

Company Number
02944372
Registered Charity Number
1039679

Naturewatch Foundation

Report and Accounts

For The Year Ended

31 December 2022

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2021

Introduction

The trustees present their annual report and accounts for the year ended 31st December 2021.

The board of trustees are satisfied with the performance of the charity during the year and the position at 31st December 2021 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

<i>The Principal Office is</i>	49 Rodney Road, Cheltenham GL50 1HX
<i>Charity Registration Number</i>	1039679
<i>The telephone number is</i>	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 £92,058 (prior year £73,637).

The total reserves, all free unrestricted liquid reserves, at the year end stand at £1,086,073 (prior year £994,015).

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2021

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 2022 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 2021

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 18 September 2023.

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 2022

I report to the trustees on my examination of the accounts of Naturewatch Foundation for the year ended 31 December 2022 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 carrying out my examination I have followed all the applicable directions given by the Charity

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 :-
18 September 2023

Naturewatch Foundation
Statement of Financial Activities
for the year end 31 December 2022

	Unrestricted Funds	Restricted Funds	Total Funds	Last Year Total Funds
Notes			2022	2021
	£	£	£	£
Incoming resources				
Voluntary Income	538,226	21,454	559,680	448,984
Interest received	44	-	44	10
Total incoming resources	538,270	21,454	559,724	448,994
Costs of generating funds				
Costs of generating voluntary income	106,616	5,500	112,116	85,750
Costs of charitable activities	339,596	15,954	355,550	289,608
Total resources expended	446,212	21,454	467,666	375,358
Net incoming resources before transfers between funds	92,058	-	92,058	73,636
Net movement in funds	92,058	-	92,058	73,636
Reconciliation of funds				
Total funds brought forward	994,015	-	994,015	920,379
Total Funds carried forward	1,086,073	-	1,086,073	994,015

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

**Naturewatch Foundation
Balance Sheet
as at 31 December 2022**

	Notes	2022 £	2021 £
<i>The assets and liabilities of the charity :</i>			
Fixed assets			
Tangible assets	6	-	245
Investments		400,000	400,000
Total fixed assets		<u>400,000</u>	<u>400,245</u>
Current assets			
Cash at bank and in hand		693,265	602,141
Creditors:-			
amounts due within one year	7	(7,192)	(8,371)
Net current assets		<u>686,073</u>	<u>593,770</u>
Total assets less current liabilities		<u>1,086,073</u>	<u>994,015</u>
Net Assets		<u>1,086,073</u>	<u>994,015</u>
<i>The funds of the charity :</i>			
Unrestricted revenue accumulated funds		1,086,073	994,015
Total unrestricted funds		1,086,073	994,015
Total charity funds		<u>1,086,073</u>	<u>994,015</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 18 September 2023**

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2022

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 2022

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 circumstances.

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.

	2022	2021
Revenue Turnover from ordinary activities	448,984	448,984
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 2022

5 Staff Costs and Emoluments	2022	2021
	£	£
Gross Salaries	227,728	227,728
Pension Contributions	9,040	9,040
	<u>236,768</u>	<u>236,768</u>

Numbers of full time employees or full time equivalents	2022	2021
Engaged on charitable activities	11	9

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 2022	5,816
Additions	-
At 31 December 2022	<u>5,816</u>
Accumulated depreciation and impairment provisions	
At 1 January 2022	5,571
Charge for the year	245
At 31 December 2022	<u>5,816</u>
Net book value	
At 31 December 2022	<u>-</u>
At 31 December 2021	<u>245</u>

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2022

7 Creditors: amounts falling due within one year	2022	2021
	£	£
Pension fund	1,439	991
PAYE and NI	5,753	7,380
	<u>7,192</u>	<u>8,371</u>

8 Analysis of the Net Movement in Funds	2022	2021
		£
Net movement in funds from Statement of Financial Activities	<u>92,058</u>	<u>73,636</u>

9 Particulars of Individual Funds and analysis of assets and liabilities representing funds				
At 31 December 2022	Unrestricted funds	Designated funds	Restricted funds	Total Funds
	£	£	£	£
Tangible Fixed Assets	-	-	-	-
Investments at valuation	400,000	-	-	400,000
Current Assets	693,265	-	-	693,265
Current Liabilities	(7,192)	-	-	(7,192)
	<u>1,086,073</u>	<u>-</u>	<u>-</u>	<u>1,086,073</u>
	£	£	£	£
At 1 January 2022	Unrestricted funds	Designated funds	Restricted funds	Total Funds
Tangible Fixed Assets	245	-	-	245
<i>Investments at valuation</i>	400,000	-	-	400,000
Current Assets	602,141	-	-	602,141
Current Liabilities	(8,371)	-	-	(8,371)
	<u>994,015</u>	<u>-</u>	<u>-</u>	<u>994,015</u>

The individual funds included above are :-

Funds at 2021	Movements in Funds as below	Transfers Between funds	Funds at 2022
£	£	£	£
<u>994,015</u>	<u>92,058</u>	<u>-</u>	<u>1,086,073</u>

Analysis of movements in funds as shown in the table above

Incoming Resources	Outgoing Resources	Gains & Losses	Movement in funds
£	£	£	£
<u>559,724</u>	<u>467,666</u>	<u>-</u>	<u>92,058</u>



Welcome to our Review of 2022

2022 was an incredibly busy year for Naturewatch Foundation, which saw us having to react quickly and effectively to help animals and colleagues impacted by the awful invasion of Ukraine. I'm extremely proud of our team of staff and volunteers, as we worked together to deliver projects that really helped the people and animals affected.

Throughout the year, all our campaigns

continued to have a massive influence in tackling animal crime and improving animal welfare. I hope you find some comfort in reading what we have achieved with your support.

Together, we will continue to make a real difference for animals!

While this Annual Review only covers highlights from 2022, you can find out

more about each of our campaigns on our website (naturewatch.org), where you can also read copies of Annual Reviews from previous years.



Warm regards,
Sarah Carr, CEO

Work in Ukraine

On 24th February 2022, the lives of millions of animals across Ukraine changed. The world was now watching a country where Naturewatch Foundation had been helping advance animal welfare through humane education since 1994.

An image of a police officer supporting a family flee with their pet across a bombed Irpin bridge highlighted to the world beautiful compassion during conflict. To our supporters, it has reinforced why we did what we did in, and for, Ukraine over the past 28 years.

Last year was emotional and exhausting. As the war broke, I contacted my friends and colleagues around Ukraine. People feared for their lives and one friend in Kyiv sent me this message, "If we won't talk again — please, do what you are doing. Write books about stopping violence against people and animals. For humanity survival, for the humane coexistence. The world is beautiful, it deserves to be saved."

After we checked on the safety of those we work alongside, our priority was to use our knowledge of touching a global audience to pull help and aid to those in need, through international media and personal briefings. We reached out across Canada, the USA, Europe, Australia. We also briefed the European Parliament and many international rescue teams.

In Ukraine, Natalie, despite her personal situation and all her worries, heroically

"Everybody told about the war but Ukrainians couldn't believe it can happen until we all woke up to explosions. Neighbours took their children and went West. Some left their pets behind. Some lost them on their way. Some couldn't find accommodation with animals. Animal groups got together and created projects to help those in need..."

- **UPAW** gathers requests for food and delivers it all over Ukraine.
- **Kharkiv Animal Rescue** gets animals from closed flats and evacuates them.
- **AnimalID** gives out free tags to avoid losing pets.
- **Together** spays and neuters abandoned animals.

supported emerging rescue aid programmes as UK-based Kate left on a series of missions to the Polish/Ukrainian border.

I personally witnessed some of the scale of what we needed with trips to the Romanian border and in Ukrainian shelters, where we delivered veterinary aid and food (some of which reached service animals at the border or dogs searching for, and finding, people buried under rubble).



Naturewatch Foundation has been a part of all these and some other projects sponsoring, getting organisations together, finding ways to deliver aid. We have been with Ukrainian animals for many years and we are staying with them now when they need us most."

A first-hand account from Natalie, who has been working with Naturewatch Foundation in Ukraine for the past 13 years.



In September 2022, we ran an online conference where 228 people from 23 countries registered to hear from those at the front line. Our 'Animals in War' event over three days was held in five different languages simultaneously. Ambitious but effective, in true Naturewatch Foundation style.

I've been working for over 40 years as a police officer and within animal welfare. I can honestly say that 2022 was one of the most mentally demanding. So much of what we achieve at Naturewatch Foundation takes place without fanfare, but it enables you, our supporters, to play an active role in making the lives of animals and people just a little bit happier.

Mark Randell
Ukraine Campaign Manager

Making a difference to animals and people in Ukraine



and our launch of drainpipe feeding stations across Ukraine covered places such as Kyiv, Kharkiv and the Donbas region. Life for people and animals is incredibly tough right now.

What are the benefits?

- The food lasts longer as dogs are unable to gobble large amounts in one go.
- They reduce bloat, which is a condition that can kill animals as a result of eating large quantities on empty stomachs.
- They enable locals to closely monitor the health of the stray population in a concentrated area.
- They provide locations for feed to be topped up rather than pots and pans or bags emptied onto the ground.



If you'd like to donate to our 'Drains for Ukraine' project and our work in Ukraine, please go to our website or contact our office team on 01242 252871. Thank you.

as we wanted it to be held in different languages.

From 27th to 29th September 2022, 228 people from all areas of animal welfare across 23 nations heard from our assembled experts speaking in five different languages – Ukrainian, English, Romanian, Italian and Greek. We heard from rescuers on the Ukrainian border, those responsible for shipping humanitarian aid across the war-torn country, veterinarians and volunteers and we also heard from global specialists on why animal welfare should be an important issue in every country.

The content of this conference is now on the Naturewatch Foundation YouTube channel

There was an urgent need for initial emergency veterinary treatment at the start of the war. Thousands upon thousands of Ukrainians fled their home with their pets – some walked for days in sheer fear, with nothing but what they could carry.

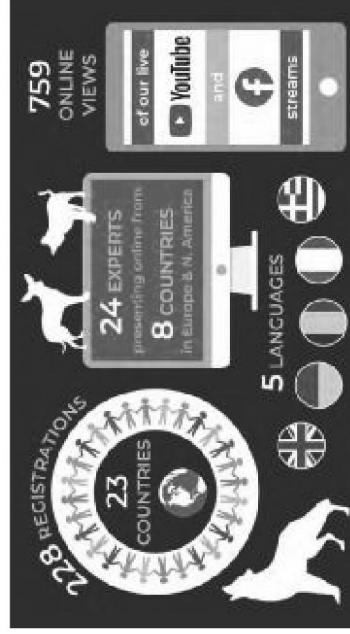


We knew we had to respond, so we teamed up with London-based charity, Dogs on the Streets (DOTS), to provide a stocked veterinary van and vet team on the border between Ukraine and Medyka, Poland. That's where our response to support the animals of Ukraine started and has continued throughout 2022.



'Animals in War' Ukraine Conference

We had originally planned to run an international conference on animal welfare from Chernivtsi, Ukraine in



Puppy farming

2022 proved to be another turbulent year for our best friends

What we've been doing

You'd be forgiven for thinking that after the Covid puppy boom, things would have calmed down in 2022. But, sadly, dogs have had a number of old and new challenges to contend with, making it another busy year for our puppy farming campaign.

What's been happening?

We reached 'peak puppy' during the pandemic, and this year we've seen a sharp decrease in puppy prices. Nevertheless, there are still people out there who are trying to cash in from low-welfare and illicit breeding. This is all taking place against the backdrop of cost-of-living pressures, which is putting dog owners under huge strain. And if that weren't enough, pups bought during the pandemic are struggling with behaviour issues on an unprecedented scale. It's no surprise, then, that rescue centres are inundated with dogs who have been given up or abandoned.

We asked motorists in England to P4Puppies

It's typical for puppy farmers to use 'neutral' locations, like motorway services, to deliver pups. This is so

that new owners can't see the terrible conditions their puppy was raised in. That's why we ran our P4Puppies campaign again this year, to help people spot some of the tell-tale signs of dodgy dog breeders. Our P4Puppies posters were on display across motorway services in the Southwest and Northwest of England throughout August, reaching thousands of locals, day-trippers and holiday makers.



We launched our mini documentary about getting a puppy on YouTube



In April 2022, we launched our mini documentary, 'Thinking of getting a puppy?', which was made by a fantastic group of volunteers. The short film is aimed at people looking to get a dog ethically during a time when animal-selling websites were oversaturated with irresponsibly bred puppies. To provide viewers with good advice and insight, we interviewed three different people

(and their dogs!) about how to get a canine friend without fuelling the puppy farming trade. First, we spoke to Leesa, a victim of puppy farming, who shared her experiences. Then we visited JJ, a veterinary surgeon, who shared some great tips on how prospective dog owners can avoid puppy farmers. Finally

we met with Lou and her rescue dogs to hear about the dog rescuing process. The film has had lots of views so far and is still available on our YouTube channel. We're very grateful for the volunteers who made it possible!

Scan the QR code to watch the film:



We expanded our Vets4Puppies campaign

Our Vets4Puppies campaign launched throughout Bristol in the summer. We sent free information packs about puppy farming to veterinary practices in the region for them to display. Each pack contained leaflets, posters and other useful materials about low-welfare breeding. We were delighted to send packs out to many of the practices we contacted. More recently, we have reached out to practices in Wales offering the same free packs to

share with clients and, in 2023, we will reach out to other regions, including Manchester, which can be a low-welfare breeding hotspot.

Behind the scenes, we've continued to work closely with partners, such as the Say No to Puppy Dealers working group, and our investigators have been working hard to bring illegal breeders to the attention of the authorities. We'd like to say thank you to every person who has submitted information about suspected puppy farming to our Hotline4Puppies.

Puppy farming – a perfect crime?

What is a perfect crime? Perfect crimes are crimes that are undetected, unattributed to an identifiable perpetrator, or otherwise unsolved or unsolvable as a kind of technical achievement on the part of the perpetrator.

So, is puppy farming, or more correctly the unlicensed breeding of dogs, the perfect crime?

Well sometimes, I guess, it is, if someone places an advert for a litter of puppies on an online platform, using a fake persona and then uses a false address or neutral viewing location for the dogs, the crime is very difficult to detect. Especially if the buyers of the puppies do not make a complaint because they are quite happy with their bargain puppy.

In certain contexts, the concept of the perfect crime is limited to just undetected crimes; if an event is ever identified as a crime, some investigators

canine fertility clinics, both to make money but also to launder cash that they have obtained through other activity.

Puppy farming is not the perfect crime, but it is an attractive proposition to the criminal. It is a highly lucrative activity that is unlikely to attract any serious repercussions for the perpetrator. A small-scale backyard breeder is unlikely even to be investigated. An OCG may be investigated, but the agencies involved may not have the resources to act and, if convicted, the repercussions for the gang member will just be looked at as an acceptable business risk. For the individuals in between, it is a lottery, but again an acceptable gamble.



Grace, who was used for breeding despite multiple health issues

However, it is not acceptable for the animals involved. It is never acceptable to constantly breed female dogs. It is not acceptable to keep puppies in atrocious conditions or to selectively breed dogs with congenital deformities.

The crime is not perfect, and neither is the system, but Naturewatch Foundation – with your help – will continue to investigate the puppy trade. Backyard breeder, smuggler, puppy farmer or fertility clinic; we will persevere and we will succeed.

Written by one of our Investigators

Canine fertility clinics

It's hard to believe that backstreet breeding clinics exist in the UK. Surely, we have the systems in place to protect dogs from unqualified clinicians performing botched vet procedures, right?

Well, sadly, that's not the case. Shockingly, the penalty for someone performing vet surgery illegally is just a modest fine. And if that weren't bad enough, the Royal College of Veterinary Surgeons (RCVS), which is the regulator for the veterinary profession, has no jurisdiction over people who aren't registered vets or vet nurses. Of course, we have welfare laws in the UK but, in our experience, enforcement agencies are struggling to apply them to fertility clinics or simply don't have the resources to make it a priority.



It's no wonder, then, that there are now at least several hundred so-called 'canine fertility clinics' across the UK. These amateur businesses are peddling unnecessary fertility treatments to help illicit breeders churn out back-to-back designer puppies. Most have zero vet involvement and are accountable to no one. But, worryingly, even some of those that do have vets involved are helping

Our Breeding Beyond Dogs' Limits? report

Canine fertility clinics have been around for a while in the UK, but awareness about them and what they're doing is still relatively low, so we've been working hard to build up a solid evidence base to help people get to grips with this new sector and understand how they're risking dog welfare. Earlier in the year, we released our *Breeding Beyond Dogs' Limits?* report, which includes results from a survey and interviews we carried out with veterinary professionals to get their views of the sector.



people breed from dogs who cannot mate or whelp naturally, which is totally unethical.

There are some genuine specialists out there, and we recognise it's important that the UK has veterinary experts in canine reproductive health. But let's be clear: most of the UK canine fertility sector exists to help people exploit dogs used for breeding more efficiently. And that's just not okay.

Our work to stop cowboy 'clinics' in 2022

Our #CanineFertilityCowboys campaign We raised awareness about canine fertility clinics and lobbied for change throughout 2022. We gave presentations to the Animal Welfare Network Wales group and the Scottish Cross-Party Animal Welfare Group of MPs. We asked the RCVS to strengthen their stance on canine artificial insemination, which is one of the most commonly offered procedures in canine fertility clinics. We liaised with MPs and had the issue raised in Parliament via written questions. We teamed up with the All-Party Parliamentary Dog Advisory Welfare Group (APDAWG) and took the debate about canine fertility clinics to Westminster for an event, where we were joined by a fantastic panel of experts (above).

We asked you to write to your MP, urging them to speak out against backstreet breeding clinics. Hundreds of you have kindly done that and, thanks to you, the Government is hearing loud and clear that people expect action to be taken. We also submitted evidence



to Department for Environment, Food and Rural Affairs (Defra), the UK Government department responsible for animal welfare, outlining ways breeding regulations in England could be strengthened to stop people carrying out unethical fertility treatments on dogs who cannot mate or give birth naturally.

Our workshop to tackle canine fertility clinics

In the summer, we hosted a workshop with the Canine and Feline Sector Group (CFSG) to bring together representatives from animal welfare charities, the veterinary community and enforcement agencies to decide how to combat the growth in unregulated canine fertility clinics. During the workshop, experts from the Royal Veterinary College, Scottish SPCA, Dogs Trust and Veterinary Medicines Directorate explained some of the ways fertility clinics are risking dog welfare and breaking the law, before participants were then invited to discuss how we can all work together to do something about it.

Our canine fertility clinics investigations

We've been reporting suspected illegality by canine fertility clinics since 2020 and, in 2022, we continued to liaise with the authorities to report what we know so that action can be taken. We've also continued to monitor the canine fertility sector so that we can keep ahead of how illicit clinics are changing what they're doing.

It was a busy year for our canine fertility clinics campaign, and there's still lots more to do. We've got exciting plans for 2023 and we're determined to stop canine fertility cowboys exploiting dogs. We'll keep you posted about what we're doing next and, most importantly, how you can help! In the meantime, you can find out more about our work at naturewatch.org/fertilityclinics.

Wildlife crime

Make Wildlife Count
We launched our Make Wildlife Count campaign at the end of January 2022, calling for the Home Office to make some wildlife crimes notifiable.

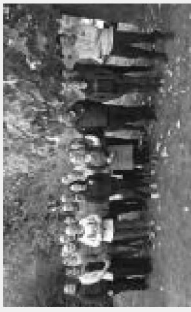
Over 1700 of you wrote emails and letters to the Minister of State and got the voice of our British wildlife heard! We can't thank you enough and it's a real example of how power in numbers gets progress made with campaigns.

UK police currently have to lump in the barbaric cruelty towards our wildlife with a whole host of other offences, such as littering, under a 'miscellaneous' category. This means that the true level of cruelty is impossible to understand, and impossible to effectively police.

Naturewatch Foundation and many other organisations have been calling for this change for many years and, thanks



to your support with our campaign, 2022 was the year we made progress! In October 2022, a submission dossier was submitted with evidence as to why our call for change was so important to wildlife, rural communities and law enforcement. This submission came after meetings with civil service staff to hear what we had to say. We want the guessing game to stop and have proper data to be able to effectively police it and finally put an end to such cruelty.



We'll update you on the conclusion of our campaign when we can, via our usual social media channels and email updates.

Police training

We wanted police officers to be confident in dealing with wildlife crime and to raise knowledge and awareness of the illegal puppy trade so, in 2022, we launched our one-day workshops in partnership with the RSPCA, providing free face-to-face training to police officers up and down the country.

From Lincolnshire to West Yorkshire, we gave the officers an insight into how endemic puppy farming is in the UK, and the direct links offenders can have with organised criminality. We've provided training on:

- Spotting the signs of illegal dog breeding,
- The legislation that governs it
- How to have an impact on combating the illegal trade.

Conference and FCR Training preview

In October 2022, our campaign manager Kate and campaign assistant Iash were welcomed to the 33rd Annual Wildlife and Rural Crime Enforcers Conference. It is always a great opportunity to meet with those enforcers from across the country we partner with on projects and with our investigations team.

Our work was commended by a variety of police services and other organisations, and Kate was able to present a preview of a long-running project she has been working on throughout 2022. In partnership with the National Wildlife Crime Unit (NWCU) and the RSPCA, the Force Control Room training was launched at the end of 2022 and aligns with the wildlife crime

When members of the public report a variety of wildlife crimes, the current response from police call centre officers is varied and can be an instant stumbling

Wildlife crime investigations

2022 was an incredibly busy year for Naturewatch Foundation's wildlife crime investigators. This culminated in many police forces around the UK executing warrants as a result of our investigation packages, which exposed horrific animal cruelty and suffering.



Here is a snapshot of some of the investigations we have been working hard on:

Case Study 1

An investigation into a male suspected of digging badgers and foxes throughout his adult life. Numerous dogs were being used and had sustained serious facial injuries. The information we provided prompted the local police to act and the male was interviewed under caution.



Case Study 2

Two males believed to be prolific abusers of dogs and the wild mammals they used them to kill. They set their dogs on whichever unfortunate animals

they came across, including badger, boar, deer, fox, hare and rabbit. One of the subjects claimed to offer legitimate pest control services, although we suspect he just liked killing animals. Our reports resulted in warrants being obtained.



Our investigations into badger persecution were recently highlighted by the lead for badger crime at the annual UK Wildlife Crime Enforcers Conference, which is attended by the majority of police forces and enforcement agencies in the UK. We look forward to working in partnership with forces and partner agencies around the UK during 2023.

Case Study 3

Naturewatch Foundation conducted a lengthy investigation into the circumstances surrounding numerous lurcher and terrier-type dogs becoming severely injured with efforts made to obtain evidence over a period of 18 months.

We faced an apparent reluctance by PSNI to investigate the circumstances



in which these dogs became seriously injured and there was a frustratingly prolonged wait for action.

Finally, as a result of information provided by Naturewatch Foundation, warrants were obtained and executed by PSNI. 12 dogs were seized. The graphic and barbaric level of animal cruelty offered by this individual was abhorrent and we were finally relieved at the intervention and had hoped that the welfare of the dogs was secured and further cruelty eliminated.

Sadly, we are still in utter disbelief at the flawed handling of the subsequent criminal investigation which resulted in the dogs being returned. The cruelty towards the dogs and wild animals continues.

We hope that any future investigations where animal welfare is clearly compromised do not suffer the same investigative failures that have resulted in these dogs being returned to a life of unimaginable suffering.

Protect Animals. Protect People.

country that recognises in its criminal code the impact of children being exposed to animal abuse. Scottish law understands how cruelty to animals can form part of coercive control within a domestic violence situation.

The recognition of this link enables us to have conversations about tackling animal abuse and improving animal welfare that would otherwise not be possible, and helps increase the maximum jail terms for cruelty in England and Wales.

In 2022, we took our training on this subject to the University of Bedford Forensics course in the UK and to various law courses

As well as our work helping animals in Ukraine and the bordering countries, we felt it essential to continue our efforts to show that when animals are protected, people are safer too.

Understanding the connection between the welfare of animals and that of people helps communities, legislators and others develop new laws and policies. For example, Ukraine is the only

that would otherwise not be possible, and helps increase the maximum jail terms for cruelty in England and Wales.

in NALSAR University, Hyderabad, India. We also presented at the UK Centre for Animal Law International Conference and at an event for the American Bar Association.

We were able to make meaningful submissions to the Sentencing Council and the College of Policing in England and Wales.

Mark, our Campaign Manager and an ex-police detective teamed up with Teena, an FBI-trained ex-Canadian Police Officer, and together they wrote a nine-point-plan to help public agencies protect animals and at the same time protect people. We have already disseminated it to colleagues running a police training programme in Australia. This is an area of our campaign work we hope to develop in 2023.

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block to an effective and proper police response. We wanted to ensure that the first point of contact for those reporting wildlife crimes was a positive experience, and we stand by the ideology that getting it right at the first crossroads enables a much smoother enforcement opportunity. Look out for the finished product in 2023.



Animal experiments

Keeping pressure on the Government in 2022, the UK Government set up a new **Animals in Science Policy Unit in the Home Office**. Historically, policy matters were dealt with by its regulatory enforcement department, which is highly unusual, so we cautiously welcomed the creation of this new team and hoped it signalled that the Government might start taking the issue of animal experiments more seriously.

We're members of the animal welfare group that meets with the Policy Unit. It's early days but, so far, there have been some positives. The Policy Unit has said it will look into important issues, such as the use of the forced swim test and protections for crabs and lobsters used in laboratories. However, we've yet to see any signs that the Government is serious about working towards the end of animal experiments.

Our ultimate aim is to see all animal experiments replaced with non-animal methods, which are more human-relevant. So, whilst we're pleased there is now a team dedicated to policy in this area, we want to see much more ambitious action and have been working with fellow campaigners to emphasise this.

One area where we particularly want to see action is repeal of Section 24 of the Animals (Scientific Procedures) Act 1986, which makes it a criminal offence to disclose information about animal

experiments. A public consultation on repealing this part of the law was held eight years ago, but we still haven't seen an outcome from that democratic process. We don't think that's good enough. We've been raising this with the Policy Unit, but we have serious concerns that any plans to repeal this outdated rule have been well and truly shelved.



British figures show concerning rise in welfare issues in labs

The Government is supposed to publish details about welfare breaches in British labs every year. But during the pandemic, which neglected this three-year gap between reports, Martyn Day MP raised this issue on our behalf in a Parliamentary debate earlier in 2022, and finally, in October, the Government published three years of figures.

When they finally came out, we weren't surprised the Government was so reluctant to release them. They show that thousands of animals suffered more than they should have because of hundreds of welfare failures. They also revealed that it's now the norm for lab inspections to be carried out behind a screen. Out of 214 inspections, just 41 involved inspectors actually going on site. Revelations like this show why it's so important that transparency is improved and that ultimately, the Government commits to calling time on animal experiments.

A summer of puzzles, riddles and fun

After the success of our scavenger hunt in 2021, we were keen to continue the excitement into 2022 and got involved in several local animal welfare events this year too. From dog-naming and mug design competitions to treasure hunts and goody bags, there was fun for all the family to get involved in!

By supporting other local animal charities, we had the fantastic opportunity of meeting some of our local supporters in person and being able to spread the word about our animal welfare campaign work to the larger community.

Our road trip of events included bringing our scavenger hunt to Vale Wildlife Hospital's open day, where many families entered the fun. Adults and children were kept busy, tracking down riddles across the hospital to uncover the mystery keyword and claim their prizes. There were also superb prizes to be won in our raffle.

The summer saw us attend Cheltenham Animal Shelter's fun day. Families met our friendly dog mascot and could enter our 'name the dog' competition and learn more about our work. Luckily, Cheltenham Police were there to help reunite us with our mascot when he got lost in the crowds!



far as Spain and Canada. After careful consideration, the winning entry came from Ella, aged nine, with her beautiful design of an owl.

We still managed to be out and about as the glorious warm weather continued into autumn, when we attended Cheltenham Lido's Annual dog swim. Throughout the weekend, hundreds of dogs enjoyed a swim in the Lido. Even our CEO's dog, Buddy, didn't want to miss the fun while the sun shone on.



Further afield in Shropshire, we attended Cuan Wildlife Rescue's open day. Even though the weather wasn't kind, hundreds of people attended and supported the event.



Our summer of fun wasn't just limited to events – we had fabulous competitions and challenges too! Our new design a mug competition to celebrate World Animal Day on October 4 was launched at the start of the summer and we had lots of amazing entries from as

CAS Care Challenge

We challenged our office team to take part in our local animal shelter's 70-day fundraising challenge, the CAS Care Challenge.

Our friends at Cheltenham Animal Shelter do fantastic work, taking care of an average of 70 residents each day, so we supported them by creating 'Pot Luck Pet Portraits'. We never claimed to be fantastic artists, so supporters had to 'risk' pot luck when it came to who drew their furry friend.

A big thank you to all our generous donors who trusted us to do them justice as we raised over £210 for the shelter.



The Compassionate Shopping Guide is 30 years old in 2023!

Since 1993, our Compassionate Shopping Guide has been leading shoppers through the maze of cruelty-free claims and confusing legislation, helping them to make good choices and saving animals from experiments, imprisonment, and suffering.

Rated as one of the best cruelty-free guides

The Compassionate Shopping Guide was rated joint first as one of the best cruelty-free guides on the market by Ethical Consumer magazine in 2022.

Ethical Consumer was so impressed with the tough entry criteria that you use the Compassionate

Shopping Guide to ensure you only buy from cruelty-free companies. Explain how important it is to you. Make sure to let us know too! There are so many companies out there, we may not be aware of them yet, so we'd love to hear from you.

Follow our dedicated Instagram account

Find out about new endorsements as they happen by following our Compassionate Shopping Guide Instagram account.

We share our new endorsements, tips on shopping cruelty-free and sometimes have giveaways too! Find us at @crueltyfreeCSG



Public affairs

Working together for animals

You might remember that back in our 2021 annual review, we were absolutely delighted about the raft of animal welfare laws, bills and consultations that had been introduced or were in progress. The Government's *Action Plan for Animal Welfare* was a particular highlight, as it showed real commitment to making progress for animals and improving protections.

Sadly, 2022 was a bit different. Rather than celebrating the fruition of all the promises made in 2021, animal welfare campaigners have had to fight hard for them not to be scrapped completely. Throughout the year, we teamed up with friends across the sector to hold the Government to account.

Don't Betray Animals Coalition

In the spring of 2022, we joined forces with our animal welfare friends to tell the Government, 'Don't betray animals'. Together, the coalition urged the Prime Minister to ban fur, fole gras and hunting trophy imports, and to end sales of tickets to cruel overseas tourist attractions that involve the abuse of animals. The coalition flew a giant elephant and lion over Westminster to tell the government, 'Animals need action, not hot air'.

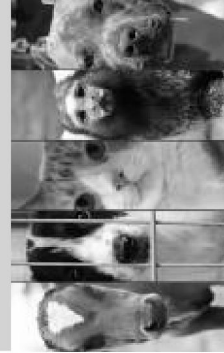


The Kept Animals Bill

In June 2021, the Government introduced a new Bill before Parliament: the Kept Animals Bill. Lots of you will have been following its progress, but let's just take a second to remind ourselves of what the Bill would do if it became law. It would end live exports of some farmed species for slaughter and fattening. It would end the keeping of primates as pets. It would tackle puppy smuggling by giving ministers the power to increase the minimum import age to six months. It would also stop illegal imports of dogs with cropped ears and introduce a new dog abduction offence, whilst also tackling livestock worrying.

These are all important animal welfare measures, and none are controversial. And yet, the Kept Animals Bill stalled in the House of Commons in May 2022. At the time of writing, no date has been announced for the Bill to progress.

Since then, we've lent our support to charities and campaigners working hard to ensure the Government doesn't abandon this important Bill, and we also called upon you to write to your MP to ask them to keep animals on the political agenda. Thank you so much to everyone who has done that. You're helping to send a clear message to the Government that animals are important and that this law must be passed.



Catching up on World Animal Day 2022!

Every year on October 4, Naturewatch Foundation coordinates World Animal Day. We even have a separate website and social media channels dedicated to this special day of recognition for animals.

Spreading awareness of welfare issues is a crucial step towards raising the status of animals and we invite compassionate people like you to give animals the voice they deserve.

The website allows you to:

- Add an event, large or small – it's a great opportunity to promote or fundraise for your favourite animal welfare organisation!
- Use its resources, including posters, leaflets and logos in various languages.
- Add a pledge, making a heartfelt promise to animals.
- Find out more about our wonderful World Animal Day ambassadors. We have over 90 voluntary ambassadors in 70+ countries, all working on the front line of animal welfare.
- ... and more!

In 2022, people in every corner of the planet united to speak up for animals! Through events, social media posts, online articles, news items and videos, World Animal Day reached over 55 million people around the globe on



It's clear from the wide variety of events this year that World Animal Day can be what you want it to be! *Whatever you do, however small, is better than doing nothing.*

In 2023, we would like to see even more events added to the website. If you don't have internet access, we'd be happy to send you a list of ideas in the post – call us on 01242 252871 to get your copy.



'Where the Seals Sing'

Susan Richardson is World Animal Day's writer-in-residence. For previous World Animal Days, she has written poems on subjects such as animal experimentation and the catastrophic consequences of marine debris to help raise awareness of animal welfare issues. This year, she wrote a blog for us, which we shared on our website.

During a coastal tour of Britain, Susan saw a seal in Norfolk – the four-month-old was tangled in a heavy-duty plastic bag. Luckily, she was rescued and



Announcing our World Animal Day theme for 2023!

The theme of World Animal Day in 2022 was a shared planet.

For our 2023 theme, we reached out to you for ideas! You sent us some great suggestions, and after much deliberation, we've chosen the following to be this year's World Animal Day theme:

'Great or Small, Love Them All'

The lucky winner, Mustalina, will receive one of our fantastic World Animal Day pins!

We agreed that the theme encompasses all animals and will encourage people from all walks of life to get involved.

We can't wait to see how creative everyone will be with this inspirational theme!



released by a local seal monitoring group. Thousands of other animals aren't as lucky. In her new book, 'Where the Seals Sing', Susan shares what she discovered on her journey, including the human-induced threats to which seals are exposed. The book is published by Williams Collins.

Scan the QR code to visit the World Animal Day website and read Susan's blog.



A small selection of 2022's inspirational World Animal Day events...



AUSTRALIA: In Victoria, **Camberwell Little Learners** really went to town on World Animal Day! Teachers set up lesson plans and taught children how to spread kindness – students in all age groups were involved. We loved seeing the fantastic photos they sent us and hope they take part again next year!



UK: Visitors to **Remus Horse Sanctuary** were invited to an open day to meet the 200+ animals (like Maverick above) and learn about how the charity operates. There was a range of activities for the whole family, including walkabout entertainment, facepainting, music and stalls.



CYPRUS: The **Animal Rescue and Protection Association** is our World Animal Day ambassador in Cyprus. They organised a peaceful protest and petition against the caging of animals and the euthanasia of healthy animals. They also asked for animal welfare laws to be implemented.



ECUADOR: **Fundacion Familia Amor Animal** aim to relocate the animals in their care in 2023. On October 4, 2022, they asked animal lovers to purchase square metres of a new refuge, which will house abused, neglected, and abandoned animals. They also held a fundraising auction.



UK: 2022 was the first World Animal Day where decapods were considered 'animals' in law. On October 4, **Crustacean Compassion's** new Chief Executive Officer hosted a free online webinar featuring animals like crabs, lobsters and prawns (decapod crustaceans).



KENYA: **Africa Network for Animal Welfare**, our Kenyan ambassador, joined other stakeholders in Nyandarua County to share the message of compassion, protection, and care for all animals, following 2022's theme of 'A shared planet'. They reached over 500 people!



UK: In Cinderford, **Sundean Veterinary Clinic** supported two local charities – the Cats Protection League and Forest of Dean Dog Rescue. They asked for donations of blankets, clothes, toys, treats and other items. The practice also held a cake sale to raise crucial funds.



DENMARK: **Fehmarn Belt Contractors I/S** invited a guest speaker to share information on 'The Orangutan Project. They also hosted a 'Bring Your Dog to Work Day!' The company hopes to raise donations via calendar sales for 2023 and supports animal charities by returning bottles and cans. Great ideas!



NEPAL: **Himalayan Animal Rescue Trust**, an active ambassador organisation, held a rally to spread awareness of animal welfare, with over 70 people taking part. A 'Justice Camp' taught 150 children about being responsible pet guardians and how to properly treat street animals.



NIGERIA: This year, the **Animal Protection Organization of Nigeria** ran a cage-free campaign to demand better welfare for laying hens. The public awareness campaign had been running for a year, but it will now include policy, governance and lobbying.



UK: Milton Keynes-based **St Bernadette's** got the whole school involved this year! From 'Wear It Wild' for Foundation Stage to WWF's 'Wairus from Space' for Year 6 classes, all students learnt about animal welfare and protecting our precious environment.



INDIA: **PFA Siliguri** are one of our voluntary ambassadors. Their work includes free animal health checks, rescue operations, educational programmes, tackling cruelty and seminars. They recognised World Animal Day 2022 by feeding stray animals, followed by a colourful rally for children.



TURKEY: Children are the future for animals, so we love seeing them take part on October 4. Thank you to **Selin**, a pre-school teacher in Istanbul, for organising lots of fun activities for her class – they designed their own posters, animal masks and puppets, then sang songs!



ROMANIA: As well as being a veterinarian, Claudiu Iosim, one of our fantastic ambassadors in Romania, runs **Animed Arad**, an animal welfare organisation. In 2022, he completed a marathon and half-marathon relay, wearing a t-shirt he printed to raise awareness!



BRAZIL: Throughout all the weekends in October, **Centro de Adoção Natureza em forma** promoted animal adoption, identification, low-cost sterilisation and vaccination. They also raised awareness of environmental issues and veganism.



SOUTH AFRICA: Our ambassador, the **Cape Animal Welfare Forum** is an umbrella body of like-minded animal charities. They held a 'Paws A While' Adoption Fair in Cape Town – a rescue dog show was included, with well-known judges from all walks of life!



UK: Our friends at **Cheltenham Animal Shelter** held a tabletop sale, with proceeds benefiting their four-legged residents. There was plenty of choice for visitors, including clothes, bric-a-brac, pet items, their popular tombola and a cake stall!



UK: In St. Columb, dog adopters attended a Rescue Reunion Party held by the **RSPCA's Cornwall branch** – there were doggy games, stalls, hampers and refreshments. Entrance was free but, being self-funded, donations were encouraged!

Our World Animal Day 2022 grant winners!

One main grant winner...

In 2022, **Naturewatch Foundation** received several wonderful applications for the **World Animal Day grant**, which made picking one main winner a challenge! Open to applications from World Animal Day ambassadors, the annual grant has always offered an opportunity to bolster and support some amazing animal welfare work being done globally and this year was no different. The applications were all for very tangible projects that offered to make a real difference for animals.

After a lot of consideration, the main 2022 World Animal Day grant was awarded to Malawi's **Lilongwe Society for the Protection and Care for Animals (LSPCA)** for their ongoing work tackling the cruel roadside sale of young animals.

Founded in 2010, the LSPCA was the first animal welfare charity to form in Malawi and they have spent the last decade working to address many difficult issues such as rabies, donkey welfare and low-welfare chicken transportation. The charity doesn't take a step back when animals are in need and their ambitious project proposal to stamp out all roadside animal sales is expected to make a huge difference in preventing their suffering in Malawi.



The LSPCA has a detailed, multi-step plan to end this practice, including:

- working to strengthen legislation
- collaborating with law enforcement to prosecute prolific offenders
- rehabilitation and adoption schemes for confiscated animals
- working on a public awareness campaign.

The World Animal Day grant will go towards the confiscation, rescue and rehabilitation of animals currently being sold on the roadsides, as well as covering follow-up prosecution costs and some of the public awareness campaign expenses.

We look forward to following LSPCA Malawi's progress on this vital project over the coming months.



For years, very young animals have been sold on the sides of main roads by traders that keep them in poor, cruel conditions for hours on end, removing them from their parents prematurely. In addition, to make larger profits, many of the traders will physically change the appearance of the puppies they're selling, mutilating their features by dyeing their fur and gluing their ears to make them look like pedigree breeds. Due to poor husbandry, many of the young animals carry heavy parasite burdens and suffer from infectious diseases.

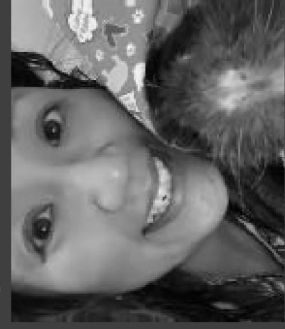
Get a free World Animal Day bandana and flag!

We offer an eye-catching dog bandana and World Animal Day flag to those who add events to the website.

Have we sent one to you? We'd love to know how you used your flag, or see your dog, cat (or even your guinea pig) wearing their superhero-style bandana! Email your photos to info@worldanimalday.org.uk and we might share them on our website and social media channels in 2023!



Massachusetts, USA: Hope Central Church in Jamaica Plain displayed their World Animal Day flag during a pet blessing that this lovely little dog attended!



Victoria, AUSTRALIA: We sent Kellie a free flag and a bandana when she added her event – World Animal Day is for guinea pigs too, not just dogs!

Find out more

If you haven't seen World Animal Day's website or social media channels yet, you can find them here:

- Website: worldanimalday.org.uk
- Facebook: [WorldAnimalDayinternational](https://www.facebook.com/WorldAnimalDayinternational)
- Instagram: [worldanimalday](https://www.instagram.com/worldanimalday)

And a mini grant winner...

But this main World Animal Day grant was not the only one Naturewatch Foundation was able to give away this year, as another, much smaller, sum also became available. When we then received a request from Sava's Safe Haven for support with an animal welfare project, we were delighted to be able to help the rescue a little financially.

Sava's Safe Haven, an animal rescue and shelter in Romania, is a family-run non-profit that often has just four volunteers overseeing 250 animals, working long hours to provide them with the care they need. Throughout 2022, Sava's Safe Haven also helped Ukrainian refugee animals and went as far as providing aid on the Ukrainian-Romanian border. Their work doesn't stop there, as the rescue also delivers humane education to Romanian children, aiming to help them develop compassion for all animals.

The 2022 mini-grant was gifted to the organisation for their amazing World Animal Day educational event.

The rescue has celebrated World Animal Day many times over the years and this year's event saw the volunteers head to a local school to encourage the pupils to join in with the celebration. The mini-grant was used to develop informative materials for the event about the free services that Sava's Safe Haven offers, such as spaying, neutering and vaccination programmes and their pet food bank for pets in need. The school children were gifted with goody bags for their participation in the World Animal Day event that contained leaflets for them to share with their families and the local community.

Sava's Safe Haven hopes that the information about their free services will help ensure that animals receive important preventative care whilst removing the financial burden from their owners.



We are thrilled that their World Animal Day event went so well and that it will have a lasting impact, both in building a compassionate younger generation and providing companion animals with the care they need!

Other ways YOU can support our animal welfare campaigns

During this time of economic uncertainty, we understand that making a financial contribution to charity might not be at the forefront of your mind. But whether you can donate or not, don't worry – there are other ways you can continue to help us improve the lives of animals in the UK and around the world.

Whatever you can do, we sincerely appreciate your ongoing support.

Recycle used printer cartridges

Did you know that 45 million cartridges end up in landfill in the UK? Thanks to Recycle4Charity, you can help reduce this astronomical amount by easily recycling those bulky old printer ink cartridges whilst donating to us at the same time! (Laser and toner cartridges are not accepted.) Please check the list of accepted manufacturer's makes and models by visiting their website: recycle4charity.co.uk

Fundraise while you shop

When you shop online, you can donate to Naturewatch Foundation at no additional cost to you! Simply select us as your charity and we'll receive a donation from the following websites:

- **'Easy Fundraising'** – Start your online shopping at easyfundraising.org.uk, then shop as normal. Retailers will then make a donation to us to say, "thank you". **Easy Fundraising sent us a whopping £145.59 in 2022!**
- **'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. There's even an app to make it easier! **They paid us £19.11 in 2022.** Go to giveasyoulive.com to find out more.

Please tell your friends about these worthwhile initiatives and ask them to choose us too, when they make online purchases!

Set up a social media fundraiser

If you have a Facebook account, you can appeal to your friends for charity donations on your birthday. You don't even have to give up your presents – you could just ask people to donate the cost of a card instead, to save trees as well as animals! **In 2022, we received an amazing £1219.61 from birthday fundraisers on Facebook and £185.17 from Instagram!**

Speak up for animals

Throughout the year, we occasionally ask animal lovers to help us lobby MPs, companies and other decision-makers, usually through our online platform. Visit naturewatch.org/get-involved/petitions to find out about our current actions.

We realise that not everyone has access to the internet. If you would like to join the hundreds of people who have taken part by letter instead, please call us and we'll tell you about campaigns you can support by post – **01242 252871**.

Donate unwanted jewellery, old bank notes or used stamps

Our friends at **Recycling for Good Causes** reuse and recycle old jewellery and bank notes, giving 75% of the proceeds to us! Various types of jewellery are accepted, including gold, silver, costume jewellery, watches, plastics, wood and bronze. They're flexible with bank notes too – you can send unwanted bank notes of any age from any country, including obsolete pre-Euro banknotes. **Recycling for Good Causes raised £268.30 for us in 2022!** Please call us on **01242 252871** for more details.

Share our leaflets

Some supporters kindly distribute our leaflets at events and others simply pass them on to interested friends and family. Whether you would like five or 50, just email us at info@naturewatch.org or call **01242 252871** to request flyers on wildlife crime, puppy farming or World Animal Day.

Carry our reporting card

Our investigations team will look into reports of puppy farming and breaching animal welfare standards in dog breeding – but they need YOU to be their eyes and ears.

Be ready to share your suspicions – carry our contact card in your purse or wallet. Please email info@naturewatch.org or call **01242 252871** to get your card. (Feel free to order extra for family and friends.)

Sign up for our e-newsletter

If you're online, why not sign up for our occasional emails? We'll keep you updated on how you can make a difference for animals throughout 2023! Just sign up on the website – naturewatch.org/mailling-list

We now have a sign-up list for World Animal Day too! If you would like to receive ideas on how YOU can be part of this global phenomenon on October 4, please sign up here: naturewatch.org/campaigns/world-animal-day/#sign-up

Share our messages

Spreading the word online is a fantastic (and free!) way to help us achieve our goals. Share our posts to help raise awareness of our campaigns. Follow us on Facebook ([@Naturewatch.org](https://www.facebook.com/Naturewatch.org)), Twitter ([@Naturewatch_org](https://twitter.com/Naturewatch_org)) and Instagram ([@naturewatchfoundation](https://www.instagram.com/naturewatchfoundation)).

You can also follow our Compassionate Shopping Guide Instagram account for the

latest updates on newly endorsed cruelty-free companies: [@crueltyfreecsg](https://twitter.com/crueltyfreecsg)

FINANCIAL GIVING

None of the achievements listed in this Annual Review would have been possible without our loyal and compassionate supporters. Thanks to you, Naturewatch Foundation is making great strides towards making the world a better place for animals. If you are able to contribute financially towards our animal welfare work in these challenging times, all donations are greatly appreciated.

Set up a direct debit

We rely entirely upon the generosity of our supporters and don't receive government funding. Regular income from direct debits allows us to plan ahead – and every penny counts! If you would like to donate on a regular basis, please call us on **01242 252871** – 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.*

MAKE YOUR DONATIONS WORTH

25% MORE! Don't forget to let us know if you're eligible for Gift Aid – it significantly increases the value of your donation! Give us a call on 01242 252871 to request a declaration form or check if we already have one in your name.

Leave a legacy

As a small charity without the resources of larger organisations, legacies are vital to our future. Please just give our contact details to your solicitor: Naturewatch Foundation, 49 Rodney Road, Cheltenham GL50 1HX. Registered charity number 1039679.

Remembering us in your Will is an opportunity for you to make a positive impact on animal welfare long into the future.

And finally...

2023 will see the launch of new campaigning initiatives, as well as the development and expansion of existing pioneering projects to improve the lives of animals.

In my first year as CEO and previously as one of the Campaign Managers, I have been honoured to work with such a hardworking team, who share such a wide variety of useful skills and a passion for animal welfare. I thank our loyal supporters, active patrons, committed volunteers and trustees, and partners, who all make Naturewatch Foundation happen. I look forward to another exciting year as we deliver on our mission to advance animal welfare standards around the world.

Sarah Carr, CEO