ENSURING MAXIMUM IMPACT FOR ANIMALS

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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unless otherwise indicated
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 Kirendire Corridor that allows elephants the freedom to roam across the Kenya/Tanzania border. More than 1,600 Maasai landowners traveled 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
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 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 dissuade 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 effective 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: 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.

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.

“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.
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,” stating it was not for commercial purposes, allowing it to evade the moratorium. But, this is nothing but a farce. 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,” and 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.

OTHER NOTABLE ACCOMPLISHMENTS

• 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

• 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 to 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-Mobil’s 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 constructions are threats to mother-calf pairs and limitation of such activity is critical to protect their feeding ground.

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

The World Court is still reading its decision, but whale hugger types up here in the balcony are quietly weeping for joy, just sayin’.
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 (OOGR) 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 OOGR. In 2013, ten OOGR community scouts were sponsored by IFAW and graduated from the Kenya Wildlife Service Enforcement Academy.

The OOGR 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.

“IFAW’s aim is to work with the OOGR and KWS to ensure that habitat is improved, that viable tourism initiatives are established that will benefit every member of the OOGR, 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.
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.

HUMANE COMMUNITY DEVELOPMENT APPROACH APPLIED

“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 Nattrass 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 Bouguemou, 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 communities, 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.
Sheryl Fink @SherylFink · May 22
VICTORY! #WTO upholds EU #sealhunt #sealban

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 organization 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 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 1998, 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 inhuman 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)
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
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 NGOs 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 1,000 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.

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

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 NGOs 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.

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.

“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 Europeans. 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.

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
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.

**STATEMENT OF FINANCIAL POSITION**

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<td><strong>Liabilities</strong></td>
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<td>Accounts payable and other current liabilities</td>
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<td><strong>Total liabilities and net assets</strong></td>
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**STATEMENT OF ACTIVITIES**

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<td>Donated goods and services</td>
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<td>Investment and other operating income</td>
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<td><strong>Expenses</strong></td>
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<td>Total program and operating expenses</td>
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<tr>
<td><strong>Total revenues, gains and other support 1 July 2013 – 30 June 2014</strong></td>
<td>$64,100</td>
<td>64%</td>
</tr>
<tr>
<td>Supporter contributions</td>
<td>$11,956</td>
<td>12%</td>
</tr>
<tr>
<td>Bequests</td>
<td>$19,539</td>
<td>20%</td>
</tr>
<tr>
<td>Investment and other operating income</td>
<td>$4,365</td>
<td>4%</td>
</tr>
<tr>
<td><strong>$ 99,960</strong></td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

* 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.
International Fund for Animal Welfare - United States

Revenue/Expenses (unaudited) for the years ended 30 June 2014 and 2013
In thousands of US dollars

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

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.

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.

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 Azeddine 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.

Mark notes that other causes — cancer, for instance — are equally worthy of donor support. But those causes garnered 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.

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 journeyed to places for which they have a deep appreciation.

During their African safari, 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.

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.

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 have grown, and they are happy to have found an organization that is putting the necessary pressure on governments to change the waste and destruction of their passion.

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