





# ENSURING

# MAXIMUM IMPACT FOR ANIMALS

### Our mission

IFAW rescues and protects animals around the world.

### Our promise

We promise supporters and policy makers effective animal protection solutions delivered with intelligence, compassion and integrity.

### Our work

IFAW believes in the intrinsic value of animals and that we have a responsibility to protect them from suffering and unnecessary exploitation.

We rescue and care for individual animals and deliver effective solutions for the long-term protection of animal populations and habitats.

We promote addressing animal welfare concerns in policy, legislation and society.

Our team includes rescue workers, veterinarians, policy experts, campaigners, scientists, educators and the highest quality support staff driven by a determination to help animals in need.

### Our approach

We are international, with local expertise and leadership in all our field offices. Through strong international coordination, we leverage regional campaigns and projects to achieve global influence and impact.

Through our work, we connect animal welfare and conservation, demonstrating that healthy populations, naturally sustaining habitats and the welfare of individual animals are intertwined.

We are sensitive to the needs of communities and work for solutions that benefit both animals and people.

### Our vision

Our vision is a world where animals are respected and protected.

**IFAW has been a pioneer in many animal welfare initiatives**, from our founding battle against the Canadian seal hunt 45 years ago to our recent collaborations with the United Nations Development Program and INTERPOL regarding companion animals and wildlife crime respectively.

As our organization evolves to meet global animal welfare challenges, we know we must commit to critical evaluation of our projects and campaigns. It is not enough to be well-qualified and well-intentioned people; we must ensure that our activities measurably improve the lives of the dogs, cats, elephants, whales and other wildlife we seek to rescue and protect.

This past year, IFAW signed on as a member of the Conservation Measures Partnership, a new community of non-profit and foundation leaders who are committed to developing and implementing the Open Standards for the Practice of Conservation.

By joining this effort, IFAW will be the first animal welfare organization to adopt this more rigorous approach, and we will serve as an industry leader in designing best practices moving forward.

The Open Standards partnership provides a forum for organizations to learn from and support each other in pursuit of our missions. Its adaptive management approach can help organizations realize their true potential by supporting the development of clear and measurable goals through a uniform approach. It provides tools for engaging key internal and external stakeholders, and it drives organizations to learn from both success and failure.

Over the next year, we will be training our staff to work within this framework. We believe it will make our organization both more effective and more efficient. It will enable us to have greater impact for animals and to better convey that impact to our donors, who

make this work possible. And we will be contributing to the evolution of the next generation of best practices in non-profit organization management, which will benefit countless charitable causes across the world in the future.

This effort is just one way that we demonstrate our gratitude to the millions of supporters who have joined us in creating a world where animals are respected and protected. The Open Standards will help us make sure that every dollar donated to IFAW is committed to delivering successful programs to protect animals across the globe.

Sincerely,  
Kathleen Savesky Buckley  
*Board Chair*



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**BEING PRESENT FOR**

**As Chief Executive Officer for IFAW**, I see first-hand IFAW's talented staff and partners in action.

I confer with our county office leadership. I attend conferences and meetings of global enterprises like the Clinton Global Initiative and the Convention on Migratory Species. I visit our projects in remote corners of the world.

I cannot overstate the importance of IFAW's local project management teams on the ground. IFAW hires local people who understand local cultures and issues in order to have the best long-term impact on problems between animals and people. These dedicated men and women are the personification of IFAW's values and vision and the backbone of IFAW's success, and visiting them to personally witness their work is important to me.

This past year afforded me the unique opportunity to visit two community development projects in national parks in Africa—one in the shadow of Mount Kilimanjaro in Kenya and another on the shores of the Shire River in Malawi.

In Amboseli National Park, Kenya, on behalf of IFAW, I signed a lease for an important piece of land called the Kitenden Corridor that allows elephants the freedom to roam across the Kenya/Tanzania border. More than 1,600 Maasai landowners traveled

**ANIMALS AND PEOPLE**

to Engong Narok in Amboseli to sign this agreement. I was humbled and impressed by the strength and courage of the Maasai people willing to envision and build a new future for their community, in which people can thrive while living alongside elephants. It was an honor to make the journey to meet them.

Meanwhile in Liwonde National Park, Malawi, elephants and other wildlife battle it out daily for access to food, water and grazing space, often in conflict with the dense human communities that surround the park. So it was very moving for me to attend the opening of an IFAW-funded fish farm, where I was privileged to meet a host of local community members. Thanks to this project, they no longer live with the daily threat of injury and death from crocodiles when entering the park to illegally fish. The people are safer and the park habitat and wildlife are better protected. That's a solution that can survive the test of time.

In the end, a simple goal is at the heart of all that IFAW does. Whether it is protecting seals and whales from commercial hunting, ending elephant poaching, or helping dogs and cats in disadvantaged communities, IFAW strives to create a better world for animals and people.

We are grateful for the generosity of our supporters that makes this mission possible.

Sincerely,  
 Azzedine Downes  
*President and CEO*

**Country and Program Leadership**

Kelvin Alie  
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 Regional Director, Southern Africa*

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*Program Director, Whales*

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*Country Director, France and Franco-phone Africa*

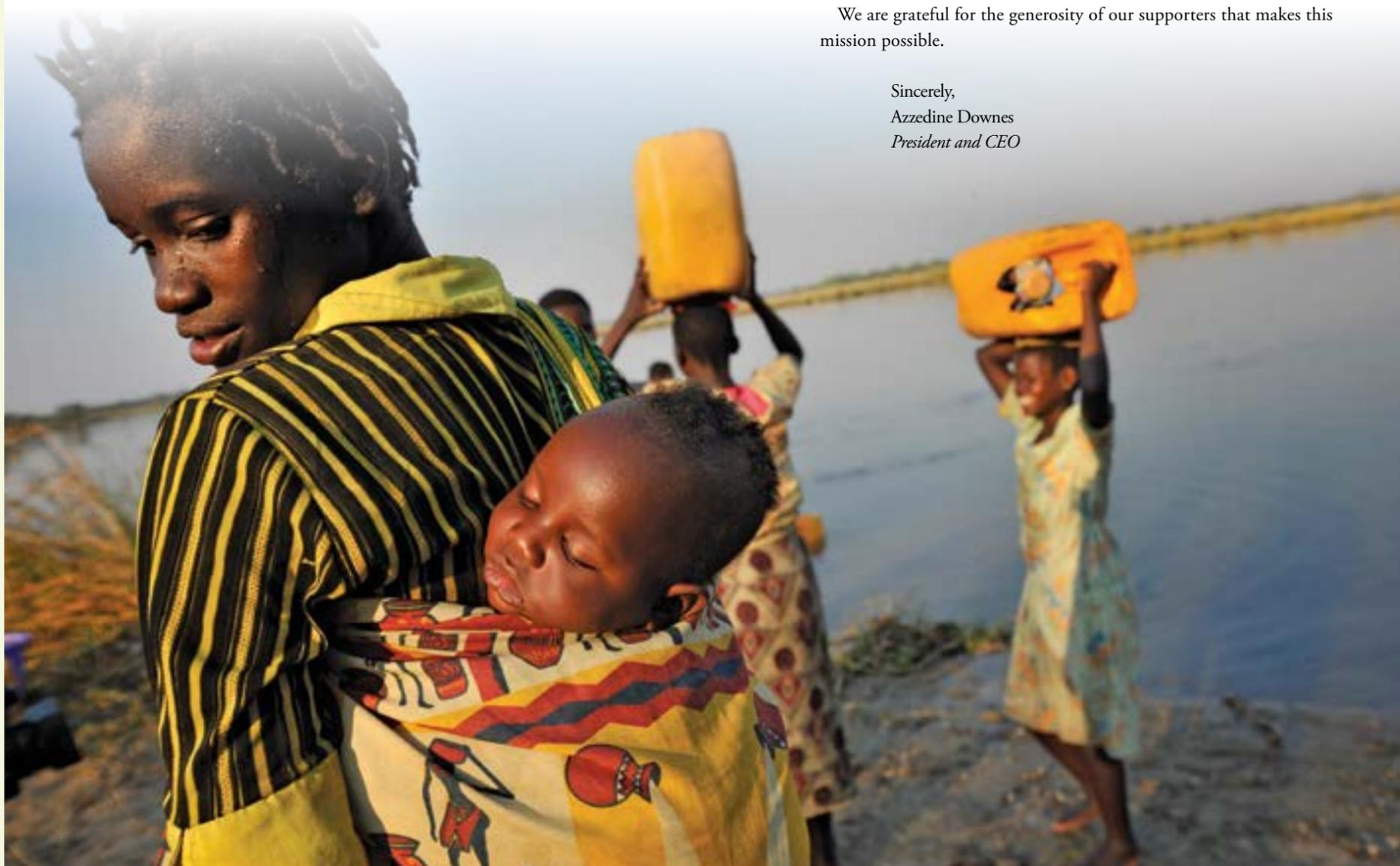
Dr. Ralf (Perry) Sonntag  
*Country Director, Germany*

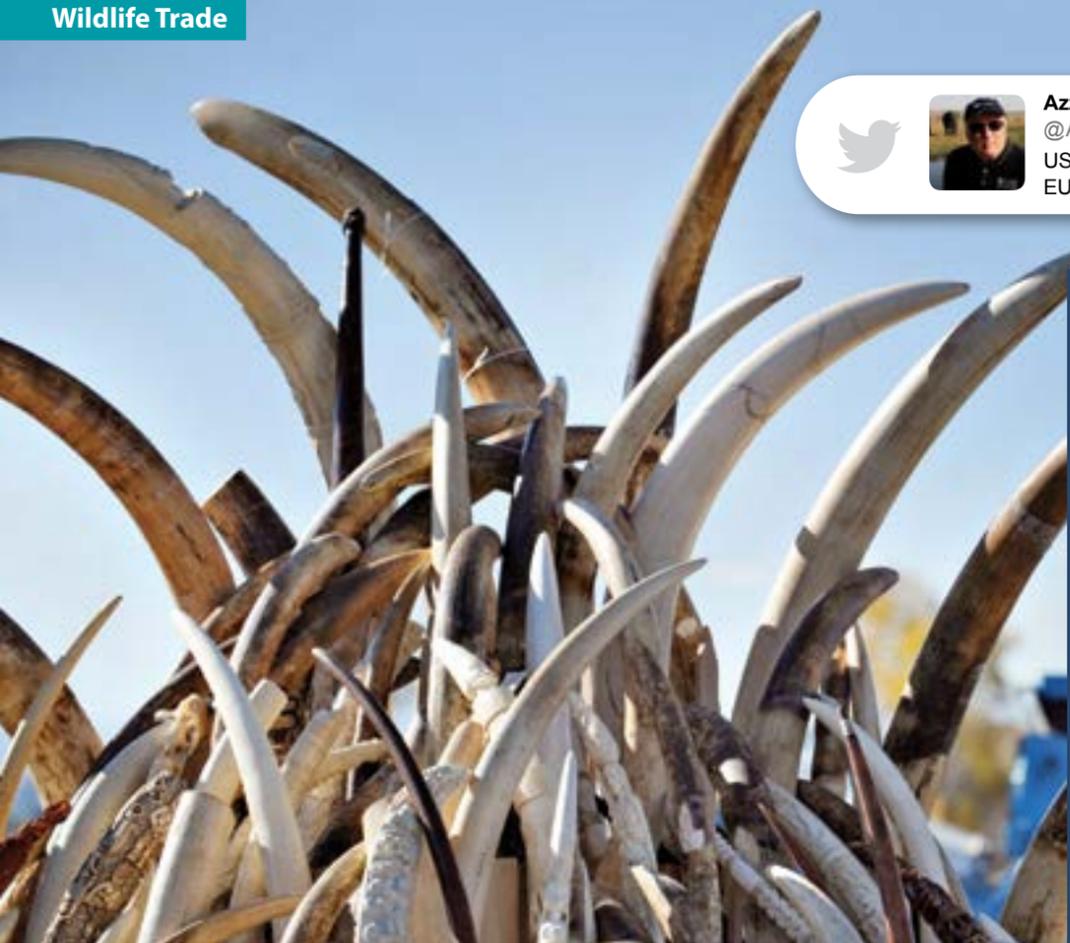
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*Country Director, Netherlands*

Sonja van Tichelen  
*Regional Director, European Union*

Dr. Maria (Masha) N. Vorontsova  
*Regional Director, Russia and Commonwealth of Independent States*

Patricia Zaat  
*Country Director, Canada*





 **Azzedine Downes**  
 @AzzedineTDownes · 14 Nov 2013  
 US crushes ivory stockpile.  
 EU you are up next!

**17.6**  
 Tons of ivory destroyed in 2013-2014 from Belgium, Chad, France, China, China's SAR Hong Kong, and the US

**36**  
 Signatories on the international memorandum of understanding on the Conservation of Migratory Sharks

**266%**  
 Increase in the number of advertisements for wildlife products offered for sale online in Australia and New Zealand since 2008

**2,782**  
 Deadly snares removed from the forests in China's Hunchun region by patrols sponsored by IFAW and the Hunchun Wildlife Conservation Association to protect tigers, leopards and their prey species

# CRUSHED:

## THE YEAR OF IVORY DESTRUCTION

The elephant poaching crisis is driving an iconic species toward extinction. In the last three years, 100,000 have perished.

Calls for an end to this slaughter go out all the time, but none have been more dramatic than the systematic destruction of tons of seized ivory—from massive tusks to miniature trinkets—by nations on the entire trade chain.

Although a few countries have undertaken crushes or burns in years past, it was the US Fish and Wildlife Service's crush in November 2013 that renewed the momentum. IFAW was one of only two official government partners at the US crush and was proud to have staff and celebrity ambassadors in attendance at this historic event as well as support from Dr. Jane Goodall and Iain Douglas-Hamilton. It prompted a number of countries to follow suit in the months following.

China's ivory crush was a real milestone, not only because it is the planet's most populous country, but because it is a huge consumer of wildlife products, especially ivory. The incineration of ivory in China's Hong Kong Special Administrative Region (SAR) was meaningful because it is a major transit spot. Belgium's because it is the seat of the European Union as well as a transit hub. IFAW even staged a crush of its own in the UK leading up to a government summit on wildlife crime (supporters brought in personal items for crushing as the British government destroys confiscated ivory upon seizure).

The ivory destruction events that have taken place in rapid succession in the last year have brought an unprecedented level of awareness of the plight of elephants to world leaders and citizens of the planet alike.

## OTHER NOTABLE ACCOMPLISHMENTS

### Project PREDATOR

**WHAT:** With IFAW as a committed partner, INTERPOL conducted trainings of law enforcement personnel across Cambodia, Thailand, Indonesia, Malaysia, Vietnam, Laos and China to detect and deter smuggling of tiger and other endangered wildlife parts.

**WHY IT'S IMPORTANT:** Given the bleak and perilous conditions for big cats in the wild, it's absolutely critical that officers on the frontlines be equipped with the latest tools and investigative techniques to dismantle criminal networks trafficking tiger parts.

### Horn of Contention

**WHAT:** IFAW commissioned a review into the economics of trade in rhino horn from Economists at Large that concluded a legal trade in rhino horn would not necessarily reduce poaching of rhinos in Africa.

**WHY IT'S IMPORTANT:** Pro-trade advocates are lobbying for the government of South Africa to propose an end to the trade ban at the next

general meeting of CITES in 2016 in South Africa.

### Demand reduction campaigns

**WHAT:** Capitalizing on the successful "Mom, I have teeth" campaign, IFAW's China office conceived and produced more culturally-appropriate and socially-motivating advertisements to call on consumers to reject wildlife trade.

**WHY IT'S IMPORTANT:** China is the largest consumer of wildlife products in the world, and studies have shown that culturally relevant public awareness campaigns can be successful in reducing demand.

### Migratory sharks MoU signings

**WHAT:** On the heels of the CITES protection designations, IFAW brought 13 Arab country officials together for a "Prevention of Sharks and other Marine Species Trafficking" training. During that meeting, nine of them signed the Memorandum of Understanding on the Conservation of Migratory Sharks.

**WHY IT'S IMPORTANT:** The Middle East is a key source and transit region for shark fins. Coordinated effort to stop the illegal trade is necessary. This global accord for the protection of sharks now boasts a total of 36 signatories committed to stopping one of the most inhumane practices of wildlife trade—the trade in shark fins.

### Oceania's wildlife trade report

**WHAT:** An Internet trade report titled Click to Delete found that there had been a 266% increase in the number of advertisements for endangered wildlife products offered for sale on popular online trading platforms in Australia and New Zealand since 2008.

**WHY IT'S IMPORTANT:** As a result of our research, trademe.co.nz has banned the sale of animal parts listed on Appendix I of CITES, and eBay continues to work with IFAW to ensure that they are successful in tackling traders' attempts to evade bans on wildlife trade.

*"This heirloom is just a thing. It is not life. In fact, this trinket was made at a cost of a beautiful creature's life."*

— IFAW ambassador **Kristin Bauer**, on tossing an ivory bracelet brought back from Japan after WWII by her father into the crusher at the US Fish and Wildlife ivory stockpile crush in Denver on November 14, 2013.



# RULED:

## WORLD COURT ORDERS JAPAN TO STOP "SCIENTIFIC" WHALING

Even after the moratorium on commercial whaling came into effect in 1986, the Japanese government chose to continue a whaling program based on an assertion it was for 'scientific research,' laying waste to more than 14,000 minke whales from the Southern Ocean. Even the decision by the International Whaling Commission (IWC) to declare the Southern Ocean a sanctuary for whales was not enough to deter Japan. (Twenty-three nations voted in favor of the sanctuary at the 1994 meeting of the IWC; only Japan voted against.)

IFAW convened four panels of world-class legal experts between 2006 and 2009 in Paris, London, Sydney and Canberra, all of which concluded that Japan's Southern

Ocean whaling was unlawful. Drawing heavily on these legal arguments, the Australian government launched its case in May 2010 at the International Court of Justice (ICJ) against Japan's Antarctic whaling, the first-ever case brought before the court involving a wildlife issue.

The ICJ heard oral arguments from Australia and Japan in 2013 and this year finally ruled that Japan's Antarctic whaling was "not for purposes of scientific research," should be halted with "immediate effect," and that no further permits should be issued under the current program.

Only through IFAW's long-term strategic research and advocacy could this historic ruling in favor of the whales have been achieved.

0

Total number of whales that were killed for commercial purposes in the Southern Hemisphere during the 2014/15 summer season, thanks to an unprecedented ruling by the International Court of Justice against Japan's illegal Antarctic whaling

15

Miles that the shipping lane off Sri Lanka could be moved to reduce the ship strike risk for blue whales in that region by 80%, according to findings from IFAW research

70%

The amount of Australia's new marine reserves that include whale and dolphin habitat, following lobbying by a coalition of environmental NGOs in Australia, including IFAW.

150

The number of remaining western gray whales off Sakhalin Island, Russia whose calving habitat is under threat from offshore oil and gas development

200

Estimated number of small, medium and large scale whale watching operators now offering whale and dolphin watching trips around the coast of Japan

## OTHER NOTABLE ACCOMPLISHMENTS

### Sonar mapping connection to whale stranding

**WHAT:** An independent scientific review panel concluded that the mass stranding of approximately 100 melon-headed whales in Madagascar in 2008 was primarily triggered by acoustic stimuli, more specifically, a multi-beam echo sounder system operated by a survey vessel contracted by ExxonMobil. IFAW, which helped return live whales from the lagoon system to the open sea and conducted necropsies on dead whales to determine the cause of death, had contributed evidence to the panel.

**WHY IT'S IMPORTANT:** This is the first known marine mammal mass stranding event of this nature to be closely associated with high-frequency mapping sonar systems.

### Sri Lanka ship strike research

**WHAT:** IFAW surveyed endangered blue whales off the southern Sri Lankan coast, where they have been involved in often-fatal collisions with ships.

**WHY IT'S IMPORTANT:** If it is found that there are fewer whales further offshore, the research could prompt officials to move the shipping lane away from the coast, substantially reducing the collision risk.

### IMO to reduce whale noise

**WHAT:** The International Maritime Organization (IMO) adopted guidelines for the reduction of underwater noise from commercial shipping, based on key recommendations from the IFAW-commissioned report Reducing Underwater Noise Pollution from Large Commercial Vessels.

**WHY IT'S IMPORTANT:** Noise masks the sounds that whales and dolphins make in order to communicate and it can dramatically decrease the distance over which some animals can hear each other. It has also been found to cause stress in whales.

### Alliance limits Russian oil and gas exploration project

**WHAT:** IFAW and allied NGOs delayed the Russian government from approving the public environmental assessment of an Exxon-Neftegaz Limited pier development project in Piltun Lagoon, the western gray whale's main feeding ground.

**WHY IT'S IMPORTANT:** Among other dangers such as ship traffic, noise pollution and entanglement, seismic research and corresponding construction are threats to mother-calf pairs and limitation of such activity is critical to protect their feeding ground.



Patrick R. Ramage @patrickramage · Mar 31

The World Court is still reading its decision, but whale hugger types up here in the balcony are quietly weeping for joy, just sayin'.

# SECURED:

## KENYA CORRIDOR GIVES ELEPHANTS ROOM TO ROAM

**Amboseli National Park's elephants** roam miles across the neighboring Maasai community lands daily as the park boundaries are not large enough to provide for all the elephants' needs.

The current trend of subdividing and developing land around the borders of Amboseli has threatened otherwise safe elephant migratory patterns. After much research by the IFAW and its partners, the only option to protect elephant habitat and ensure the animals' very survival was to lease land and eventually establish a conservancy, securing a safe path to the Tanzanian border.

On July 17, 2013, IFAW signed a lease agreement with the community of the Olgulului-Ololarashi Group Ranch (OGR) at Amboseli, freeing up 16,000 acres of land called the "Kitenden Corridor."

IFAW has a long standing relationship with the leadership and people of OGR. In 2013, ten OGR community scouts were sponsored by IFAW and graduated from the Kenya Wildlife Service Enforcement Academy.

The OGR is the first community in Kenya that has agreed to an ecosystem management plan between Kenya Wildlife Services and Amboseli Maasai ranches that surround the park. In signing this agreement we are helping the community build a sustainable future for their families through education and other opportunities, while at the same time providing a safe future for elephants.

**16,000 acres**

Size of the Kitenden Corridor

**1,600**

Number of Maasai landowners, each of whom has signed a share certificate agreeing to the lease of the land

**1,400**

Elephants that live in the Amboseli ecosystem

**98,348 acres**

Size of Amboseli National Park

*"IFAW's aim is to work with the OGR and KWS to ensure that habitat is improved, that viable tourism initiatives are established that will benefit every member of the OGR, and that Kitenden will ultimately become a viable and safe habitat for elephants and other wildlife."*

— James Isiche, Regional Director of IFAW East Africa

### OTHER NOTABLE ACCOMPLISHMENTS

#### Clinton Global Initiative to save Africa's elephants

**WHAT:** IFAW was a key partner in the three-year \$80 million Clinton Global Initiative (CGI) Commitment to Action that brings together NGOs, governments, and concerned citizens to stop the slaughter of Africa's elephants.

**WHY IT'S IMPORTANT:** Funds will be used to support national governments to scale up anti-poaching enforcement at the 50 priority

elephant sites, which will include the hiring and support of an additional 3,100 park guards.

#### Farming Fish in Malawi

**WHAT:** IFAW worked with the Chikolongo community on the border of Liwonde National Park, Malawi to stop poaching and encourage community support for wildlife protection. We built fences to protect crops and people from wildlife, and we also built an irrigation system and a fish farm to lessen trips to the river,

which had resulted in dozens of deaths from crocodiles, hippos and elephants each year, and to provide an alternative protein source for the community to reduce their impact on the park's resources.

**WHY IT'S IMPORTANT:** This form of community partnership ensures that the needs of people are taken into account when addressing human-wildlife conflict and other conservation priorities. Elephant protection cannot take place in a vacuum.



Prof. Judi Wakhungu @JudiWakhungu · 17 Jul 2013  
 #Wildlife #Conservation: At #Amboseli National Park for the Kitenden Corridor lease agreement signing between #OGR & #IFAW #elephants

# EMPOWERED:

## HUMANE COMMUNITY DEVELOPMENT APPROACH APPLIED

### IFAW's "Humane Communities: Security, Health and Animal Welfare Commitment,"

which empowers communities to manage roaming dog populations humanely and sustainably, was tapped as a Clinton Global Initiative Commitment to Action at the organization's annual meeting in New York.

IFAW launched the humane communities program in Chile this year and representatives from the United Nations Development Program (UNDP), whom we trained to facilitate our specially-designed process, conducted the first series of stakeholder workshops in Bosnia. Our innovative, community-based approach was received enthusiastically by stakeholders from animal welfare advocates to municipal police, and were featured on local news stations across Bosnia. As a result of one such workshop, the community of Lopare decided to form its own animal welfare association, which the mayor offered to fund.

The partnerships forged in both Chile and Bosnia helped our disaster response team respond effectively and quickly to the respective wildfires and floods that ravaged these countries this past year.

### 35%

The increase from the previous year of animals who came in for veterinary care in Ouje Bougoumou in northernmost Quebec, Canada

### 100,000

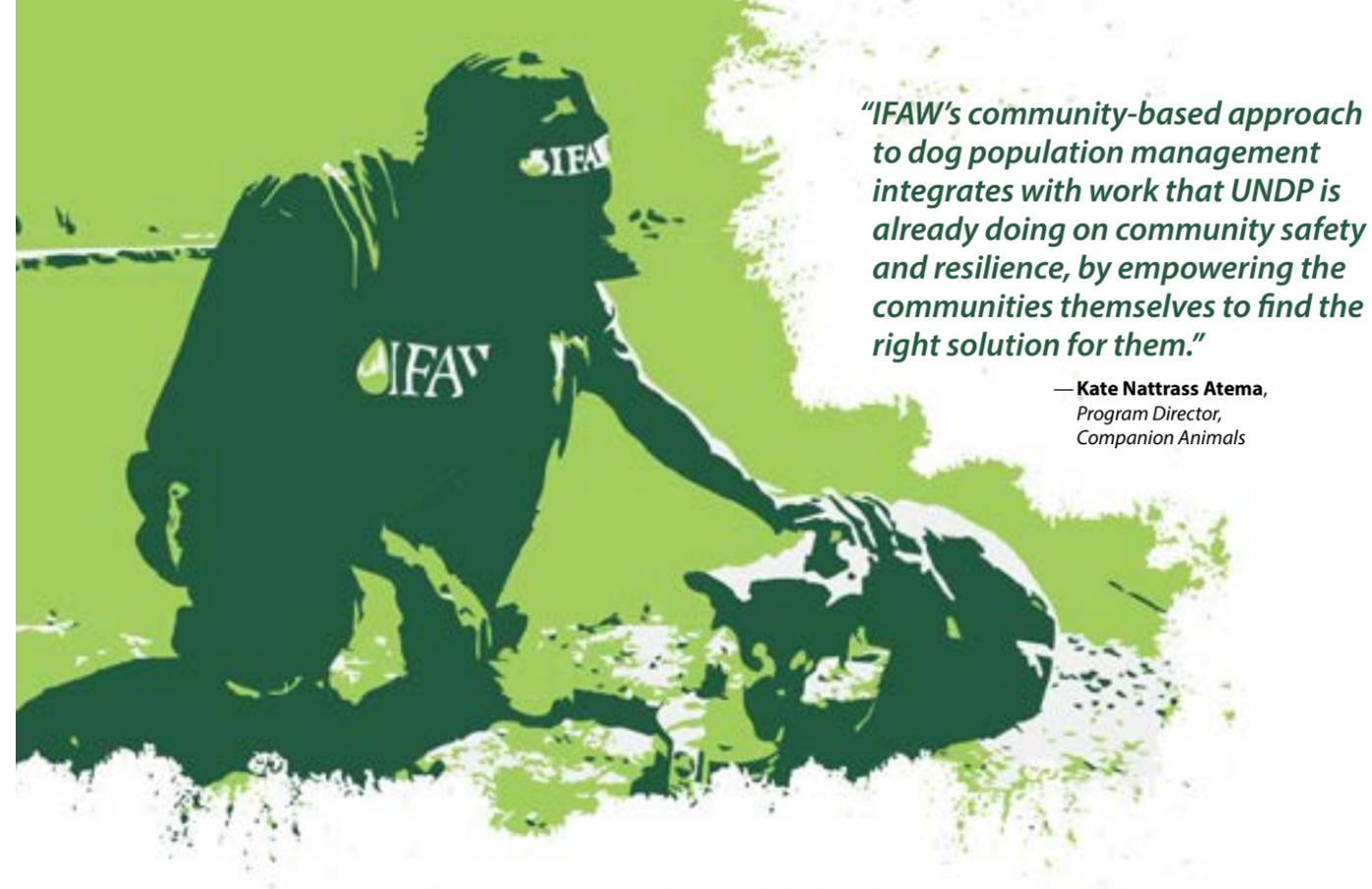
Dogs believed to have been culled in Bali in the wake of a 2008 rabies outbreak. IFAW is working in Bali to avert such severe overreactions to the issue

### 700

Animals Community Led Animal Welfare, or CLAW, assists per week in the townships surrounding Johannesburg

### 432,316

Animals helped by IFAW's Companion Animal projects to date



*"IFAW's community-based approach to dog population management integrates with work that UNDP is already doing on community safety and resilience, by empowering the communities themselves to find the right solution for them."*

— Kate Natrass Atema,  
Program Director,  
Companion Animals

## OTHER NOTABLE ACCOMPLISHMENTS

### Helping domestic abuse victims in the Netherlands

**WHAT:** IFAW established the first project in the Netherlands to help victims of domestic abuse by caring for their pets when they decide to flee their situation. The animal is registered by a veterinarian and placed with a foster family until the victim is in a position to provide stability for themselves and their pets.

**WHY IT'S IMPORTANT:** Pets aren't welcome in almost all of the domestic violence shelters in the Netherlands. Too often victims of domestic abuse are forced to leave their pets behind with abusers or even delay their escapes indefinitely for lack of safe options for their pet.

### Talking welfare at the Animal Health Symposium

**WHAT:** IFAW presented on the importance of considering the welfare of roaming dogs in Paris at the One Health Symposium, co-sponsored by the World Organisation for Animal Health (OIE) and the World Small

Animal Veterinary Association. The audience consisted of Chief Veterinary Officers and senior scientists from around the world focused on rabies control.

**WHY IT'S IMPORTANT:** The interconnected issues surrounding the welfare of roaming dogs often are not fully understood even by public health and veterinarian communities resulting in cruel and ineffective management approaches.

### Northern Dogs Project success in Canada

**WHAT:** Each year, we provide veterinary clinics in remote Cree communities in Quebec that have little access to vet care and almost no guidance or support on dog health, ownership and management. In Mistissini, a record 191 animals received care in just two days. In Ouje Bougoumou, we saw a 35 percent increase in animals from the previous year. We treated 392 animals in all.

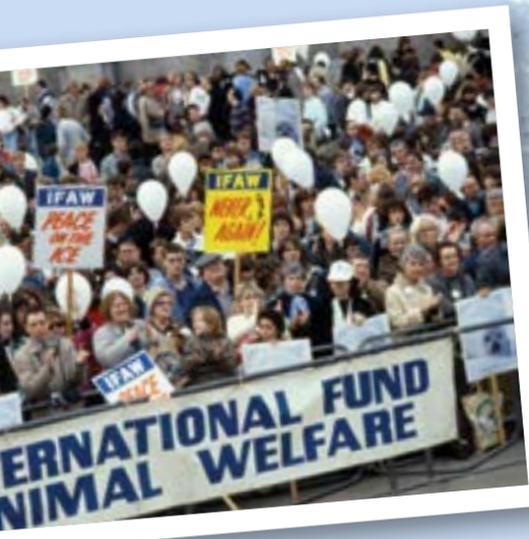
**WHY IT'S IMPORTANT:** After many years of returning to the same com-

munities, building relationships and trust, and planting the seeds of better animal care practices, increased participation in the program this year shows an enhanced community recognition of the value of providing veterinary care for their pets.

### Culling averted in Bali communities

**WHAT:** IFAW and partner Bali Animal Welfare Association (BAWA) teamed up with local communities to avert a widespread cull in Bali, following a government call for renewed poisoning of roaming dogs. Communities in our "Participatory Learning and Action" program worked with our team to confine dogs safely and turn away government culling teams on arrival.

**WHY IT'S IMPORTANT:** Rabies swept across Bali in 2008, resulting in widespread fear and the culling of more than 100,000 dogs. IFAW and BAWA have worked tirelessly in recent years to educate and inspire grassroots support for humane population and rabies management.



45 YEAR ANNIVERSARY SPECIAL

# UPHELD:

## MONUMENTAL WORLD TRADE ORGANIZATION DECISION VALIDATES DECADES OF IFAW WORK

In the course of waging a long campaign against animal welfare injustice, such as IFAW's ongoing crusade against the cruelty of the Canadian seal hunt, an organisation must be willing to do battle in a variety of arenas—from the courts of public opinion to the courts of law, from the marketplace of ideas to the actual consumer marketplace.

Forty-five years ago, IFAW founder Brian Davies and a few other brave souls ventured out onto the Canadian ice floes and captured the bloody and horrific seal hunt in grim photographs and film footage. A few high-profile newspapers broadcast the story to the world, including the Paris Match and a few British tabloids, which ran on their front pages the first photos to an international audience.

The reaction to such visceral imagery was palpable, albeit limited: Word did not spread as fast in 1969 as a viral video takes over social media today. But Brian and his cohorts kept at it, even inviting celebrities and global politicians out onto the ice.

While the United States Marine Mammal Act of 1972 shut down the trade in America, the European markets for seal skin were flourishing.

Brian had to convince European politicians that trade to their consumer nations needed to stop. The biggest favor the Canadian government ever did for Brian was to

*“Trade bans can be used to protect animal welfare. This ruling could have broad application as the animal welfare movement gains momentum in helping to shape a more humane society, paving the way for future trade restrictions addressing animal welfare issues.”*

—IFAW EU Regional Director **Sonja Van Tichelen**, on how the WTO decision has set a global precedent for animal welfare and trade regulations.

revoke his permits to go out on the ice. Once they did so, he ditched the survival suits for those made of tweed and polyester and headed to Europe.

Brian appreciated the dynamics of military strategy. He knew battles were not necessarily won with sheer force, but by seeking out and exploiting otherwise overlooked weaknesses. When Canadian officials testified in the European Parliament on the seal trade, Brian jumped up to comment on the debate being waged.

Finally, in 1983, the European Parliament banned the importation of pelts, meat and other products from so-called whitecoats, or newborn harp seals, as well as blueback hooded seal products from the Canadian commercial hunt. Four years later, the Canadian government banned commercial hunting of such animals in Canadian waters.

From 1983 through 1990, Davies suspended his seal hunt watch and turned his attention to promoting ecotourism in the Canadian communities that had depended economically on the seal hunt. However, with the collapse of Canadian cod stocks in 1992, culling the seal population became a hot public topic again, and Brian knew IFAW had to get back on the ice to get updated footage to remind the worldwide public of this inhumane practice.

Meanwhile, IFAW's supporter base was growing. It had matured from a single cause to a worldwide animal welfare organization, addressing whales, elephants, tigers, and bears, as well as undertaking substantial animal rescue operations.

Around the year 2000, with a good five years of updated footage under our belts, we targeted Europe again, focusing on national bans—a step towards a European-wide ban. Finally in 2009, after much lobbying, the European Union (EU) banned the importation of all seal products, sending a strong message to the world that cruel seal products were not desired.

Four years later, IFAW celebrated the World Trade Organisation (WTO) panel finding that the EU seal trade regulation, which prevents commercially hunted seal products from being sold in the EU, was WTO compliant in principle. Canada and Norway, of course, appealed, but the Appellate Body largely confirmed the panel ruling this year and, with some modifications, the EU ban can remain in place.

Whether it is in Canada, or in Strasbourg, Geneva, The Hague, or Brussels, IFAW will continue to battle against commercial seal hunting. We are confident that because we have witnessed how people's attitudes can change, markets can change, entire cultures can change, and success in any animal welfare crusade is possible. And we'll go wherever the fight takes us.

*(Originally published in a two-part series on [www.ifaw.org](http://www.ifaw.org))*



**71%**  
Canadians who do not think the commercial seal hunt should receive any government funding

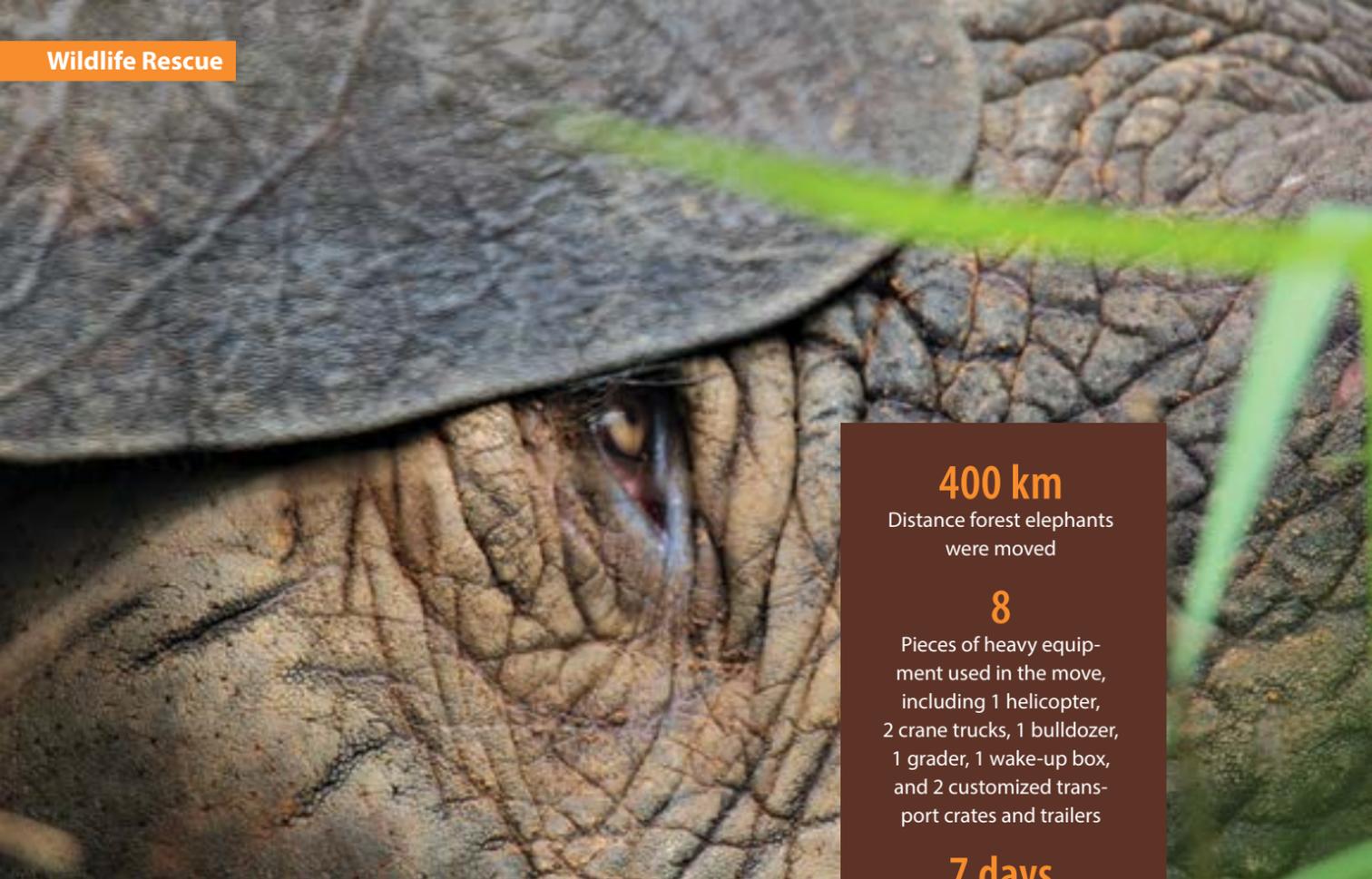
**\$7 million**  
Government loans that Carino, the only remaining seal pelt processor, has received over the past 2 years

**75%**  
Newfoundlanders who support funding to help sealers transition to other employment

**50%**  
Sealers who said they would stop sealing if they had some government support

 **Sheryl Fink** @SherylFink · May 22  
VICTORY! #WTO upholds EU #sealhunt #sealban





## 400 km

Distance forest elephants were moved

## 8

Pieces of heavy equipment used in the move, including 1 helicopter, 2 crane trucks, 1 bulldozer, 1 grader, 1 wake-up box, and 2 customized transport crates and trailers

## 7 days

Length of operation

## 6 tons

Weight of the largest elephant moved, who measured 3.2 meters at the shoulder

## 11

Number of people on the IFAW move team

# MOVED:

## FOUR FOREST ELEPHANTS FIND PEACE IN CÔTE D'IVOIRE

Rare forest elephants in the West African country of Côte d'Ivoire had been threatened with certain death if they were not evacuated from a location where they were frequently in violent clashes with the local villagers. The Ivorian government specifically reached out to IFAW to find a viable solution to escalating human-elephant conflict in the region without resorting to killing the animals.

After months of planning, IFAW's team deployed to Daloa in early 2014 to herd, dart, and capture a number of bull elephants and then transport them about 400 km (250 miles) to the safer environs of Azagny National Park. The elephants were equipped with GPS collars so we could monitor their progress for up to two years.

The risks of this operation were great. In fact, two other elephants we had attempted to move died during capture. IFAW employs one of the most experienced wild animal capture teams in Africa, and every precaution had been taken to prevent death or injury. It was heartbreaking, disappointing and frustrating for all involved, even though the elephants certainly would have been killed had we not attempted the rescue.

*"The very survival of forest elephants relies on actions of this scale in order to maintain the balance of our forest ecosystem and to educate future generations."*

— Mathieu Babaud Darret, Ivorian Minister of Water and Forests

## OTHER NOTABLE ACCOMPLISHMENTS

### Saving orphan elephants in Zambia

**WHAT:** IFAW has joined with Game Rangers International (GRI) and the David Shepherd Wildlife Foundation (DSWF) to support the Elephant Orphanage Project in Zambia, which rescues and rehabilitates orphaned elephants and releases them back into the wild.

**WHY IT'S IMPORTANT:** Poaching, disasters and habitat loss are contributing to massive losses of wild elephants each year. By partnering with elephant calf rehabilitation centers like this, IFAW is ensuring as many young animals as possible are given a chance for a life in the wild.

### Five more Amur tigers released in Russia

**WHAT:** Five orphaned Amur tigers, three males and two females, were successfully released to the wild in the Russian Far East in the largest releases of rehabilitated Amur tigers ever, one of which was attended by Russian president Vladimir Putin.

**WHY IT'S IMPORTANT:** Since only an estimated 360 tigers live in the wilds of Russia today due to poaching and shrinking of habitat, every single individual returned to the wild is important to saving this species from extinction. Before IFAW and partners' successful release of the tigress Zolushka in 2013, it was widely believed orphaned tiger cubs would not survive if they were released back into the wild.

### Findings from historic strandings will aid all responders

**WHAT:** An IFAW-led scientific manuscript published this year analyzed blood values and physical parameters in relation to the health of stranded dolphins. Findings were possible due in large part to the historic 2012 common dolphin mass strandings, 216 dolphins in just 83 days, to which IFAW responded on the Massachusetts coast.

**WHY IT'S IMPORTANT:** Being able to determine the health of stranded

dolphins will aid stranding responders across the world in providing enhanced on-scene care and making better informed decisions on their release.

### Big cat rescues in the United States

**WHAT:** IFAW rescued a number of big cats from cruel and dilapidated situations this year including two lions named Danka and Ducey from a Missouri home; a tigress from a home in Arkansas, and 11 tigers and three lions from a backyard zoo in western New York.

**WHY IT'S IMPORTANT:** Sadly, the ongoing need for these big cat rescues indicates just how hard it is for the average person to provide for the welfare needs of these majestic animals. IFAW is committed to saving tigers, lions and other big cats from neglect and cruelty and ending the practice in the United States of keeping these animals in cramped backyards and roadside zoos.





**Azzedine Downes** @AzzedineTDownes · Mar 13 2014  
 Unpredictable volcanos continue to put animals in harm's way  
<http://www.ifaw.org/united-states/news/indonesian-volcano-survivor-mambo-dog-his-way-recovery> ... via @action4ifaw

# RESCUED:

## IFAW SAVES THOSE LEFT BEHIND AFTER VOLCANIC ERUPTIONS

**Indonesia is at great risk for natural disasters** and IFAW is committed to building local response capacity and life-saving preparedness training in collaboration with our local NGO and government partners. When Indonesia's Mt. Kelud and Mt. Sinabung erupted, nearly 1,500 companion animals and livestock were evacuated, fed and/or received medical attention by teams dispatched to the area, thanks to a partnership between IFAW and the Centre for Orangutan Protection.



## OTHER NOTABLE ACCOMPLISHMENTS

### Helping animals after Typhoon Haiyan

**WHAT:** IFAW and the Philippine Animal Welfare Society have jointly responded to natural disasters in the Philippines since 1999, including rescue operations following typhoons Ketsana and Bopha. When Haiyan hit, with winds reaching 200 mph, IFAW staff was on the ground within three days.

**WHY IT'S IMPORTANT:** Resources were hard to find, and communication was non-existent. But after 30 days on the ground, IFAW and local partners were able to feed, medically treat and vaccinate more than 2,000 companion animals.

### Bosnia and Croatia disaster response

**WHAT:** Hit with the worst rainfall in more than 100 years, the region suffered deadly floods and mudslides. IFAW assisted over 1,000 animals, providing several weeks' worth of food, and emergency medical care.

**WHY IT'S IMPORTANT:** Natural disasters and political crises often keep much needed assistance out of reach for many countries in this region. Working side-by-side with our local partners we are able to comfort animal owners in their greatest time of need when all they may have left are their families.

### Floods and drought in Pakistan

**WHAT:** With the seasonal floods, IFAW and the Ravi Foundation provided emergency grants to feed and provide basic emergency medicine camps for 1000 livestock in Punjab, Pakistan. Less than eight months later during a devastating drought we helped more than 2,000 sheep, goats, cows, and buffalo with nutritional feed, vaccinations, and clean water.

**WHY IT'S IMPORTANT:** Animal welfare practices continue to improve across Pakistan with our help and commitment to providing aid to those in need.

**9.7 million**

Total number of people affected by Typhoon Haiyan (615,000 people were displaced)

**10,000**

Estimated human deaths

**2000**

Cats and dogs given food, medical treatment, and vaccinations by IFAW and local partners after the storm

**3 days**

Time it took IFAW team to arrive on-scene after the storm hit

*"People were telling us, 'Why bother going to the Philippines to rescue animals? People don't care about them.' But in the aftermath of one of the strongest storms ever, we see evidence to the contrary time and time and time again."*

—IFAW disaster response program officer **Jennifer Gardner**



# ENRICHED:

## WORKING WITH SCHOOLS IN MALAWI

Working with local educational partner **H.E.L.P. Malawi**, we are developing and delivering a locally-relevant animal welfare and conservation themed curricula aligned with core literacy outcomes.

Research has shown that communities with higher literacy rates have better wildlife conservation practices than communities with lower literacy rates. This cross-program effort helps educate the community about animal welfare and conservation and supports the goals of our elephant program work to alleviate human-elephant conflict along the border with Liwonde National Park.

2

Pet tigers one family in the Middle East relinquished to a sanctuary after their daughter participated in *Belong to the Wild*, the Animal Action Education program on the dangers to animals and people of keeping exotic pets

90

Number of countries with educators and students engaged by IFAW's animal welfare and conservation education curricula

83

Percent of middle school students in Xishuangbanna, home to China's last few hundred wild elephants, who took action in animal protection after they participated in IFAW's education program

600

Elementary schools in Southern California introduced to Animal Action Education through a partnership with the Los Angeles Unified School District

*"The European Commission believes that a proper education strategy can be a powerful tool, and the breadth of IFAW's Animal Action Education programme makes it an extremely useful tool in increasing awareness of animal welfare."*

— **Andrea Gavinelli**, Head of the Animal Welfare Unit, Health and Consumers Directorate General, European Commission

### OTHER NOTABLE ACCOMPLISHMENTS

#### Online course offered through Edinburgh University

**WHAT:** IFAW is a partner with Edinburgh University, a pioneer in animal welfare education, in providing a MOOC (massive, online, open-access course) on animal welfare provided free of charge. During the initial course offering some 36,000 people signed up for the course.

**WHY IT'S IMPORTANT:** This online offering opens up Edinburgh's program to internationally-based veterinarians, non-governmental organization fieldworkers, scientists, lawyers, policy makers and any others who seek to study the dynamics of animal welfare, ethics, policy and law, but need to do so at their own pace and place of work.

#### Animal Action program endorsed by EC

**WHAT:** World Animal Day marked the launch of our new Cats, Dogs and Us educational curricula and the European Commission (EC) officially endorsed our program in the European Union. IFAW uses the EC logo on all our educational material produced by IFAW's offices in Belgium, France, UK, Germany and the Netherlands for the Cats, Dogs and Us theme.

**WHY IT'S IMPORTANT:** The EC endorsement reinforces our reputation as a purveyor of high-quality educational materials and most importantly should increase our reach to a generation of Europe-

ans. IFAW's educational programmes have also recently been endorsed by the UN Educational, Social and Cultural Organization (UNESCO), among others.

#### Belong to the Wild theme launched in UAE

**WHAT:** In conjunction with the Ministry of Education of the United Arab Emirates, IFAW launched a new education program that highlights issues related to the acquisition of wild and exotic species as pets.



**WHY IT'S IMPORTANT:** The Arabian Gulf countries are a major hub for international trade, including a transit and destination for wildlife products and trade in exotic pets. Through the IFAW education program, more than 30,000 students in the region, and by extension their families and community, learned about the dangers to animals, people and the environment of keeping wildlife as pets.



**International Fund for Animal Welfare**  
**Combined Financial Statements (unaudited\*)**  
**For the years ended 30 June 2014 and 2013**  
**In thousands of US dollars**

Individuals and organizations that support IFAW continued to fund our efforts with generous financial contributions in fiscal year 2014. Such support has allowed us to pursue our mission to rescue, rehabilitate and protect animals around the world. With comprehensive planning and evaluation of our programmatic work and strong and sound financial management to complement those efforts, we continue to make a maximum impact for animals.

	2014	2013
<b>STATEMENT OF FINANCIAL POSITION</b>		
<b>Assets</b>		
Cash and cash equivalents	\$ 21,889	\$ 30,708
Prepaid expenses and other current assets	10,032	9,771
Fixed assets, net	20,124	21,057
Investments	51,288	39,704
Total assets	103,333	101,240
<b>Liabilities</b>		
Accounts payable and other current liabilities	9,763	9,201
Notes payable	13,141	13,380
Total liabilities	22,904	22,581
Net assets	80,429	78,659
Total liabilities and net assets	\$ 103,333	\$ 101,240

**STATEMENT OF ACTIVITIES**

<b>Revenues</b>		
Supporter contributions	\$ 64,100	\$ 62,334
Bequests	11,956	13,533
Donated goods and services	19,539	16,141
Investment and other operating income	4,365	5,071
Total revenues, gains and other support	99,960	97,079
<b>Expenses</b>		
Total program and operating expenses	100,101	94,222
Excess (deficit) of revenue over expenses	\$ (141)	\$ 2,857

**Total revenues, gains and other support 1 July 2013 – 30 June 2014**

▶ Supporter contributions	\$ 64,100	64%
▶ Bequests	11,956	12%
▶ Donated goods and services	19,539	20%
▶ Investment and other operating income	4,365	4%
	\$ 99,960	100%



**International Fund for Animal Welfare**  
**Allocation of program and operating expenses**  
**Year ended 30 June 2014**

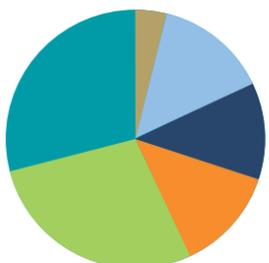
Entity	Location	Program & Program Support	Fundraising
International Fund for Animal Welfare, Inc.	United States	93.8%	6.2%
International Fund for Animal Welfare IFAW in Action	United Kingdom	96.3%	3.7%
International Fund for Animal Welfare (IFAW)	United Kingdom	79.6%	20.4%
International Fund for Animal Welfare Inc./ Fonds international pour la protection des animaux inc.	Canada	90.3%	9.7%
Stichting IFAW	The Netherlands	84.2%	15.8%
IFAW Internationaler Tierschutz-Fonds gGmbH	Germany	84.6%	15.4%
Fonds International pour la Protection des Animaux	France	79.0%	21.0%
International Fund for Animal Welfare (Australia) Pty Limited	Australia	77.5%	22.5%
International Fund for Animal Welfare NPC	South Africa	94.9%	5.1%

\* Financial statements for each of the IFAW entities are prepared in accordance with local country accounting principles and are audited separately. The combined financial statements are prepared on a basis that approximates accounting principles used in the United States of America.

To ensure a unified policy voice, IFAW operates through a family of affiliated legal entities around the world with consistent membership across our global boards of directors. Our fundraising efforts within any given country support our work across the world.

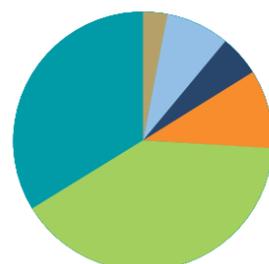
The financial information on this page identifies funds IFAW raised in the US in fiscal year 2014 and how those funds were used to support our animal welfare work in more than 40 countries.

**World-Wide Program Priority %**



- ▶ Animal Action Education 4%
- ▶ Animal Rescue 14%
- ▶ Whales 12%
- ▶ Companion Animals 13%
- ▶ Elephants 28%
- ▶ Wildlife Trade 29%

**United States Program Priority %**



- ▶ Animal Action Education 3%
- ▶ Animal Rescue 8%
- ▶ Whales 5%
- ▶ Companion Animals 10%
- ▶ Elephants 40%
- ▶ Wildlife Trade 34%

**International Fund for Animal Welfare - United States**

Revenue/Expenses (unaudited\*) for the years ended 30 June 2014 and 2013

In thousands of US dollars

	2014	2013
<b>Revenues</b>		
Supporter contributions	\$ 17,067	\$ 15,815
Bequests	2,219	1,708
Donated goods and services	18,908	15,172
Investment and other operating income	3,597	2,818
Total revenues, gains and other support	41,791	35,513
<b>Expenses</b>		
Program	34,916	30,385
Fundraising	2,433	2,901
Administrative support	1,727	1,807
Total program and operating expenses	39,076	35,093
Excess (deficit) of revenue over expenses	\$ 2,715	\$ 420



**IFAW responds to tornado disaster in Mississippi**

IFAW, with its emergency sheltering responders and disaster experts, helped the Tupelo-Lee Humane Society (TLHS) address the aftermath of a deadly tornado. Our GreaterGood.org/Animal Rescue Site supported animal rescue truck and trailer helped move more than 80 dogs to partner shelters in Pennsylvania, Washington DC, and New Jersey.

**US government renews ship strike rule**

Hours prior to its scheduled expiration, the US Government renewed the Final Rule to Reduce the Threat of Ship Collisions with North American Right Whales, also known as the Ship Strike Rule. IFAW was one of the lead NGOs to push for its renewal.

**US levels threats against Iceland for its whaling**

After years of behind-the-scenes negotiating, the United States finally leveled a raft of measures, via the Pelly Amendment, of which IFAW was an original petitioner, against Iceland over its continued slaughter of whales and trade in their meat. Measures require US officials to re-examine bilateral cooperation projects with Iceland and evaluate any visits to the country.

**IFAW supports Obama administration's efforts to fight wildlife crime**

The US government elevated its engagement in the fight against the growing illegal wildlife trade with an executive order on trafficking and a series of measures to tighten US laws and regulations surrounding ivory sales. IFAW initiated an open letter to the President in the Washington Post to support the proposed ivory regulations with notable scientists, celebrities, musicians, companies and conservation organizations.

**IFAW-crafted bill to prohibit contact with big cats passes in New York**

Governor Andrew Cuomo signed a bill to prohibit contact between the public and dangerous captive wildlife, including big cats. As the NGO leader on this bill, IFAW worked to create and subsequently support the bill.

The work IFAW carries out protecting and rescuing animals around the world is solely dependent on the generous financial support of more than one million individual donors, trusts and foundations. Many thanks to all who contribute to our cause.

For more information on how to give through a variety of channels—from legacy gifts to online contributions to in-kind donations—contact our philanthropy team at (888) 251-0253 or click on the donate button at [www.ifaw.org](http://www.ifaw.org).

### Mark Beaudouin, United States

When Mark Beaudouin attended a lecture at the renowned Massachusetts Institute of Technology, he had no idea it would be the beginning of a philanthropic and volunteer relationship, let alone lead him to the African plains.

But speaker Azzedine Downes's vision for creative ways to rescue and protect animals around the world resonated with Mark, who had grown up with a variety of pets and had even dreamed of being a veterinarian before his academic interests pulled him toward a law degree. Mark went as far as to approach Azzedine after the talk, and tell him how much he was impressed by his background and knowledge.

When Mark started conducting due diligence, he learned of IFAW's exhaustive efforts to work with national officials and intergovernmental bodies like the United Nations in its quest to find solutions for issues concerning animal welfare. He was also pleasantly surprised that the organization was headquartered on Cape Cod instead of someplace like New York or Washington.

This newfound affinity could not have come at a better time. Mark, 57, whose 30-plus years as a lawyer had afforded him a comfortable living, was seriously contemplating how to engage and start giving back to worthy causes in his next life phase. Even as he contemplated the legacy he wished to leave, learning about IFAW brought him back to when as a young boy he wanted to help animals.

But simply writing a check was just not enough for Mark. He

wanted to be further engaged. That is why he took it upon himself to book a trip to Africa. While his career had taken him to many far-flung places such as India and Singapore, he had never seen elephants on Africa's own landscape.

His trip wasn't just a safari. In Amboseli National Park, he met Maasai leader and Olgulului/Ololarashi Group Ranch chairman Daniel Leturesh, IFAW's strategic point of contact on the historic Kitenden Corridor lease signing. He also attended an Interpol conference a few days later with IFAW representatives. Mark calls his trip to Africa "enlightening" in many ways.

He has also lent his legal expertise to IFAW staff when they requested it, and even has gathered friends and professional colleagues to learn more about IFAW's mission and philanthropic needs.

Mark notes that other causes—cancer, for instance—are equally worthy of donor support. But those causes garner so much more attention from broad categories of people. In IFAW, Mark found a kindred cause to which he could commit not only his financial support, but also his time and energy.

### Wolfgang and Gisela Hennig, Germany

As physicians with their own practice in Northern Bavaria and parents of two now grown children who are also pursuing careers in medicine, Drs. Wolfgang and Gisela Hennig have had little time to do anything but work and raise their family.

So when they have had the chance to travel, they have jour-

neyed to places for which they have a deep appreciation.

During their African safaris, Wolfgang has always felt as if they were traveling back to a time before human existence, when the world experienced a wonderful biodiversity of animals and plants, aligned and coordinated for millions of years.

He captures those indelible moments with his photographic talents. With his many thousands of pictures, he hopes to have some small part in showing mankind how beautiful nature can be as long as we do not destroy it.

That is why the Hennigs support IFAW, which helps preserve those few remaining islands of untouched nature. "Not only do we have to save them, we have enlarge them," he says.

The Hennigs not only wish to fund efforts to preserve endangered species; they recognize an urgent need to aid tortured, hungry or sick animals, too. In IFAW, they see an organization whose mission addresses those separate concerns.

The couple gives to other charities that pursue similar animal welfare goals, but they are adamant that the organizations they support overall should complement each other.

Wolfgang and Gisela do their homework, understanding the objectives of charitable organizations and checking their trustworthiness and credibility. Wolfgang says they need to be confident the funding "gets to the right places.

"There is a great deal to get done in this world," says Wolfgang. "As humans we should be aware that we are not the only living creatures, and others have an equal right to exist." He references his favorite quote from St. Francis of Assisi: "Every creature in need has equal rights for protection."

"My profession has hardly ever allowed me to do anything but work," he says. "Part of the money earned I have passed on. Slowly now, we are passing our medical practice into younger hands, so that – hopefully – there will be more time for us to enjoy nature and animals."

The Hennigs are confident that their engagement with IFAW is helping their future hopes become a reality.

### Graham Paine and Pam Dunlap, United Kingdom

Dismayed that human beings cause huge damage to the environment and the natural habitat of vulnerable species, these Londoners were seeking to support a proactive conservation charity that made a difference.

They were interested specifically in helping elephants and tigers. As they learned more of the plights of these two species, they became increasingly frustrated by the simple ignorance of human beings in a demand for their products.

Seeking to learn about IFAW's work in demand reduction, they had a lunch with Grace Ge Gabriel, IFAW's Asia regional director, and came away feeling confident IFAW had proven connections and campaigns to enlighten government official and educate the Chinese, whose demand fuels much of the world's wildlife trade.

They also attended a presentation by Vivek Menon, IFAW's Southern Asia director, about tiger conservation in Bhutan, the annual Animal Action awards at the British House of Lords, and a talk by Rachel Murton about the Elephant Orphanage Project in Zambia, to which IFAW is a significant supporter.

Their relationship of giving financially to IFAW started small. They received various mailshots and sent donations. "We have always been interested in wildlife and conservation and while not having much time to contribute, giving money is a way to help," explains Graham.

As IFAW keeps them up-to-date on a regular basis, their contributions as supporters has grown, and they are happy to have found an organization that is putting the necessary pressure institutions and educating human populations so as to stop the cruel treatment of iconic species all around the world.





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