

Company Number
02944372
Registered Charity Number
1039679

Naturewatch Foundation

Report and Accounts

For The Period Ended

31 December 2020

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2020

Introduction

The trustees present their annual report and accounts for the year ended 31st December 2020.

The board of trustees are satisfied with the performance of the charity during the year and the position at 31st December 2020 and consider that the charity is in a strong position to continue its activities during the coming year, and that the charity's assets are adequate to fulfil its obligations.

Name, registered office and constitution of the charity

The full name of the charity is Naturewatch Foundation

The legal registration details are :-

Date of formation

The Principal Office is

49 Rodney Road, Cheltenham GL50 1HX

Charity Registration Number

1039679

The telephone number is

01242 252871

Objectives and Activities of the Charity

Public benefit that is provided by the charity

The charity provides public benefit by campaigning for the welfare of animals both in the UK and abroad.

An explanation of the charity's main objectives for the year.

Achievements and Performance of the Charity

Structure, Governance and Management

Nature of the Governing Document and constitution of the charity

The charity is constituted as a company limited by guarantee and is, therefore, governed by the memorandum and articles of association dated 10 June 1996.

The methods adopted for the recruitment and appointment of new trustees

The charity is always open to new trustees who are sympathetic to the aims of the charity and have appropriate skills and experience. New trustees are appointed by the existing board of trustees.

Financial Review

The Statement of Financial Activities show net incoming resources for the year of a revenue nature of £188,327 (prior year £126,402).

The total reserves, all free unrestricted liquid reserves, at the year end stand at £920,379, (prior year £732,051).

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2020

Specific changes in fixed assets

All new equipment purchases have been expensed to to the Income and Expenditure account.

The members of the Board of Trustees of the Charity during the period ended 31st December 2020 were :-

B Gibb
S Davies

The members of the Board of Trustees of the Charity at the date the report and accounts were approved were:-

B Gibb
S Davies

Independent Examiner

E Conway
ACCA
3 Fairview Court
Fairview Road
Cheltenham
Gloucestershire
GL52 2EX

Statement of Trustees' Responsibilities

The Charities Act requires the Board of Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of the surplus or deficit of the charity. In preparing those financial statements the Board is required to :-

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.
- state whether applicable accounting standards and statements of recommended practice have been followed , subject to any material departures disclosed and explained in the financial statements;

The Trustees are also responsible for maintaining adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which are sufficient to show and explain the charity's transactions and enable them to ensure that the financial statements comply with regulations made under the Charities Act. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2020

The trustees are also responsible for the contents of the trustees' report, and the responsibility of the independent examiner in relation to the trustees' report is limited to examining the report and ensuring that, on the face of the report, there are no inconsistencies with the figures disclosed in the financial statements.

Review of Activities

The annual review is attached as an appendix to the accounts.

This report was approved by the board of trustees on 20 September 2021.

B Gibb
Director and Trustee

Naturewatch Foundation
Independent Examiner's Report to the trustees of the charity

Report of the Independent Examiner to the trustees
on the accounts of the Charity for the year ended 31 December 2020

I report to the trustees on my examination of the accounts of Naturewatch Foundation for the year ended 31 December 2020 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes.

Responsibilities and basis of report

As the charity's trustees (and also directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having established that the accounts of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for Independent Examination, I report in respect of my examination of the charity's accounts carried out under section 145 of the Charities Act 2011 (the 2011 Act). In

Independent examiner's statement

I have completed my examination. I can confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

the accounting records were not kept in respect of the charity as required by section 396 of the 2006 Act; or the accounts do not accord with those records; or the accounts do not comply with the applicable requirements under section 396 of the 2006 Act other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination; or the accounts have not been prepared in accordance with the Charities SORP (FRS 102) I have no concerns and have come across no other matters in connection with the examination which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

E Conway
ACCA
3 Fairview Court
Fairview Road
Cheltenham
GL52 2EX

The date upon which my opinion is expressed is :-
20 September, 2021

Naturewatch Foundation
Statement of Financial Activities
for the year end 31 December 2020

	Unrestricted Funds	Restricted Funds	Total Funds	Last Year Total Funds
Notes	£	£	2020 £	2019 £
Incoming resources				
Voluntary Income	470,522	-	470,522	422,474
Interest received	539	-	539	603
Total incoming resources	471,061	-	471,061	423,077
Costs of generating funds				
Costs of generating voluntary income	60,837	-	60,837	93,149
Costs of charitable activities	221,896	-	221,896	203,526
Total resources expended	282,733	-	282,733	296,675
Net incoming resources before transfers between funds	188,328	-	188,328	126,402
Net movement in funds	188,328	-	188,328	126,402
Reconciliation of funds				
Total funds brought forward	732,051	-	605,649	605,649
Total Funds carried forward	920,379	-	793,977	732,051

Income resources and resulting net movement in funds each year arise from continuing operations.

**Naturewatch Foundation
Balance Sheet
as at 31 December 2020**

	Notes	2020 £	2019 £
<i>The assets and liabilities of the charity :</i>			
Fixed assets			
Tangible assets	6	490	735
Investments		400,000	400,000
Total fixed assets		<u>400,490</u>	<u>400,735</u>
Current assets			
Cash at bank and in hand		525,158	333,714
Creditors:- amounts due within one year	7	(5,269)	(2,398)
Net current assets		<u>519,889</u>	<u>331,316</u>
Total assets less current liabilities		<u>920,379</u>	<u>732,051</u>
Net Assets		<u>920,379</u>	<u>732,051</u>
<i>The funds of the charity :</i>			
Unrestricted revenue accumulated funds		920,379	732,051
Total unrestricted funds		920,379	732,051
Total charity funds		<u>920,379</u>	<u>732,051</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

B Gibb
Director and Trustee
Approved by the board of trustees on 20 September 2021

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2020

1 Accounting policies

Basis of preparation of the accounts

The accounts have been prepared on the accruals basis, under the historical cost convention, and in accordance with the Financial Reporting Standard 102 (effective 1 January 2016) and FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015 (as amended by the Bulletin issued in February 2016) published by the Charities Commission in England & Wales (CCEW), effective January 2016. (The SORP).

Accounting convention

The financial statements are prepared, on a going concern basis, under the historical cost convention

Incoming Resources

Incoming resources are accounted for on a receivable basis

Recognition of liabilities

Liabilities are recognised on the accruals basis in accordance with normal accounting principles, modified where necessary in accordance with the guidance given in the SORP.

Fixed assets and depreciation

All tangible fixed assets are stated at cost less depreciation.

All purchases in the year have been expensed to profit and loss account.

Depreciation has been provided at the following rates in order to write off the assets (less their estimated residual value) over their estimated useful economic lives.

Plant and machinery 25% straight line

Taxation

As a registered charity, the organisation is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the charity, and is therefore included in the relevant costs in the Statement of Financial Activities.

Finance and operating leases

Rentals payable in respect of operating leases where substantially all the benefits and risks of ownership remain with the lessor are charged to the Statement of Financial Activities as incurred.

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2020

Funds structure policy

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity. Such funds may be held in order to finance both working capital and capital investment.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

There is no formal policy of transfer between funds or on the allocation of funds to designated funds, other than that described above.

Any other proposed transfer between funds would be considered on the particular

Accounting for Legacies

Legacies are accounted for on a receivables basis

2 Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

	2020	2019
Revenue Turnover from ordinary activities	470,522	422,474
and after charging:-		
Depreciation of owned fixed assets	245	245
Rentals under operating leases	6,200	6,200

3 Statement that no expenses were paid to trustees or connected persons

No expenses were paid to trustees. £5,040 was paid to Run Your Business Online Limited for bookkeeping and payroll services on normal commercial terms. I Gibb, the son of B Gibb, is a director of this business.

4 Detailed analysis of certain transactions required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005 and revised June 2008)

Various items of support costs and charitable expenditure which are required by the SORP to be disclosed in the notes to the accounts are set out in the Detailed Schedule to the Statement of Financial Activities.

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2020

5 Staff Costs and Emoluments	2020	2019
	£	£
Gross Salaries	162,018	138,370
Pension Contributions	11,940	11,077
	<u>173,958</u>	<u>149,447</u>

Numbers of full time employees or full time equivalents	2020	2019
Engaged on charitable activities	7	6

There were no fees or other remuneration paid to the trustees
There were no employees with emoluments in excess of £60,000 per annum

6 Tangible functional fixed assets

	Plant, Machinery & Vehicles £
Asset cost, valuation or revalued amount	
At 1 January 2020	5,816
Additions	-
At 31 December 2020	<u>5,816</u>
Accumulated depreciation and impairment provisions	
At 1 January 2020	5,081
Charge for the year	245
At 31 December 2020	<u>5,326</u>
Net book value	
At 31 December 2019	<u>490</u>
At 31 December 2018	<u>735</u>

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2020

7 Creditors: amounts falling due within one year	2020	2019
	£	£
Accrued expenses	-	517
Pension fund	778	-
PAYE and NI	4,491	1,881
	<u>5,269</u>	<u>2,398</u>

8 Analysis of the Net Movement in Funds	2020	2019
	£	£
Net movement in funds from Statement of Financial Activities	<u>201,528</u>	<u>126,402</u>

9 Particulars of Individual Funds and analysis of assets and liabilities representing funds				
At 31 December 2020	Unrestricted funds	Designated funds	Restricted funds	Total Funds
	£	£	£	£
Tangible Fixed Assets	490	-	-	490
Investments at valuation	400,000	-	-	400,000
Current Assets	525,158	-	-	525,158
Current Liabilities	(5,269)	-	-	(5,269)
	<u>920,379</u>	<u>-</u>	<u>-</u>	<u>920,379</u>
	£	£	£	£
At 1 January 2019	Unrestricted funds	Designated funds	Restricted funds	Total Funds
Tangible Fixed Assets	735	-	-	735
<i>Investments at valuation</i>	400,000	-	-	400,000
Current Assets	333,714	-	-	333,714
Current Liabilities	(2,398)	-	-	(2,398)
	<u>732,051</u>	<u>-</u>	<u>-</u>	<u>732,051</u>

The individual funds included above are :-

Funds at 2019	Movements in Funds as below	Transfers Between funds	Funds at 2020
£	£	£	£
<u>732,051</u>	<u>188,328</u>	<u>-</u>	<u>920,379</u>

Analysis of movements in funds as shown in the table above

Incoming Resources	Outgoing Resources	Gains & Losses	Movement in funds
£	£	£	£
<u>471,061</u>	<u>282,733</u>	<u>-</u>	<u>188,328</u>

Naturewatch Foundation
Schedule to the Statement of Financial Activities
for the year end 31 December 2020

	Unrestricted Funds	Restricted Funds	Total Funds	Prior Period Total Funds
	£	£	2020 £	2019 £
Incoming Resources				
Incoming resources of a revenue nature				
Grants, legacies and donations	470,522	-	470,522	422,474
Interest received	539	-	539	603
Total	471,061	-	471,061	423,077
Costs of generating funds				
Costs of generating voluntary income				
Cost of fundraising activities	60,837	-	60,837	93,149
	60,837	-	60,837	93,149
Total costs of generating voluntary income	60,837	-	60,837	93,149
Charitable expenditure				
Management and administration costs				
in support of charitable activities				
Staff costs in support of charitable activities				
Temporary staff and recruitment	-	-	-	-
Salaries	162,018	-	162,018	138,370
Pension Contributions	11,940	-	11,940	11,077
	173,958	-	173,958	149,447
Indirect employee costs				
Travel and subsistence	824	-	824	1,894
	824	-	824	1,894
Premises Costs				
Rent payable	6,200	-	6,200	6,200
Rates, water and service charges	1,437	-	1,437	1,380
Premises repairs and renewals	7,337	-	7,337	871
	14,974	-	14,974	8,451
General administrative expenses:				
Telephone and fax	1,140	-	1,140	1,672
Stationery and printing	4,886	-	4,886	4,777
Bank charges	24	-	24	44
Sundry expenses	3,701	-	3,701	2,901
	9,751	-	9,751	9,394
Professional fees in support of charitable activities				
Accountancy fees other than examiners/auditors	5,040	-	5,040	5,040
Legal fees	566	-	566	2,390
Depreciation of fixed assets used for governance	245	-	245	245
	5,851	-	5,851	7,675

Naturewatch Foundation
Schedule to the Statement of Financial Activities
for the year end 31 December 2020

	Unrestricted Funds	Restricted Funds	Total Funds	Prior Period Total Funds
	£	£	2020 £	2019 £
Total Support costs	205,358	-	205,358	176,861
<i>Grantmaking to achieve the objects of the charity</i>				
<i>Grants paid including Gift Aid payments</i>				
Grants paid	16,538	-	16,538	26,665
Total Expended on Charitable Activities	221,896	-	221,896	203,526



Welcome to our Review of 2020

As always, at the end of each year we spend time evaluating the impact of our current campaigning projects. It might be that we decide to adapt some to make them more effective, recognise the success of others and expand them, or plan the launch of new, exciting initiatives to further the aims and objectives of the charity.

The global outbreak of Covid-19 early in the year presented us with unprecedented challenges that forced us to revisit our plans for 2020. Thanks

to our amazing team, we were able to adapt our campaigning projects to ensure they remained relevant throughout the Covid-19 crisis.

I couldn't be more proud of the amazing progress our campaigns made in 2020 and I'm sure that when you've read our Annual Review you will agree. I'm forever grateful to my hardworking team, loyal supporters, active patrons, committed volunteers and supportive trustees who, together, ensure that Naturewatch Foundation continues to make a



difference for animals around the world.

Warm regards,
Caroline Ruane
CEO

Our Annual Review only covers highlights from 2020 but you can find out more about each of our campaigns on our website, where you can also read Annual Reviews from previous years.

Badger Persecution

Naturewatch Foundation's Badger Baiting Campaign has strived to continue, invigorate, and adapt to the challenges that the COVID-19 pandemic has brought to all of us.

Our #Hero4badgers investigations on those involved in illegal persecution of badgers continued in earnest, with many of our meetings going online. Of course, we lost the ability to attend Rural Crime Days, Wildlife Crime Conferences, and present talks to the likes of Badger Groups around the country. However, milestones were still achieved during the year and much valued and important work undertaken.

However, Andy spent most of the year as normal, working from home with his dogs.



Andrew Swinburne in his office, with friends



*Libby Anderson, Animal Crime Manager
Andrew Swinburne and Bob Elliott*

Some face-to-face partnership meetings took place in early 2020, such as a visit to the OneKind office in Edinburgh in February, where our Animal Crime Manager, Andrew Swinburne, met with their Policy Advisor Libby Anderson and Director Bob Elliott to discuss campaigns and partnership working.

A Badger's Tale

During 2020, the wildlife crime novel for teenagers, written on behalf of Naturewatch Foundation by the author Geoff Francis, has been publicised widely on social media, in the badger campaign fundraising letter, and via our online shop. Sales continued throughout



the year and have helped to raise awareness of the illegal persecution of badgers to the younger generation.

School Awareness Programme

In early 2020, the programme had been signed up to by a succession of northern police forces and badger groups, thus targeting some of the main geographic areas of England where badger baiting is prolific. This included a meeting in early March with Samantha O'Key, Rural and Environmental Crime Coordinator for Cumbria Police, who was keen to present the programme in Cumbria where badger baiting is a problem and the force has had several successful prosecutions. One case followed on from some members of an organised crime gang being imprisoned for ATM thefts in the north west. Police found evidence on the mobile phone of one of the men that led to the badger baiting investigation.

However, with COVID lockdowns and the closure of schools, this is the main area of our work that has inevitably been impacted upon as the school programme was unable to be delivered.

This predicament allowed the opportunity to begin developing a shorter version for school assemblies when they return... **AND** importantly... an online version which is due to be released in early 2021, to enable our programme to reach an even wider audience of young people.

Watch out for the release via our social media platforms soon!!!!

Badger Investigations

During 2020, the reports received mainly mirror-imaged the main badger baiting season between November and March. Therefore, there was a flurry of cases and evidential reports being disseminated to the enforcement authorities and partner agencies during the beginning and end of the year.



Luckily, this fitted nicely into the period from April onwards when the investigation team was somewhat overwhelmed by the increase in puppy farming reports due to the rise in demand during lockdown.

The year started with a first for the charity when our Animal Crime Manager attended a planned operation led by

Northern Ireland and even the Irish Society for the Prevention of Cruelty to Animals in Eire.

Once again, we have unearthed links to organised crime and even gangs who are using puppy farming to fund their illegal exploits related to badger baiting, such as breeding dogs to be pitted against the badger.

Our investigations are a team effort and, whilst our Animal Crime Manager fronts the team, much of the work and success must be attributed to our undisclosed investigator who works tirelessly on our cases and deserves much credit.

If you have any information about someone you suspect is involved in the illegal persecution of badgers, please contact our Animal Crime Manager, Andrew Swinburne, via email andrew@naturewatch.org or ring him on 07392 185 373.

We will investigate your leads.

Badger Investigations 2020	
Recorded reports received	39
Individual cases involved	27
Evidential Research Reports disseminated to enforcement agencies	29

West Yorkshire Police and assisted by the RSPCA. This operation came about as a direct result of information supplied by Naturewatch Foundation. With a warrant executed and a person interviewed, unfortunately, it later transpired there was insufficient evidence to take the case further, but is a clear indication of just how far our investigations and standing within the partnership world has come.

Towards the end of 2020, again as a result of our #hero4badgers project, further operations have been conducted by police across England and Wales, with enquiries also in the hands of the Scottish Society for the Prevention of Cruelty to Animals, Police Service of

A Few Snippets...

- Wildlife and Countryside Link (WCL)**
 The WCL Wildlife Crime Report 2019 was launched via a Zoom Webinar in November and was attended by a number of key people including MPs, a Liberal Democrat Defra Spokesperson, officers from Defra, Natural England, and the Conservative Animal Welfare Foundation.
- Our Animal Crime Manager wrote the new chapter this year on cybercrime, and also co-wrote the badger chapter with Craig Follows from the Badger Trust..... The appealing reach to the audience was the cybercrime aspect.
- We will continue to campaign, as a member of WCL, for harsher sentencing for wildlife crime and for wildlife crime to become recordable.
- UK Badger Persecution Priority Delivery Group**
 A Badger Tool Kit has been produced by the PDG to assist the enforcement authorities investigating illegal badger crime. Naturewatch Foundation contributed to this tool kit and it also includes the "Guide for Investigators in England and Wales" which was published in partnership with the Badger Trust in 2019.
- Naturewatch Foundation has continued to donate towards the Partnership for Action Forensic Analysis Fund**
 This fund assists towards the costs incurred by police forces in the forensic investigation of wildlife crime, including badger crime.
- National Badger Day November 6th**
 Naturewatch Foundation participated on social media platforms to highlight our badger baiting campaign and raise awareness of the continued persecution.
- PAW Northern Ireland Badger Subgroup**
 Naturewatch Foundation continues to be represented on this group as part of our UK portfolio and were pleased to promote the group's latest 'Badger Crime report 2016-2018' in December.



Animal Experiments

Non-Animal Tests are the way forward!

2020 was not a great year for human freedom. We have been forced to look at our lives and how we live. At the same time as the awful spread of the 'zoonotic' pandemic Covid-19, there was some rare good news in the growth of more companies, supermarkets, and people embracing cruelty-free products and plant-based diets.

By investing in our Compassionate Shopping Guide and taking it 'online' with a dedicated website – compassionateshoppingguide.org – Naturewatch Foundation has been helping to guide people towards making shopping choices that are kinder to animals.

Laboratory animal freedom is long overdue. Faced with a lengthy and

expensive vaccine development process, policymakers and scientists reliant on outdated animal testing are slowly but increasingly looking to non-animal tests, and the use of millions of animals in research science is being brought into question. There is a better, kinder and more accurate way to produce safe cosmetics, cleaning products, chemicals and medicines without abusing innocent animals. Advancing non-animal and advocated for change in the United Nations, regulators, national governments and in the press. As humankind slowly emerges from the pandemic and reflects on the use of animals we hope that, going forward, governments, regulators and scientists increasingly promote proven, non-animal scientific methods such as using human cells and tissues and computer-based techniques, which deliver quicker, more accurate results.

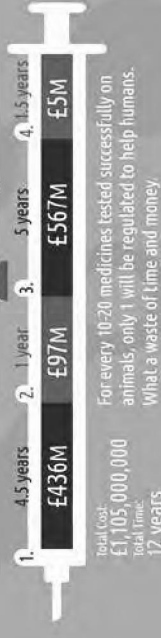


The Shocking Use of Animals in Experiments

Over three million animals are used in animal experiments in the UK each year.



1. Animals and cloned human tissues are used to research how a disease affects the body and what could be an effective medicine.
 2. Animals and non-animal methods are used to determine whether medicines could be tested on human volunteers.
 3. Safety testing is then carried out on people and more animals.
 4. Regulatory agencies license the medicine for public use.



Non-animal research methods can better predict results, are cheaper and take much less time.

Approved non-animal testing methods:

- Testing human tissues
- Advanced computer modelling techniques
- 3-D bioengineering
- Mini-brains
- Scanning and recording devices (MRI) on human volunteers
- Blood samples

In holding the UK government to account, regulating the use of animals in experiments in the UK, our regular meetings with the Home Office Animals in Science Regulation Unit continued but became virtual, online meetings. During the year, we were pleased to present our perspectives to newly-appointed animal laboratory regulatory inspectors as part of their induction process. Naturewatch Foundation also drew out and publicised shocking statistics from 2020 official government publications.

The government's UK annual statistics expose the sheer number of animal experiments carried out in the previous year:

- 3.4 million procedures on animals
- 10,000 rabbits
- 18,000 specially protected species such as cats, dogs, monkeys and horses
- 2,000 non-human primates
- 67 animal experimental procedures for ingredients contained in household products
- 69,200 procedures resulted in a major departure from the animal's usual state of health and wellbeing
- 86,500 procedures were carried out under general anaesthesia without recovery

Source: UK Home Office 2020

An update from our Compassionate Shopping Guide researchers

IMPORTANT UPDATE: Since printing the condensed *Compassionate Shopping Guide in 2020*, we have been able to endorse the following additional brands: *Baylis and Harding*, *Co-op*, *Ferry Amber*, *Calcot Spa*, *The Black Cat Soap House*, *Treacle Moon* and *Faith in Nature*.

The full link to the new website is available here: <https://compassionateshoppingguide.org>

After having published our *Compassionate Shopping Guide* in print for over 30 years, in 2020 it was time to take the leap and go online.

In September, our 15th Edition was launched on its very own website! This was a huge step forward, allowing us to keep growing our list of endorsed brands and keep you updated on all new additions. Compassionate shoppers can also now filter brands that have vegan options, provide eco-friendly products, or have an organic range.

This has been a big learning process for us as, being a small team, not all of us are tech savvy! We want to let you know that we are actively working to make our website better for users and, as always, we are very grateful for your feedback regarding both the online and printed guides. We have listened and will keep you informed as new updates continue to grow our number of endorsed brands; and improve our *Compassionate Shopping Guide* online platform.

Online was not the only way to access our 15th Edition in 2020, we also launched a printed version! With the

emphasis of our new guide now being online, we decided to condense it into a simple list of endorsed brands. However, some supporters were unhappy with this new layout and preferred the traditional-style booklets that they enjoyed in the past. We really value your opinions and, as a result, we continue to work hard to seek out and endorse truly cruelty-free brands to add to a new and improved, comprehensive printed guide! We are aiming for this new printed edition to be available to you very soon, so keep your eyes peeled and make sure to grab yourself a copy!

As always, we ONLY endorse brands that have NO ties to animal testing. That includes: a company, its parent company, all its brands, supplier chains, products and all their ingredients!

We currently don't endorse any company that exports its products to China, due to their strict policy for mandatory animal testing of foreign, imported cosmetics products. Direct e-commerce is excluded from animal testing and therefore we can endorse companies which sell to China by e-commerce only. However, with legislation around animal testing in China set to change at the end of January 2021, we are hopeful this will improve the situation, and that soon we will be able to endorse even more companies and brands!

By supporting brands that are endorsed in our *Compassionate Shopping Guide*, you can buy with confidence and be sure that none of your money is inadvertently funding animal testing in any form.



Public Affairs

End Wildlife Trade!

You would think that banning the international wildlife trade would be a 'no-brainer' in the middle of a zoonotic disease, but international agreement is difficult to achieve. In 2020, Naturewatch Foundation eagerly participated in the coalition campaign to ban the global wildlife trade. World Animal Protection kindly took the lead hosting virtual events, with fellow coalition members signing joint letters to world leaders in advance of the G20. Naturewatch Foundation campaigners embraced new 'online' campaigning to help end the suffering of wild animals and spread the message 'End the wildlife trade!'



Wildlife and Countryside Link

Throughout 2020, we continued our participation in Wildlife and Countryside Link, the largest environment and wildlife coalition in England, bringing together 57 organisations to use their strong joint voice for the protection of nature. As an active member of the animal welfare strategy group, we have added our voice in lobbying government on many issues from international trade, environment legislation, to our continued support for the 'Better Deal For Animals' campaign to ensure that animal sentience is recognised in UK law following Brexit. Government ministers have promised that they will take action, but the detailed discussions are still taking place!

Wildlife and Countryside



Bringing hope to Ukraine's animals

"Thank you, Naturewatch Foundation" was the video message from the patrol police of Ukraine after our latest face-to-face training session in Kyiv in February.



We rolled out our guide to handling dogs safely and beat travel bans to get into the Ukrainian capital to meet with the police teams. We distributed 1000 hard copies around Ukraine to make sure that fewer animals or officers are hurt when catching injured or abandoned animals. This is the first time such a guide has been produced.



Prosecutions

Since we launched the police training project, there has been a **75% INCREASE** in the number of animal abuse cases prosecuted by the police. We recognise there is still a very long way to go, but we are proud that the journey to protect abused animals has begun, with the help of Naturewatch Foundation supporters.

Ukraine's Criminal Code allows those that commit serious animal cruelty to be sent to jail for 8 YEARS, 16 times that of England and Wales.

There is also a provision that when the abuse is committed in front of children this is taken into account. This uniquely recognises the impact that witnessing violence can have on children's development.

Whilst in Kyiv, we ran sessions for the police and animal groups in Irpin (outskirts of Kyiv) and were set to visit an 11th city on our programme when the virus prevented us.



Going Online

We have had to adapt our methods because of the pandemic and, like most, have gone online with our training. We have also used technology to participate in Ukraine's first online rally for animals.

We featured across Ukrainian media, explaining why animals are important to all communities and we also appeared on prime-time Bulgarian National Television to share our messages.

Animal Welfare Law

Through our supporters, we have added pressure to the Ukrainian Government to adopt Law 2351, a new bill that will protect animals even further. This Law seeks to tighten up on guidelines around euthanasia of street animals. In particular, it forbids euthanasia as a means of regulating street animal populations. It bans the use of one animal to fight another, prevents the use of animals as live targets for shooting training and improves conditions of farm animals. It also stops disused buildings being boarded up where street cats have made a home.

To date, our supporters have sent over 1560 emails and letters to the Ukraine Government and the Law is now on a second reading.

2021

Our aim is to bring more hope to the animals across Ukraine. We are excited that the police academy in Kyiv has chosen rescue pets for its 2021 calendar. The animals' future, because of your help, looks bright.

Puppy Farming

Pandemic Puppies

Puppies are cute and cuddly, but also a whole lot of work. A new puppy may have provided a welcome relief for many people frustrated by the pandemic lockdown, but there have been countless reports of families falling victim to unscrupulous puppy farmers. The future of these bundles of energy may also not be so rosy. Puppies need time, attention, socialisation with animals, people, different environments, and exercise.

Puppy farming is a shameful industry. The cruel 'factory farming' of dogs is much more common than people think, as the demand for 'cheap' puppies far outstrips the supply of well-bred, socialised pups. At its

most heartbreaking, puppy farming is linked to criminal gangs, dog theft and smuggling. Tiny, scared pups are stashed in containers, vans, car boots and transported over long distances, including by ferry, without any care or attention. Dog buyers are then conned into buying what they think is a 'home-bred' puppy.

Whether the puppies are bred in dark, cold sheds in the countryside, in flats in the city or smuggled in from abroad, they are all suffering. The poor breeding bitches left behind are simply used as money-making machines, forced to churn out litter after litter. They do not receive love, care or attention and do not even have a glimpse of a happy future.

2020 Naturewatch Foundation Puppy Farming Hotline statistics

In 2020, our puppy farming hotline was incredibly busy. There were pronounced spikes during periods of lockdown.

Puppy Farming Investigations 2020	
Number of Recorded Reports of puppy farming	506
Number of individual cases involved	367
Number of Evidential Research Reports disseminated to partner enforcement agencies	143
Number of Evidential Intelligence Reports disseminated to partner enforcement agencies	51

Naturewatch Foundation ACTION to stamp out puppy farming

2020 started off innocently enough. Our Campaign Manager and Animal Crime Manager began the year with great hope, including presenting in Parliament about our work.

Getting MPs to understand the nature of puppy farming, why it is so cruel to dogs and what the implications can be for dog buyers, is an important part of campaigning. The support of MPs is crucial in changing the law. Across the UK, it's been great to see the devolved parliaments taking action in 2020. From Lucy's Law in England to increased prison sentences for animal cruelty in Scotland, MPs have listened and legislated. The testing year means that some legislation has not yet made it to the statute book, such as increasing prison sentences for animal cruelty in England, and Lucy's Law in Scotland and Wales. We remain hopeful that, considering the cross-party support, these non-contentious and important new regulations will become law this year.

Sadly, criminals and those ignorant of animal welfare have taken advantage of the pandemic to flout the law and prey on innocent families and animal lovers. In March, the Naturewatch Foundation team became alarmed that some celebrities were promoting the purchase of a puppy as an ideal distraction during lockdown. Conversely, we thought puppies in new homes would be unable to socialise appropriately and would get unrealistic expectations of ongoing attention. We thought ahead to the



Naturewatch Foundation and fellow campaigners pictured presenting in the House of Commons in January 2020 including actor Peter Egan, vet Marc Abraham and All-Party Parliamentary Dog Advisory Welfare Group Chairwoman, Dr Lisa Cameron MP

puppy farmers and smugglers who would be seeking to get rich filling the void in supply of puppies. We worried for the animal shelters who would be bursting at the seams with unwanted, unruly dogs, when people returned to offices after lockdown. In response, we launched our 'Puppies in a Pandemic' campaign asking the online selling sites Pets4Homes, Proloved and Gumtree to not host adverts for puppies. The websites did respond by following government guidance, but they also benefited from pandemic puppies.

In 2020, our animal crime hotline witnessed a massive spike in reports from the public and we have worked alongside fellow campaigners in tackling puppy farming. We were delighted to join the SSPCA-led 'Say No to Puppy Dealers' coalition campaign which includes the Scottish Government, DEFRA, HMRC, port authorities and

Life of a Puppy Farmed Pup

Puppies are born in factory-farm breeding centres across Europe with almost no human contact.

The puppies are then taken from mum and mixed with other litters, spreading disease among them. They travel for days without a break, hungry, thirsty and terrified.

Families take the terrified, unsocialised and diseased puppies home to find that they need expensive veterinary care. They can develop life-long behavioural problems and some need to be euthanised.

The #Vets4Puppies Campaign

A message from our new Campaigns Assistant:

"2020 certainly was a challenging year, with record numbers of puppies being bought, sold, and smuggled all over the UK to feed the increasing demand.



advice about how to avoid puppy farmers to their clients. They also posted on social media to further raise awareness and spoke to their staff about how to help clients who were looking for a puppy."

We will continue to expand the project further into other counties in 2021, so look out in your local vets for a #Vets4Puppies poster, or ask your practice to join!



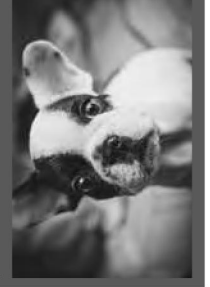
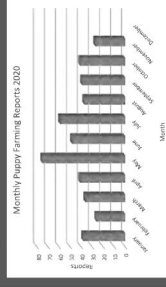
After several months watching from the sidelines, and working remotely with Naturewatch Foundation where I could, I was finally able to formally join the team in September! I immediately got cracking on expanding our pioneering project, the #Vets4Puppies campaign, into vet practices in Gloucestershire.

Despite the difficulties imposed by the pandemic, the campaign was a great success! 12 vet practices across the county collaborated with us, displaying our posters and leaflets of helpful

Pandemic Puppies Peak

"During the first lockdown, we saw a tremendous increase in the number of reports being received by our #hotline-puppies as a result of the increased demand for puppies through this period. This also included a notable rise in the number of financial scams, whereby non-existent dogs, using stolen images, were advertised with a promise of the puppy being couriered to the client in return for a deposit and courier charges being paid up front. It has been a very challenging year, but the investigations team made sure we stepped up for pets at this critical time."

Animal Crime Manager
Andy Swinburne



Spay/Neuter Projects in Ukraine

Written by: *Natalie Sorokopud, Ukraine Representative*

KHARKIV

Kharkiv is the second largest city in Ukraine that lies in the northeast of the country with a population of 1.4 million.

2020 has been a rough year for everyone. In Ukraine the lockdown made it almost impossible to continue conducting projects to help animals. In spring there was a risk that all vet clinics would be closed, which would have prevented us from doing any surgeries. Fortunately, vets were allowed to continue working which was very good news – so we kept on spaying and neutering.



However, we were faced with another problem: the majority of Kharkiv volunteers do not have their own cars to take the animals to the vet and rely on buses – mainly for transporting cats. During lockdown in April and May, all public transport stopped operating and the rest of the time there was a limit on the number of passengers. Also, many volunteers fell ill. These challenges meant surgeries were delayed.

Meanwhile, dogs and cats continued to multiply so it was very important that we found a solution to enable us to proceed with our work. We changed our system of receiving requests, found one more clinic to help us with surgeries and our work began again.

Overall this year, we have managed to spay and neuter 313 animals in Kharkiv and surrounding villages. Most of the pets were owned by old people who cannot afford the surgery or by mini-shelters – people who rescue and rehome many animals and foster them in their houses. Thanks to Naturewatch Foundation's spay/neuter project, our



Thank you
Naturewatch
Foundation.

As Kupyansk is a much smaller town than Kharkiv, the programme is progressing faster. It won't be long before we have spayed or neutered most of the dogs and cats in the town. Scientists say that for the stray population to stop growing, at least 70% should be spayed or neutered. In Kupyansk, we are getting close to that number, but there is a way to go yet.

I sincerely thank the supporters of Naturewatch Foundation for helping to make Ukraine a better place for animals.



2020 World Animal Day Grant Winners

The 2020 World Animal Day Grants were awarded to ambitious spaying and neutering programs in Romania and remote areas of Nepal. Both projects were able to meet or even exceed their targets, they collectively neutered over 350 cats and dogs! Projects like these help to humanely end the cycle of suffering associated with unwanted births. As a result, they reduce the numbers of animals abandoned to the streets, whilst providing a life-changing operation for the animals involved. They also benefit the communities, who in many cases without this help are otherwise left without humane options. Thanks to your support, these two amazing projects have changed the lives of so many animals!



The projects were headed by two of our fantastic World Animal Day Ambassadors: Dr Claudiu Iosim, Head of Animated Arad, Romania and Dr Khageshwar Sharma, Head of Himalayan Animal Rescue Trust (HART), Nepal.

Himalayan Animal Rescue Trust, Nepal

'No babies, No rabies'

Since 2012, HART have run annual dog neutering and rabies vaccination camps in remote areas of eastern Nepal. These projects are vital for maintaining stray dog populations in these remote regions; and reducing instances of rabies infections in the local community.



In many cases, the rural, mountainous communities lack the infrastructure to humanely control the stray dog population. With the fear of rabies infections and the nearest hospital being a 30-hour drive away, residents find themselves with little choice but to use other methods, such as harmful contraceptives or even poisoning.

In November 2020, with the help of the World Animal Day Grant, Dr Khageshwar and his team set off on a perilous 30-hour journey through the mountains, to reach the remote municipalities of Soludhukunda and Siddhicharan.

Their objective: neuter and vaccinate 200 dogs

Over several days the team made brilliant progress, smashing their targets by neutering and vaccinating over 250 dogs! The project was a big hit with the local communities too, with some residents walking over an hour through the mountains to get an appointment. It was also broadcast on local radio and national news!



Dr Khageshwar's favourite patient 'Granny', a beloved community dog, awaits her vaccination and operation

HART have already been invited back by the mayors of both municipalities to continue this life-changing work in 2021!

"This year, the contribution from the World Animal Day Grant through the Naturewatch Foundation was instrumental. It enabled us to neuter more animals."

Dr Khageshwar Sharma

Animated Arad, Romania 'Spay! Spay! Spay!'

For almost 20 years, Animated Arad has been spaying stray cats and dogs, and pets with very poor human companions. Their mission is to work for a future when there are no more strays, as unwanted litters account for thousands of abandoned animals every year.



Part of the problem is that many companion animals roam outside. Their families are extremely poor, with some only living on less than 100 Euros a month. This means that although they love their pets, they cannot afford a vet. The life of a stray is even harder, with cold winters, sparse food, and no veterinary care.

Romania's WAD Ambassador: Dr Claudiu Iosim showcasing Animated Arad's partnership with World Animal Day

Dr Claudiu and his dedicated team set out to spay 100 dogs and cats

They set off to Santana, a town in north-western Romania. Here, they collaborated with the local Fire Department and City Hall, to use their fire station as a base for the spaying program. They worked tirelessly over several weekends, spaying both beloved pets and strays alike!



In position: The specialised Animated Animal Ambulance proudly displaying the Romanian and World Animal Day flags, awaiting patients in the Santana Fire Station

Before long, the team had spayed 100 cats and dogs! Any strays were also put up for adoption!



No more unwanted kittens for this lucky cat!

The project was a big success in the community, with lots of positive feedback: "They were super happy they had the chance to spay their pets."

"On the one hand, we showed people what can be done, and on the other hand the operated dogs and cats will live longer and healthier lives and hundreds and hundreds of pups and kittens won't be born by mistake in Santana city."

Dr Claudiu Iosim

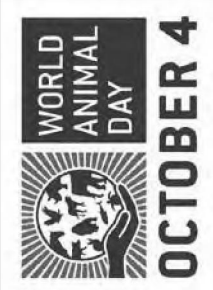
The sky's the limit for World Animal Day

Even a global pandemic didn't stop the celebration of World Animal Day, October 4, from reaching new heights, with over 100 million, two hundred and seventy-five thousand people reached online – 100,275,000!

Earlier in the year, when Covid-19 became the main focus of news channels globally, it became apparent that we needed to focus our main attention on encouraging online

participation this year. We honestly thought that we'd struggle to beat last year's online reach, but we couldn't have been more wrong! Animal lovers rallied, flooding the internet with social media posts, blogs, videos and articles.

Their message was overwhelmingly clear: despite the pandemic, animals must not be forgotten. All animals should be respected and treated kindly, not only on October 4, but all year round.



anyone can attend regardless of where they live. And the creativity didn't end there as many organisers found ways to hold socially-distanced events, if local guidelines allowed.

While the pandemic affected some areas of the work conducted by animal welfare charities around the globe, including those led by our fantastic team of World Animal Day Ambassadors, the welfare of animals is their main priority and many essential veterinary care events went ahead, with precautions in place.

Showcasing just a handful of the creative events held to celebrate this special day

Countless environmental and animal welfare organisations, celebrities, influencers, personalities, actors, musicians, sports teams, businesses, multinational corporations, news and media channels, government representatives, police and military forces, emergency services, landmarks, tourism and travel, plus numerous other mentions, all helped spread the World Animal Day message.

Even though we monitored social media channels 24 hours a day to cover October 4 in all time zones, we simply couldn't keep up with the traffic that was created in all corners of the world. It was truly amazing.

Covid-19 got the creative juices flowing in addition, animal lovers rose to the challenge and astonished us with the creativity of events they organised to celebrate this special day. Of course, one huge benefit of online events is that



The Humane Global Network organised an educational event at a comprehensive college in Lagos, Nigeria. Featuring art activities, talks and documentaries, the students were encouraged to show empathy and kindness to animals.



This year, **Animals in Ukraine** weren't able to hold one of their well-attended marches, like the one in the image. Instead, they went online asking people to take part in the world's first virtual march using artificial intelligence, with help from RefaceAI. What a great idea!



Tanzania Animal Welfare Society (TAWESO) celebrated World Animal Day with a week-long programme of wet services in poor, rural areas. Our Ambassador organisation's activities included sterilisation, rabies vaccination, disease treatment, and humane education.



In **Somalia**, **Abdulkarim Halane** organised an event to discourage the overloading of donkeys. It has become a common issue in the region and needs to be stopped.



In **Sierra Leone**, **CCA-SL** marked World Animal Day with a themed event: **'Animals too Deserve Better'**. Over 60 community dogs were vaccinated, dewormed and washed. They were mainly brought by their child guardians, who were very happy that their pets were being cared for.



Ambassador organisation, **OIPA Cameroon** collaborated with the **Society for the Protection of Cruelty to Animals International**. Over three days, they visited three different communities of the north west region with their mobile veterinary clinic. They provided free vet treatment, anti-rabies vaccines, deworming and pet washing. Over 134 families benefited from their services!



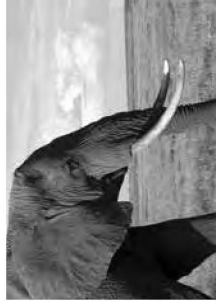
Sri Lankan World Animal Day Ambassador, Otara Gunewardene (the founder of **Embank**), raised awareness of the importance of animal welfare via social media and a presentation. With a following of close to two million, Otara reached a huge number of people! She also celebrated the work of volunteers and those who take care of street animals every day.



The **Georgian Society for the Protection and Safety of Animals (GSPCA)** is a World Animal Day Ambassador. With the support of **PETA Germany**, they held a socially-distanced, protest-performance to mark October 4. They raised public awareness of all the living beings with whom we share the earth and relayed an important message – "they live not for us but with us."



In **Northern Ireland**, 7th Heaven designated October to be **Feral Cat Month**. Some of the cat food donated will be used to feed and shelter feral and community cats. Usually, 100 cats are helped throughout the month!



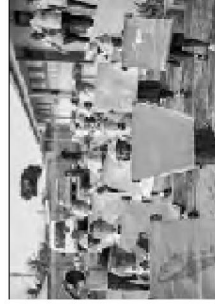
Elephanatics created an online presentation to educate Canadians about ivory poaching, habitat loss, and the continued exploitation of elephants by humans.



Throughout October, the students of elementary school, **Knez Sima Marković from Barajevo**, learned about the good treatment of animals – including pets, stray animals and the wildlife of **Serbia**.



Brooke Pakistan, in collaboration with **Livestock & Dairy Development Department Punjab**, **Give Us Life Animal Welfare**, and **Voice for Voiceless**, celebrated **World Animal Day** with a full programme of activities. This included speeches from animal welfare experts, a puppet performance and a documentary prepared by students from **LCWU** on animal welfare and the **Prevention of Cruelty to Animals Act**.



The **Animal Protection Organization of Nigeria** conducts humane education programmes for social change. They educate children on animal protection, welfare and biodiversity. Celebrations included painting animals and wearing fabulous logo shirts!



Please visit 'Events' on www.worldanimalday.org.uk to read about many other fabulous activities that took place in 2020. We hope you feel inspired and motivated to take part in World Animal Day next year! It doesn't matter how much time you have as there are so many ways you can get involved.

Help us make the world a kinder place for animals

The past 12 months have been worrying and unsettling, haven't they? Individuals and organisations all over the world have been impacted by COVID-19 in some way. We hope that you are staying safe.

The unpredictability caused by the pandemic has made it incredibly challenging for charities, who depend on regular contributions to keep going. We understand that personal circumstances can change at a moment's notice, which is why **we are more grateful than ever** that you continue to support Naturewatch Foundation in any way you can.

If you would like to help, but aren't sure how, here are just a few ideas we've put together...

Shop online

The past year has seen a phenomenal surge in online shopping. Did you know that, as you pay for your items, you can donate to charity – at no additional cost to you? Just add Naturewatch Foundation as your chosen organisation, and the following websites will do the rest!

- **'Amazon Smile'** – Get the feelgood factor when you shop with Amazon. They'll donate 0.5% of the price of eligible purchases – it might not seem like much, but it all adds up! Visit smile.amazon.co.uk to register.
- **'Give as You Live'** – Every time you shop online you could raise FREE ££'s for us! It takes two minutes to sign up and they'll turn a percentage of everything you buy into a donation to us. There's even an app to make it easier! Go to giveasyoulive.com to find out more.
- **'Easy Fundraising'** – Start your online shopping first at easyfundraising.org.uk, then shop as normal. Retailers will then make a small donation to your chosen charity to say, "thank you".

Sign up for our e-newsletter

If you're online, why not sign up for occasional updates by email? We don't bombard your inbox, and we'll let you know how **you** can speak up for animals – without even leaving the couch!

Set up a direct debit

We don't receive government or corporation funding and rely entirely upon the generosity of our supporters. Regular income from direct debits allows us to plan more effectively – and every penny counts! If you would like to donate on a regular basis, please call us on **01242 252 871**. We can set up a direct debit over the phone or send you a form.

If you would like to donate less than £2 a month, please set up a standing order instead, directly with your bank. (Don't forget to let us know if you're eligible for Gift Aid – it significantly increases the value of your donation!)

Leave a legacy

Remembering us in your Will is an opportunity for you to make a positive impact on animal welfare long into the future. As a small charity without the resources of larger organisations, legacies are vital to our work and our ability to make the world a kinder place for animals. Just give our contact details to your solicitor:

**Naturewatch Foundation,
49 Rodney Road,
Cheltenham GL50 1HX.
Registered charity number 1039679.**

Payroll giving

If you're employed, Payroll Giving is an easy, tax-free way to contribute. Donations are deducted from your salary before tax, so every £1.00 that you give will only cost you 80p – HMRC pays the rest! Your employer needs to sign up first – ask them to look into 'Charities Trust', 'Charitable Giving' or 'Charities Aid Foundation' schemes for more information.

Be their voice

From time to time, we ask supporters to participate in our campaigns by lobbying MPs, companies, or other decision-makers. We try to give **all of you** an opportunity to make a difference, including those without internet access. **Hundreds** of you have taken part in current and previous activities – *thank you so much!*

Set up a birthday fundraiser

If you have an account, you can appeal for donations to Naturewatch Foundation via Facebook. You don't even have to give up your presents – you could just ask people to donate the cost of a birthday card instead, to save trees as well as animals!

Share our message

Spreading the word is a fantastic (and free!) way to help us achieve our goals...

- **Social media** – Follow us on Facebook (@Naturewatch.org), Twitter (@Naturewatch_org) and Instagram (@naturewatchfoundation). Share our posts to help raise awareness of our campaigns.
- **Request our leaflets** – Some supporters kindly distribute our leaflets at events and others simply pass them on to friends and family. Whether you would like five or 50, just email us at info@naturewatch.org to request flyers on badger baiting or puppy farming.

Please be assured that Naturewatch Foundation has risen to the challenge of continuing with our crucial work, despite the current situation. We have ambitious and exciting plans for 2021 – keep in touch so that we can let you know how you're helping raise the status of animals in the UK and worldwide.

