# 40th Anniversary Annual Report | 1 July 2008 - 30 June 2009

# **Our mission** is to improve the welfare of wild and domestic animals throughout the world by reducing commercial exploitation of animals, protecting

is to improve the welfare of wild and domestic animals throughout the world by reducing commercial exploitation of animals, protecting wildlife habitats, and assisting animals in distress. IFAW seeks to motivate the public to prevent cruelty to animals and to promote animal welfare and conservation policies that advance the well-being of both animals and people.



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# It's been 40 years

since a small group of concerned citizens banded together to stop Canada's massive and brutal seal hunt.

We've since grown into one of the leading international organizations protecting animals around the globe. Now supported by more than 1.2 million people, we work passionately to save animals in crisis.

We protect dogs and cats from cruelty, elephants and other wildlife threatened by poaching and disasters, and whales and seals in danger from inhumane hunts.

Our approach over the years has been as varied as the species we protect, but our mission has remained constant and simple: to create a better world for animals.

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# Compassion in Action

This year, as IFAW marks its 40th anniversary, we pay tribute to the remarkable commitment of our supporters, who have made possible our work to protect animals and promote a more compassionate world.

Despite challenging economic times, we can all be proud of the victories we are achieving for animals in crisis around the world. In the past year, we rescued thousands of animals in peril from bushfires, hurricanes, floods, earthquakes, and other disasters. We moved an entire herd of elephants out of harm's way in Malawi, made the world's oceans safer for whales, and helped to stem the trade in wildlife that is devastating species from Asia to Africa.

In our founding campaign to save seals from commercial hunting, we achieved a historic trade ban in the European Union and a new ban on hunting newborn seal pups in Russia. These victories will save hundreds of thousands of harp seals on the ice floes of Eastern Canada and in the White Sea.

We rescued penguin chicks, orphaned bears, elephant calves, young rhinos, snow leopard cubs, and many other animals, and gave them a second chance for life in the wild. In some of the world's neediest communities, our vets provided hands-on care for some 50,000 cats and dogs at risk of cruelty and neglect.

We applaud you, our supporters, for these successes. We take our role as stewards of your funds very seriously and we are committed to accountability in all that we do to safeguard animals worldwide.

Thank you for your steadfast support,

Frederick M. O'Regan

President and Chief Executive Officer

Thomas C. Ramey

Chair, IFAW Board of Directors

# No market for cruelty

We're close to ending the annual slaughter of baby harp seals once and for all. At least 30 countries now ban the sale of seal products. Markets for seal fur are collapsing around the world. In 2009, some 200,000 seal pups were spared a premature death on the Canadian ice due to lack of demand.

#### **Europe takes a stand**

The European Union banned the importation of all seal products, cutting off another key market for seal fur. Also, for the first time ever, a Canadian politician introduced legislation to end the seal hunt. ▼

#### 35,000 seal pups saved

In March, Russia banned hunters from killing baby seals, saving more than 35,000 harp seals in the White Sea each year. ▶





IFAW founded in New Brunswick, Canada. Exposes shocking hunt of baby seals to worldwide outrage.





## ◀ Malawi's jumbo move In June 2009, we moved an entire herd of endangered African elephants out of harm's way in Malawi. Dozens of the elephants had been maimed by local villagers protecting their families and crops. Working with the Malawi government, 83 elephants, including this calf and its mother, were moved 150 miles to a secure, free-roaming reserve.

# It's up to us

In 1900, there were more than 10 million elephants worldwide. In 1959, 5 million. By 1979, less than 1.4 million. Today, fewer than 650,000. The numbers make it clear: the survival of the world's largest land animal is at stake. We must reverse this alarming trend. Ending ivory trade will save thousands of elephants from poachers each year. Conserving elephant habitat will help stop lethal conflict between elephants and people.



## Convention on Migratory Species

Eighty-five governments pledged greater protection for endangered species, including elephants in Africa, tigers in Asia, and polar bears at risk from climate change.



# Don't buy it

Each piece of ivory represents a dead elephant. Illegal trade in wildlife is pushing elephants, tigers, turtles, bears, and many other species toward the brink of extinction. We're working with policy-makers and consumers – from corporate offices to the front lines of enforcement – to tackle this deadly black market.

#### Wildlife in cyberspace >

In 2009, we prompted eBay, the world's largest Internet auction site, to ban the sale of ivory. Our investigation found ivory accounted for 73% of the online trade in wildlife products. In Asia, China's largest business-to-business website, Taobao, banned the buying and selling of shark fins.

#### Thin green line

Our wildlife enforcement training led to the rescue of more than 1,000 wild animals smuggled from Venezuela to Trinidad and Tobago. In Africa, a four-month operation netted a ton of ivory items and 57 suspects.



IFAW helps block a n

IFAW helps block a proposed European Community Directive that would have vastly increased cosmetic testing on animals.





## Defense won't rest

#### ◀ A safer migration

In 2009, we secured new regulations in the United States to better protect whales from being struck by ships. We also exposed the dirty secret that Japan sells meat from the hundreds of whales it kills each year for "science." Whales need us. From pollution to climate change, these magnificent and intelligent creatures face more threats than ever. The worst, and most avoidable, come from Japan, Norway, and Iceland, who continue to hunt whales. We won't rest until they stop. We're also turning down underwater noise and stepping up measures to help whales navigate dangerous ocean highways full of ship traffic and fishing gear.

#### Secure feeding grounds

We convinced the Russian government to cancel seismic testing in the only known feeding area of Western Pacific gray whales, the world's most endangered whales. -



IFAW expands companion animal projects worldwide - from Northern Canada to Indonesia – to provide hands-on veterinary care in impoverished communities.



# When needed most

Earthquakes. Fires. Floods.
Tornadoes. Tsunamis. Hurricanes.
Oil spills. When disasters strike,
animals are left vulnerable. We
mobilize. Our dedicated emergency
relief teams have saved more than
100,000 animals in peril all around
the world.

#### **◆** From the ashes

During the worst wildfires in Australia's history, this baby koala was treated for burns, dehydration, and smoke inhalation. In all, we rescued more than 140 burned animals – horses, dogs, goats, wombats, wallabies, and kangaroos – from the blackened bush.

#### **Emergency relief delivers**

Last year, we provided food and veterinary care for 7,500 animals after flooding in Bihar, India. We airlifted 373 penguins to safety in Brazil. Our emergency response teams rescued hundreds of dogs and other animals after an earthquake in L'Aquila, Italy, and following Hurricanes Gustav and Ike in the United States.



## Born to be wild

Hundreds of orphaned and injured wild animals are rescued, hand-reared, and released back to the wild each year by our pioneering wildlife rehabilitation centers. We care for bear cubs in Russia, raptors in China, grizzlies in Canada, and an array of endangered animals in India, including elephants, rhinos, tigers, and bears.

#### Caring for orphans ▶

In 2009, a record 320 wild animals were rescued by our rehabilitation center in India – the only one of its kind in the country. Two rare clouded leopard cubs, just one month old when rescued, were among the orphaned animals under our care.

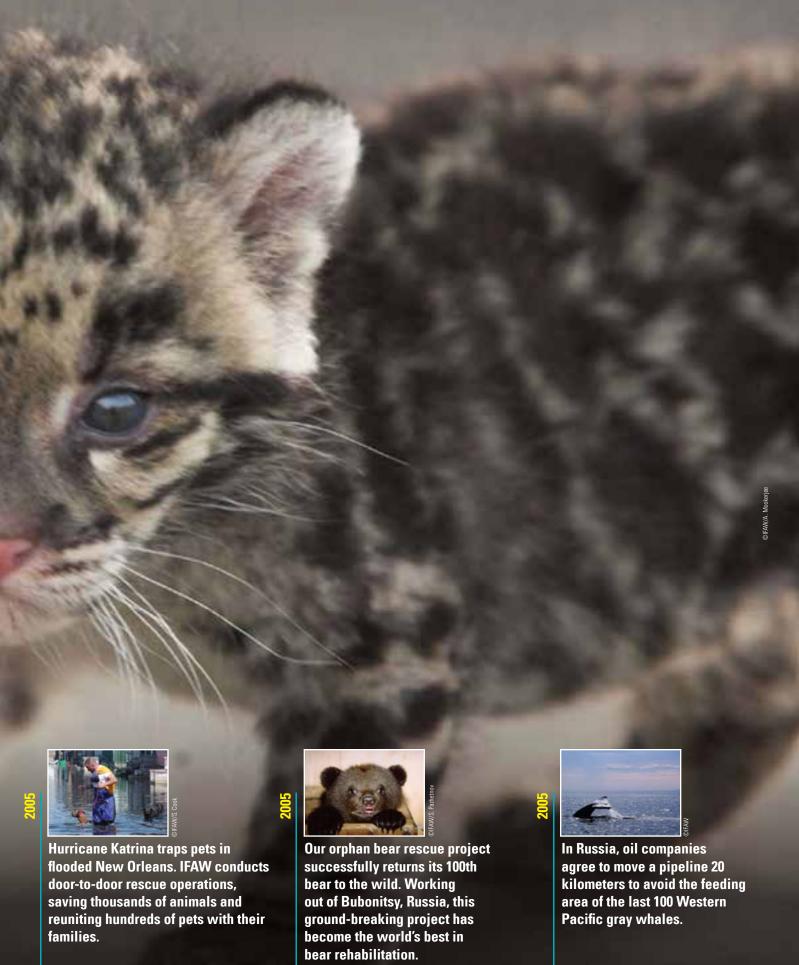
#### Rescue, rehab, release

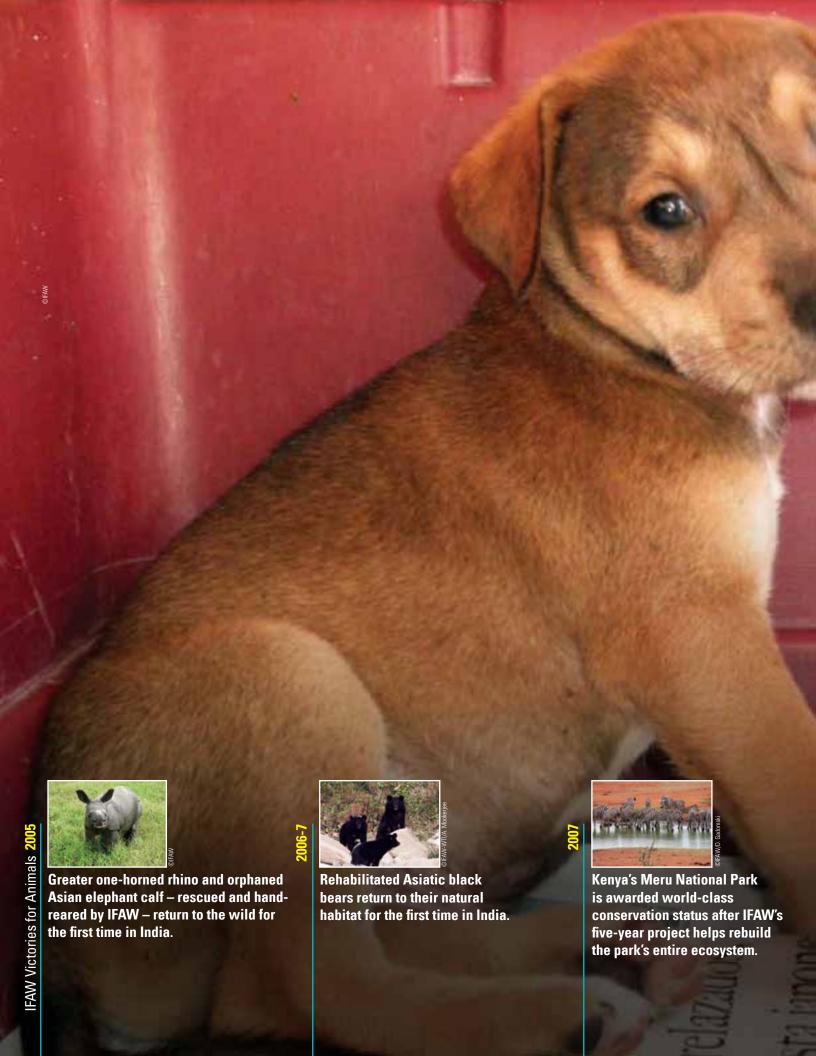
This year, our Raptor Rescue Center in Beijing provided critical care for more than 300 injured animals, releasing more than 50% back into the wild. We also led the first officially sanctioned grizzly bear release in Canada, strengthening the case for future rescues.





Tsunamis devastate coastal communities throughout southern Asia. IFAW dispenses vaccinations, animal feed, and emergency assistance for wildlife, pets, and farm animals.





# Pets are family

This feeling about cats and dogs holds true in many parts of the world, which is why we bring free veterinary care to places where it doesn't exist, straight to people who can't afford it.

#### **◆** A second chance

Rescued from a garbage dump in Cozumel, Mexico, this puppy is just one of 48,000 dogs and cats cared for by our vets in impoverished communities around the world in 2009.

#### A kinder world

We work hand-in-hand with local communities to end animal cruelty. In 2009, our work in Bali, Indonesia, persuaded the government to cancel a dog cull. In China, we helped draft a bill to prevent animal cruelty. If approved, it will become China's first animal welfare legislation, protecting animals such as these cats, rescued from a market in Tianjin where they were being sold for food.



IFAW purchases vital migration corridor in India to protect more than 1,000 endangered Asian elephants.



# Our best hope

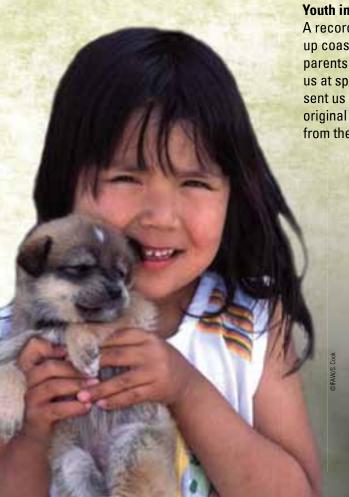
Children are the key to a better future for animals. IFAW's education programs empower young people and their communities to take positive action for animals. These programs address the root causes of many pressing animal welfare and conservation challenges.

#### Our shared world

We help local communities in Africa learn to live in harmony with the animals who share our habitat. We teach children, like this young girl in Northern Canada, to care for their pets. Aboard IFAW's floating classrooms, children in coastal communities learn to respect and appreciate whales and other endangered marine wildlife.



A record 7,000,000 young people cleaned up coastlines and parks, convinced their parents to stop using plastic bags, joined us at special events in 16 countries, and sent us inspiring artwork, including this original drawing by Jacquelyn, age 12, from the United States.





## Financial overview

In the midst of a financial crisis that touched people and industries around the world, IFAW supporters ensured animal welfare needs were not forgotten.

We heard from donors who had lost jobs, lost retirement income, lost value in their homes, but who expressed the wish that they could give more. Inspired by that commitment,

IFAW management reduced costs throughout the organization and aligned revenues and expenses for fiscal year 2010 and forward. IFAW moved investments into increasingly conservative funds to ensure that cash and capital were secure for animal welfare needs.

The costs and losses associated with this restructuring are responsible for the deficit in the fiscal year 2009 statements. These

losses taken in fiscal year 2009 have resulted in significantly reduced costs worldwide going into fiscal year 2010.

The proactive financial planning measures we have taken assure that IFAW's funding reserves are protected, so in even the most difficult times, IFAW will be there to protect the world's most vulnerable animals.

#### International Fund for Animal Welfare

Combined Financial Statements (Unaudited\*)
For the Years Ended 30 June 2009 and 2008

In Thousands US Dollars

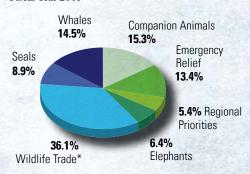
In Thousands US Dollars		
THE RESERVE OF THE PARTY OF THE	2009	2008
Assets: Cash and cash equivalents Prepaid expenses and other current assets Fixed assets, net Investments	\$12,500 9,850 27,612 27,239	\$21,037 10,029 29,734 32,807
Total assets	\$77,201	\$ 93,607
Liabilities: Accounts payable and other current liabilities Notes payable Total liabilities	9 ,874 14,633 24,507	12,100 14,916 20,016
Net assets	52,694	66,591
Total liabilities and net assets	\$77,201	\$93,607
Public support and revenue Supporter contributions Other income Total public support and revenue	\$86,876 (5,488) 81,388	\$101,905 (2,431) 99,474
Expenses: Program and operating expenses Total expenses	92,680 92,680	108,851 108,851
Excess (deficit) of public support and revenue over expenses	\$(11,292)	\$(9,377)

\*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.



#### Direct Expenses by Strategic Priority Area

Fiscal Year 2009



<sup>\*</sup>The investment in IFAW's wildlife trade program, representing 36% of this chart, includes more than \$4 million associated with in-kind gifts for those particular programs.

#### Financial History

Total Income in Thousands USD



In fiscal year 2007, IFAW received a one-time bequest of \$10 million, which creates the impression of a larger difference in revenues between fiscal years 2007 and 2008 than actually occurred. Adjusted for that very special gift, revenue was essentially flat. In fiscal year 2009, the downturn was strategic. The organization made significant cuts in fundraising expenses that yielded reductions in fundraising income but the expense cuts were greater than the revenue decline. IFAW has managed reserve funds effectively and is prepared in "down" years to use portions of these funds strategically for animals.

### International Fund for Animal Welfare Functional Allocation of Expenses\*

	Location	Year Ended 30 June 2009		Year Ended 30 June 2008	
Entity		Program & Institutional Costs	Fundraising Costs	Program & Institutional Costs	Fundraising Costs
International Fund for Animal Welfare, Inc.	United States	83.5%	16.5%	89.0%	11.0%
International Fund for Animal Welfare	United Kingdom	71.0%	29.0%	73.4%	26.6%
IFAW Charitable Trust	United Kingdom	85.6%	14.4%	82.6%	17.4%
International Fund for Animal Welfare Inc./ Fonds international pour la protection des animaux Inc	Canada	85.6%	14.4%	81.4%	18.6%
Stichting IFAW - Internationaal Dierenfonds (Nederland)	The Netherlands	82.7%	17.3%	81.5%	18.5%
IFAW Internationaler Tierschutz-Fonds gGmbH	Germany	91.4%	8.6%	86.0%	14.0%
International Fund for Animal Welfare (France)	France	87.0%	13.0%	85.2%	14.8%
International Fund for Animal Welfare (Australia) Pty Limited	Australia	87.0%	13.0%	87.7%	12.3%
International Fund for Animal Welfare (association incorporated under section 21)	South Africa	90.6%	9.4%	89.1%	10.9%

<sup>\*</sup>Functional allocation computations are made based on financial results that are prepared in accordance with local country generally accepted accounting principles.

In addition to support from 1.2 million individual donors, IFAW received wide support from corporate and commercial partnerships, particularly providing donations of goods and services which made a critical difference in a resource constrained environment. Program percentages stayed high, and IFAW maintained its performance standards as one of the 250 Better Business Bureau gold seal recipients in the US and as a registered charity in good standing with the Charities Commission in the UK.







# It's not our money



#### **Greater** good

When disasters strike or animals are in peril, our rescue teams rush in to provide hands-on relief for animals. The Animal Rescue Site springs into action as well, raising the funds we need to help where animals need us most. "By partnering with IFAW, we give our online shoppers a simple but meaningful way to contribute directly to work that alleviates animal suffering," said Animal Rescue Site founder Greg Hesterberg.

The Animal Rescue Site, through its charity partner, GreaterGood.org, has helped us save animals in the wake of bushfires in Australia, earthquakes in China, and floods in the US. They support hands-on care for orphan bears in Russia and elephants in India. They also fund veterinary care for cats and dogs in impoverished settlements in Johannesburg, South Africa, back our work to safeguard African wildlife, and rescue stranded whales on Cape Cod.

That's the way we look at it. It's given to us generously and freely by retired nurses in the United Kingdom, by engineers in Germany, and by college students in the United States. The money comes with a promise and an obligation. We put your compassion into action helping as many animals as possible.





## Donors

#### **Leadership Giving Circle**

IFAW gratefully recognizes our leadership gift supporters, donors of \$1,000 or more, who partner with us to stand up for animals around the globe.

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#### US \$100,000 and above

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U.S. Fish and Wildlife Service's
Wildlife Without Borders Program
Mr. William N. Vaughan

#### President

#### US \$50,000 to US \$99,999

#### Anonymous (3)

National Oceanic and Atmospheric Administration Wallace Genetic Foundation

#### **Ambassador**

#### US \$25,000 to US \$49,999

Leonardo DiCaprio Charitable
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#### Founder

#### US \$10,000 to US \$24,999

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Join IFAW in leading the way to protect animals worldwide. Your leadership gift of \$1,000 puts you on the front lines with other supporters who make possible the fight to end the commercial seal hunt in Canada, stand between poachers and elephants, bring veterinary care to dogs and cats in impoverished communities, and rescue animals in crisis situations.

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