



Thank You for Transforming
the Lives of Animals

Donor Impact Report • 2nd Quarter 2024





Thank you for creating a better world for animals

Animals face incredible challenges in our world today. Your support is essential to help bring focus to these issues and create innovative solutions that will improve their lives. We are grateful for our supporters who join us on this important journey towards building a kinder future. In this update, we share our new commitments to protect wildlife from suffering in captivity, as well as an incredible bear rescue story.

Across the country and around the world we're seeing shifts in attitudes towards animals that are leading to positive change. With the support of people like you, we have more power than ever to challenge the broken systems that cruelly exploit animals.



Introducing our new global CEO

In June 2024, we welcomed Tricia Croasdell as World Animal Protection's new CEO. Tricia previously led the UK office as the country director. She has held pivotal roles with global organizations including WWF and the UK Prime Minister's office.

Tricia's roots in South Africa have deeply shaped her belief in the power of collective action. She says that growing up in South Africa she saw how people, through collective action, can change the world.

Her appointment as the first female global CEO of World Animal Protection symbolizes a stride forward in ensuring that all perspectives are valued in the ongoing battle to protect the world's animals.

How You Have Helped Wild Animals



Thanks to our supporters, we are ensuring that more lions can live as they should: in the wild.

Victory for lions in South Africa

An estimated 8,000 lions are suffering in South Africa's commercial captive breeding industry. These lions are bred for tourism, trophy hunting, and the traditional Asian medicine industry. World Animal Protection has been working tirelessly to expose the suffering of lions bred for profit. Our efforts have led to South Africa's Minister of Forestry, Fisheries, and the Environment approving a mandatory phase-out of captive lion breeding. This decision represents monumental progress in the fight to protect lions.

Our work has included an investigative report exposing the criminal truths of lion farming. We uncovered shocking cruelty in this industry, including deliberately starved lions. We also exposed a well-established international criminal trade network of lion bone exports. We will continue to closely monitor developments related to the lion farming industry and work closely with our partners to ensure the government stays true to its word.

Incredible bear rescue in Vietnam

After living alone on a bear bile farm in Vietnam for more than 20 years, Chinh, an Asiatic black bear, has been rescued and released. Chinh was rescued by FOUR PAWS, supported by World Animal Protection and the Vietnam Forest Protection Department (FPD). His new home is at a FOUR PAWS Sanctuary in Ninh Binh, where he delighted in experiencing grass for the first time in his life. He is now free from exploitation and can live peacefully among other rescued bears.

Thanks to collaborative efforts between World Animal Protection, FPD, and FOUR PAWS, there are now more bears in sanctuaries run by nonprofit organizations and government rescue centers than on farms in Vietnam. Collective efforts have resulted in a 95% reduction in the number of bile bears in Vietnam: from 4,300 bears recorded in 2005 to less than 200 bears on farms today.

See Chinh settle into his new life at the FOUR PAWS sanctuary: <https://youtu.be/EtjRP3EEVFY>

How You Have Helped Wild Animals



In May 2024, we were outside GetYourGuide's Summer Summit in Berlin. A mobile LED truck screened a powerful video amplifying our message to stop selling animal cruelty.

Targeting GetYourGuide for wildlife cruelty

We're continuing to put pressure on the global travel company GetYourGuide to demand they stop selling exploitative animal experiences. Our 2024 report, 'Waves of Profit', found that GetYourGuide is one of six travel companies selling tickets to cruel dolphin entertainment venues that purchase animals originating from the cruel Taiji dolphin hunts.

We are targeting the company through social media and email mobilizations. We also campaigned at the company's office in Berlin. A billboard calling out the company was placed close to their offices and a mobile billboard van was parked outside their offices with the message 'Make Memories Not Misery', a play off the company's slogan.

The company responded to our actions by providing a statement saying that the products they sell follow "concrete standards" and that all zoos and water parks must be accredited. The statement fails to address the fact that the company sells experiences that cause animal suffering, including captive dolphin shows and selfies with sloths.

Read our report, 'Waves of Profit': <https://bit.ly/WavesofProfit>

Keeping the pressure on Miami Seaquarium to release captive wildlife

We are continuing to demand that Miami Seaquarium release animals suffering in appalling conditions at the facility. Miami Seaquarium was evicted by the county in April 2024. Unfortunately for the animals, the Dolphin Company, which owns the venue, is fighting the eviction in court. In our latest action, we issued an open letter to the company owner urging the release of the animals to sanctuaries or other reputable facilities. Several celebrity animal supporters also lent their support by signing the letter.

Proof of Miami Seaquarium's cruel disregard for animals has been well-documented by the USDA, undercover investigations, and employee whistle-blowers. We have also released recent drone footage of the site showing dolphins, rays, and sharks swimming in barren, filthy concrete pools.

How You Have Helped Wild Animals



Baloo has been exploited as a tourist attraction in Romania for more than 20 years.

Update on Baloo the bear

In our last report, we shared the story of Baloo, a bear trapped in a barren enclosure at a Romanian ski resort. He has been kept there in isolation for 23 years. We are advocating for his release to Libearty, our partner wildlife sanctuary in Romania. In May, we sent a letter to the Prime Minister of Romania asking him to order Baloo's removal from his current owner and transfer him to the Sanctuary. In the same month, we contacted Baloo's owner for the first time. We asked to meet with him in June when several members of our team were visiting Romania. He declined our meeting request and instead sent us a video response that claims the bear is happy and doing fine.

This video shows Baloo in a small caged enclosure that is a far cry from the conditions bears require to live a healthy, happy life. The Libearty Bear Sanctuary would provide him with proper care and allow him to live free from exploitation.

Given this response, our team is now beginning the next phase of our campaign. We are now filing a legal case against Baloo's owner.



In 2023, the World Animal Protection team from Netherlands, along with TV host Floortje Dessing (far right), presented to Romanian authorities a petition with over 178,000 signatures supporting Baloo's release.

How You Have Helped Farmed Animals



We partnered with WeMove to generate support from thousands of individuals and 280 organizations to stop the World Bank from supporting factory farming.

Calling for an end to investment in factory farming

Development banks are supposed to enable sustainable development projects that bring people out of poverty. Our work has exposed these institutions for investing in the expansion of factory farms. The World Bank in particular has poured billions into this cruel and unsustainable system via its private finance arm, the International Finance Corporation (IFC). In response, we joined 280 organizations in calling for an end to this financial support in an open letter to the World Bank. Cameron Harsh, US programs director, joined members of the international coalition to deliver our message at the World Bank's headquarters in Washington, DC, urging the development bank to stop financing projects that involve building factory farms.

In related actions, our colleagues in the Netherlands office have exposed Rabobank for lending to global meat and dairy companies against its own sustainability and responsible investment policies. Our report, 'Blocking a Better World Altogether', includes the harms caused by major US food companies including JBS, Tyson Foods, and Cargill.

Read our blog post, 'Why Major Meat Companies Make Bad Investments': https://bit.ly/Bad_Investments

Continuing the fight to protect farmed animals

Last year we reported on the promising decision by the Supreme Court to uphold California's Proposition 12. This landmark ruling is a significant step towards ending the cruel confinement of farmed animals in cages and crates. Unfortunately, this legislation now faces a new hurdle. The meat industry is lobbying hard for changes to the federal Farm Bill, legislation that encompasses a wide range of agricultural policies and is due for renewal. These changes could overturn Prop 12 and many other laws like it.

We have urged our supporters to voice their concerns and ask their representatives to oppose changes to legislation that would ultimately hurt animals. This advocacy is essential to build a humane food system that treats animals with compassion and respect. So far, nearly 450 of our supporters across the country have joined the call and taken action for farmed animals.

How You Have Helped Farmed Animals



The Good Food NY bill will allow public institutions to make values-based decisions in food procurement, including increasing plant-based foods, instead of requiring the lowest cost option.

Building a sustainable food system in New York State

In June, New York became the first state to pass a “good food purchasing” policy. The Good Food NY bill means public institutions state-wide, like schools, hospitals, and correctional facilities, will no longer be forced to source food from the “lowest responsible bidder.” Institutions will be better able to source food from vendors that are environmentally sustainable and be incentivized to increase plant-based food purchasing.

New York’s public institutions represent over \$1 billion of purchasing power. Expanding their options to include more ethically produced food will help build a better food system and provide healthier meals for New Yorkers.

This victory reflects over 3 years of advocacy through coalition building, local advocates, and broad statewide efforts. The New York State Good Food Purchasing Program coalition is planning strategic actions to ensure Governor Kathy Hochul signs the bill into law.



The bill to incentivize New York’s public institutions to increase procurement of plant-based foods received overwhelming bi-partisan support.

World Animal Protection: News In-Brief

New protections for wildlife

One of the most expansive pet retail bans in the country has passed in Arlington, Massachusetts. This ban is the first of its kind to include fishes. We provided a toolkit and fact sheets to support this effort and convince elected officials to enact the ban.

Global support for elephant breeding ban

We presented a petition supporting an elephant breeding ban to the Thai government. Our initial goal was to achieve 50,000 signatures in Thailand. We expanded our campaign globally with the intention of gathering an additional 50,000 signatures. We are thrilled to report that we significantly surpassed this goal, gathering 172,244 signatures from individuals in 26 countries.

Big win for farmed animals in Australia

The government of Australia has passed legislation to phase out live sheep exports by 2028. This monumental change will save millions of sheep from enduring immense pain and cruelty on long ocean voyages. New Zealand imposed a total ban on live animal exports that went into full effect last year.

Endorsing a ban on octopus farming

We signed on as endorsing the federal OCTOPUS Act of 2024, which would ban octopus farming in the US and prohibit the import of farmed octopus. California has a similar bill that has passed out of committee and will go before the Senate in August. We will mobilize our supporters in California to take action to support the ban.

A first in ethical wildlife tourism

In 2022, we launched a new program, Wildlife Heritage Areas, to help create an ethical alternative to captive wildlife experiences. Since then, 15 areas around the world have been designated. The latest area, Living in the Forest with Elephants (LIFE), is located in Thailand and is the first heritage area focused on elephants.



We inspired people to learn about protecting animals and the environment at Santa Barbara's Earth Day in April.

Celebrating Earth Day in California

We were at the Santa Barbara Earth Day Festival, which welcomed over 25,000 people, to promote the newly formed Santa Barbara Channel Whale Heritage Area. The area, which is designated as a responsible wildlife-watching destination, is located in one of the most important migration routes for whales along the West Coast.

Travel company commits to animal welfare

Kodama Travel, a company dedicated to providing eco-conscious vacations, worked with us to develop animal welfare guidelines that ensure all vendors, experiences, and trips are wildlife-friendly.

Documenting impacts of Brazil flooding

Severe floods caused by heavy rains and storms have devastated parts of the Brazilian state of Rio Grande do Sul. Our colleagues in Brazil have been on the ground documenting the impact of this extreme event on farmed and wild animals.

Wild animal skins banned at fashion event

In a major first for the fashion industry, Copenhagen Fashion Week announced that all wild animal skins have been banned for the event. World Animal Protection and our ally, Collective Fashion Justice, consulted with and helped write Copenhagen Fashion Week's new policy, which will help protect animals from exploitation and suffering.



Thank You for Supporting World Animal Protection

Without you, our work to protect the world's animals would not be possible. We deeply value your support for our mission to stop animal cruelty.

Make a gift to support animals

Options for giving:

Online: www.worldanimalprotection.us

With stock: www.worldanimalprotection.us/ways-give/giving-stock

In your will or estate plan:

www.worldanimalprotection.us/ways-give/legacy-society

From a Donor-Advised Fund (DAF):

bit.ly/WAPDonorAdvisedFund

By mail: World Animal Protection, 535 Eighth Ave, 3rd Floor, New York, NY 10018

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We are World Animal Protection.

We end the needless suffering of animals.

We influence decision makers to put animals on the global agenda.

We help the world see how important animals are to all of us.

We inspire people to change animals' lives for the better.

We move the world to protect animals.

We strive to end injustice.

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