations of "Not in my Cuppa" to factory milk from battery cows via our campaign website

**524** million people – the combined audience of our total media coverage in 2010

## Factory milk from battery cows?

A significant threat to the welfare of farm animals emerged in 2010 when it became clear that US-style intensive dairy farming was spreading to Britain. In February, Britain's dairy industry faced a watershed moment in the form of *Nocton Dairies'* application to build an unprecedented 8,100 cow mega-dairy in Nocton, Lincolnshire.

Suddenly, British dairy farming looked set to take a sinister turn; one that would see cows kept indoors all year round, without access to a blade of grass, and becoming little more than a piece of machinery at the heart of a factory operation. WSPA UK reacted swiftly, with our first public objection in March, and *Not in my Cuppa* was born.

Mega-dairies raise serious cow welfare issues, but realising that there were many reasons why people would want to keep mega-dairies out of Britain, we also began research into environmental and human health impacts, building contacts with dairy farmers, and uniting with other charities and the Nocton community campaigners in the fight against mega-dairies.

## A GLOBAL LOOK AT MEGA-DAIRIES

**125** cows make up the average herd size on a UK dairy farm

**125** calves are born every day in *Fair Oaks Farm*, Indiana, heralded by some as the future of UK dairying

**3,000** cows live in a single dairy unit of *Fair Oaks Farm*, which has a huge 32,000 cows in total

**3,000** cows are exported from Australia every month to sustain the massive 250,000 mega-dairy herd in the *Huishan Dairy* in northeast China

## KEY CAMPAIGN MILESTONES

### MARCH 2010:

WSPA registers objection to *Nocton Dairies'* plans for an 8,100 cow mega-dairy.

### JUNE 2010:

WSPA's first victory comes after plans for a second mega-dairy in South Witham are withdrawn due to fierce opposition. *Nocton Dairies* also temporarily withdraw plans.

### AUGUST 2010:

WSPA issues a report outlining the case against UK mega-dairies.

### SEPTEMBER 2010:

WSPA and the *Ecologist* publish an undercover exposé of the US intensive dairy industry, later named as one of the *Ecologist's* 'top 20 reads of 2010'.

### OCTOBER 2010:

WSPA hosts a parliamentary reception on dairy farming, attended by over 50 MPs, where a proposal to debate a motion against intensive mega-dairies was put forward and achieved cross party support.

### NOVEMBER 2010:

*Nocton Dairies* resubmit their planning application, halving the scale of the farm to house 3,770 cows, but still in intensive conditions. WSPA undertakes a second US trip, to meet with expert academics and view the so-called 'best' of intensive dairy farms.

### DECEMBER 2010:

The *Not in my Cuppa* team met with the UK Government's farming minister to set out our concerns.

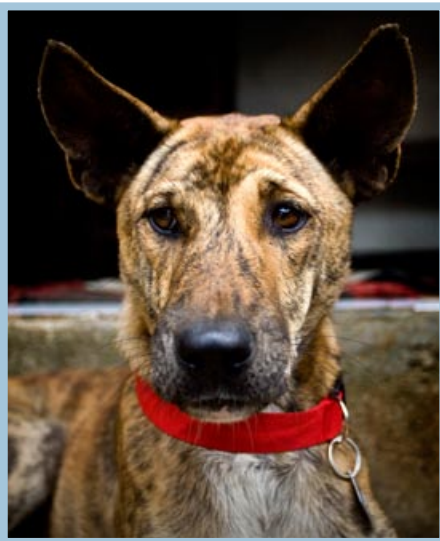
### FEBRUARY 2011:

Plans for the mega-dairy in Nocton were shelved in early 2011, but the threat is far from over. With your help we will continue fighting the threat of mega-dairies.

# WSPA UK SUPPORTERS RESPOND

## A year of record-breaking support

Thanks to our UK supporters, WSPA was able to come to the aid of many animals last year – from providing relief to more than 100,000 animals affected by disasters, to preventing poisoning of dogs in Bali, to opening a new bear sanctuary in Pakistan. 2011 marks WSPA International's 30th year of protecting animals in need and we are confident that together we can continue to build on all this life-saving work.



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## Dogs' lives saved in Bali

The generous response of WSPA supporters in the UK helped secure the funds needed to vaccinate dogs in Bali, protecting them from rabies and the threat of being poisoned to death in the mass culls the Balinese authorities had been using to tackle this horrific disease. WSPA-funded teams were able to vaccinate 210,000 dogs in Bali against rabies, in over 4,000 villages. This is around 70% of the dogs on the island – the level of immunity needed to prevent the re-emergence of the disease.

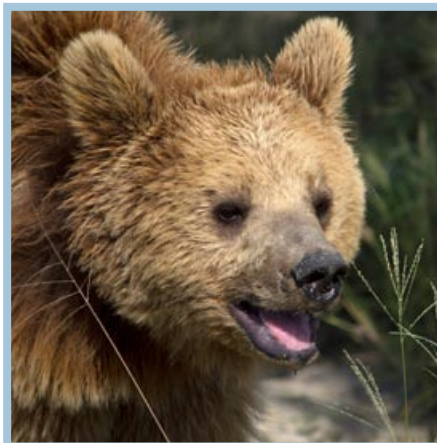
Ray Mitchell, Campaign Director at WSPA said: "This vital work is not only contributing to the eradication of rabies on the island, for the benefit of dogs and humans alike, it's also demonstrating to

the world that it's cruel and unnecessary to kill dogs in response to outbreaks of rabies." And the latest good news is that the Balinese Government has just launched the second round of vaccinations itself, independently from WSPA. This is a fantastic development and one that shows the Balinese Government is not only committed to stamping out rabies, but in a way that doesn't cause dogs pain or suffering.

It's thanks to donations from our generous WSPA supporters that we were able to get this vaccination project off the ground. Now the Balinese Government are able to carry out the vaccinations themselves, WSPA can concentrate on other projects where animals need help the most.



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## Stopping bear bile farming

WSPA supporters in the UK responded with amazing generosity to the launch of our *Stop Bear Bile Farming* campaign, giving over £351,000 to a dedicated fund to end this cruel industry which holds over 12,000 bears captive to endure the extreme physical and mental trauma of having their bile brutally extracted. A crucial aspect of WSPA's *Stop Bear Bile Farming* campaign is to educate people about the suffering of the bears and the cruelty that permeates the industry. Currently, over 8,000 supporters have written a message to the world, to say why bear bile farming should stop, which will help our campaign.

## Bears rescued from baiting

Many of our UK supporters showed remarkable generosity last year, raising £379,000 for our *Bear Rescue Raffle* and appeal. Since then, WSPA has already been able to rescue seven more bears from the cruel blood sport of bear baiting, taking them to the sanctuary built in 2010 thanks to the generosity of WSPA supporters. The sanctuary is large enough to provide a life-long home to the 70 or so bears still forced to fight in the bear baiting arenas of Pakistan. WSPA is determined to rescue them all.

## Donkeys in Bethlehem

In Christmas 2010, UK supporters raised £220,000 to help hard-working donkeys in need of treatment and care in Bethlehem. This could help fund the mobile clinic run by Dr Yousef Mosalem (head vet for the *Palestine Wildlife Society*), which gives free care and treatment that makes their difficult lives so much easier. He also offers advice for owners on how to care for their animals, which can literally save donkeys' lives.

How you, our UK supporters, made a difference

# FINANCIALS

The figures are extracted from WSPA accounts which are non-statutory and unaudited.

They are provided for general information only.

## 2010



UK ONLY	2009	2010	
	£'000	£'000	
<b>INCOME</b>			
Appeals, gifts and donations	8,787	9,011	
Gifts in Wills	2,691	2,591	
<b>Total income</b>	<b>11,478</b>	<b>11,602</b>	
<b>EXPENDITURE</b>			
Animal welfare activities	8,948	8,672	
Fundraising	1,413	1,677	
Governance	172	164	
<b>Total expenditure</b>	<b>10,533</b>	<b>10,513</b>	
Applied to reserves	945	1,089	

## THANK YOU

It would not be possible for WSPA to protect animals around the world from cruelty and suffering without the generosity of our supporters and those who raise funds on our behalf. WSPA UK would like to thank each and every one of you, and also to thank:

### Charitable trusts, companies and individuals

Al Fayed Charitable Foundation, Hannah Altman, Ampelos Trust, Nancy Andrews, Anna Rosa Forster Charitable Trust, The Bear Group S.A. Trust, Betty & Stanley Abbett Charitable Trust, Betty Lawes Foundation, Hilary Charles, Paul Dane, Paul Davies, Dischma Charitable Trust, Elise Pilkington Charitable Trust, Julie Ellison, Emanuel Herwald Trust, Ernest Kleinwort Charitable Trust, Stephen Hall, David Innes, Investigo Ltd, Marsh Christian Trust – Marsh International Welfare Award, Trond Moen, Persula Foundation, Francesca Quint, Ruth Smart Charitable Trust, John Scott, Suzanne and Tom Thomson, Tubney Charitable Trust, Zyro Ltd.

### Celebrity support in 2010

Marc Abrahams, Jamie Archer, Tony Audenshaw, Chris Bisson, Dominic Brunt, Alexandra Burke, Grace Cassidy, Mark Charnock, Claire Cooper, Simon Cowell, Elizabeth Emanuel, Stephen Fry, Ricky Gervais, Paula Hamilton, Chrissie Hynde, Danyl Johnson, Leona Lewis, Tom Lister, Sir Paul McCartney, Emma Milne, Miranda Richardson, Natalie J Robb, Wendi Peters, Andrew Sachs, Jenny Seagrove, Dawn Steele, Michaela Strachen, James Thornton, Twiggy, Charlotte Uhlenbroek.

### Protecting animals with a gift in your Will

WSPA relies on gifts in Wills to protect animals around the world. Almost one in every four pounds we raise in the UK to protect animals from cruelty and suffering comes from these crucially important gifts. We would like to thank all those supporters whom have pledged their commitment to animals with a gift to WSPA in their Will and to all those who have made a donation in memory of a loved one.

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[wspa.org.uk](http://wspa.org.uk)

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