

Company Number
02944372
Registered Charity Number
1039679

Naturewatch Foundation
Report and Accounts
For The Year Ended
31 December 2024

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2023

Introduction

The trustees present their annual report and accounts for the year ended 31st December 2023.

The board of trustees are satisfied with the performance of the charity during the year and the position at 31st December 2023 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

Financial Review

The Statement of Financial Activities show net incoming resources for the year of a revenue nature of £137,419 (prior year £136,506).

The total reserves, all free unrestricted liquid reserves, at the year end stand at £1,359,998 (prior year £1,222,579)

Specific changes in fixed assets

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

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2023

The members of the Board of Trustees of the Charity during the period ended 31st December 2024 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

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.

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2023

This report was approved by the board of trustees on 5 September 2025.

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 2024

I report to the trustees on my examination of the accounts of Naturewatch Foundation for the year ended 31 December 2024 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 :-
05 September 2025

Naturewatch Foundation
Statement of Financial Activities
for the year end 31 December 2024

	Unrestricted Funds	Restricted Funds	Total Funds	Last Year Total Funds
	£	£	2024 £	2023 £
Incoming resources				
Voluntary Income	719,082		719,082	672,444
Interest received	1,078	-	1,078	555
Total incoming resources	720,160	-	720,160	672,999
Costs of generating funds				
Costs of generating voluntary income	108,670	-	108,670	122,494
Costs of charitable activities	474,071		474,071	413,999
Total resources expended	582,741	-	582,741	536,493
Net incoming resources before transfers between funds	137,419	-	137,419	136,506
Net movement in funds	137,419	-	137,419	136,506
Reconciliation of funds				
Total funds brought forward	1,222,579	-	1,086,073	1,086,073
Total Funds carried forward	1,359,998	-	1,223,492	1,222,579

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

Naturewatch Foundation
Balance Sheet
as at 31 December 2024

	Notes	2024 £	2023 £
The assets and liabilities of the charity :			
Fixed assets			
Tangible assets	6	-	-
Investments		400,000	400,000
Total fixed assets		<u>400,000</u>	<u>400,000</u>
Current assets			
Cash at bank and in hand		960,729	824,932
Creditors:- amounts due within one year	7	(731)	(2,353)
Net current assets		<u>959,998</u>	<u>822,579</u>
Total assets less current liabilities		<u>1,359,998</u>	<u>1,222,579</u>
Net Assets		<u>1,359,998</u>	<u>1,222,579</u>
The funds of the charity :			
Unrestricted revenue accumulated funds		1,359,998	1,222,579
Total unrestricted funds		1,359,998	1,222,579
Total charity funds		<u>1,359,998</u>	<u>1,222,579</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 5 September 2025

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2024

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
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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 2024

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.

	2024	2023
Revenue Turnover from ordinary activities	719,082	670,977
and after charging:-		
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 2024

5 Staff Costs and Emoluments	2024	2023
	£	£
Gross Salaries	351,331	319,995
Pension Contributions	9,332	8,299
	<u>360,663</u>	<u>328,294</u>

Numbers of full time employees or full time equivalents	2024	2023
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Engaged on charitable activities	11	11
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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 2024	5,816
Additions	-
At 31 December 2024	<u>5,816</u>
Accumulated depreciation and impairment provisions	
At 1 January 2024	5,816
Charge for the year	-
At 31 December 2024	<u>5,816</u>
Net book value	
At 31 December 2024	<u>-</u>
At 31 December 2023	<u>-</u>

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2024

7 Creditors: amounts falling due within one year	2024 £	2023 £
Pension fund		1,678
	<u>-</u>	<u>1,678</u>

8 Analysis of the Net Movement in Funds	2024	2023 £
Net movement in funds from Statement of Financial Activities	<u>137,419</u>	<u>136,506</u>

9 Particulars of Individual Funds and analysis of assets and liabilities representing funds				
At 31 December 2024	Unrestricted funds	Designated funds	Restricted funds	Total Funds
	£	£	£	£
Tangible Fixed Assets	-	-	-	-
Investments at valuation	400,000	-	-	400,000
Current Assets	960,729	-	-	960,729
Current Liabilities	(731)	-	-	(731)
	<u>1,359,998</u>	<u>-</u>	<u>-</u>	<u>1,359,998</u>
At 1 January 2024	£ Unrestricted funds	£ Designated funds	£ Restricted funds	£ Total Funds
Tangible Fixed Assets	-	-	-	-
Investments at valuation	400,000	-	-	400,000
Current Assets	824,932	-	-	824,932
Current Liabilities	(2,353)	-	-	(2,353)
	<u>1,222,579</u>	<u>-</u>	<u>-</u>	<u>1,222,579</u>

The individual funds included above are :-

Funds at 2023	Movements in Funds as below	Transfers Between funds	Funds at 2024
£	£	£	£
<u>1,222,579</u>	<u>137,419</u>	<u>-</u>	<u>1,359,998</u>

Analysis of movements in funds as shown in the table above

Incoming Resources	Outgoing Resources	Gains & Losses	Movement in funds
£	£	£	£
<u>720,160</u>	<u>582,741</u>	<u>-</u>	<u>137,419</u>



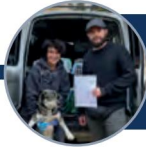
WINTER

Welcome to our Review of 2024

Working all year round to help animals...



Launched Pet Rescue Grant.



Supported Ukrainian friends with sterilisations for 400 cats and dogs, and fundraised for crucial van.

SPRING



Op Recall Week of Action!



On the road with our new-look Compassionate Shopping Guide – and website!



SUMMER



First-of-its-kind Dog Breeding Map of the UK.



Lessons of Kindness for children in Ukraine.



Wildlife crime award!



UK General Election: New MPs briefed.



Moldova work begins!



Met Police campaign.



'Bullicat' breeding warnings.



First company signs up to Animal Experiments campaign, 'Paint with Kindness, not Cruelty', following launch in August. *(Image credit: Annie Sloan)*



'Protect Animals. Protect People.' in House of Commons.

AUTUMN



Getting ready for World Animal Day on October 4, planning events around the world!



Compassionate Shopping Guide team at Mind, Body, Spirit Festival!



Provided funding for Animal Rescue Kharkiv, who evacuated 854 dogs from the Ukrainian frontline in autumn alone!

Read more about our animal welfare campaigns inside!

Dear reader,

This annual review is a celebration of the progress we've made, the challenges we've overcome, and the lives of animals we've helped at Naturewatch Foundation. As we reflect on 2024, the staff and trustee team are hugely grateful to all our supporters, donors, volunteers, patrons and partners who make our animal welfare work happen. Together, our work has made a real impact supporting thousands of animals in need.

In 2024, our charity has continued to grow, thanks to supporters' unwavering commitment to our mission. We've tackled [illegal pet breeding](#), horrendous [wildlife crime](#) and outdated [animal experiments](#). We've supported dedicated animal welfare campaigners in [Eastern Europe](#) including our friends in [Ukraine](#). We've exposed the [link](#) between domestic abuse and animal violence and given a glimmer of hope to survivors. And every year in October, we honour the wonder of all animals through our behind-the-scenes global coordination of [World Animal Day](#).

With so much impactful work of which our small team are very proud, and reaching every corner of the world, the front page of our annual review features an illustrated timeline providing readers with a glimpse of the key moments from our year and hopefully leads you to read more in the pages to follow. We hope you like it.

We are proud to share our work from 2024, the stories of those we've helped, and the achievements that have brought us closer to our vision. As we move forward, we are inspired by the resilience and hope that drives our work, and we are excited for what lies ahead.

Our animal welfare work in Eastern Europe

Ukraine

With the war in Ukraine now in its third year, our hearts remain with the people and animals enduring its ongoing impact – *they must not be forgotten*. We remain steadfast in our commitment to supporting animal welfare efforts in the country.

A refuge for animals affected by war

Kharkiv, the largest city close to the frontline, has become a sanctuary for countless animals since the conflict began in February 2022. Many animals are brought here from war-torn villages and towns. Sadly, some families evacuate to Kharkiv with their pets but, unable to find pet-friendly accommodation, are forced to leave them behind. Soldiers also rescue animals they find near their posts but must return to duty, often leaving these animals with locals or volunteers.



increased funding, we were able to spay and neuter over 400 dogs and cats, helping to stabilise the population and prevent further suffering.

Helping heroes on the frontline

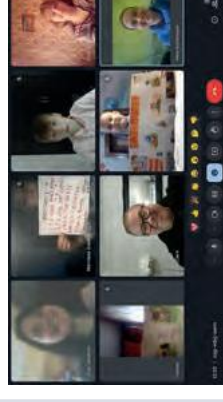
We are proud to support smaller, dedicated organisations like [Kharkiv Animal Rescue](#). This devoted team evacuates dogs, cats, goats, pigs, and other animals from the most dangerous areas, providing care and finding new homes across Ukraine. In autumn alone, they evacuated 854 animals.



Rescuing and rehoming

Kupyansk, just under four miles from the Russian military presence, faces shelling and widespread destruction. As in Kharkiv, many residents fled and unfortunately, not all of them took their pets with them.

Animal rescue missions are challenging when the local network of roads and bridges has been damaged by bombs. Victoria Kruchyna and our friends at the non-governmental organisation, Promyn Myloserdia, were finding it difficult to navigate the obstacle-ridden terrain without proper transportation. Their rescue efforts were being affected



Our team members, Natalie, Mark and Jim were delighted to meet the class, sharing insights about their work in animal welfare with the children.

They discussed the importance of being responsible pet owners and explored Ukrainian laws relating to animal protection.

Moldova

In 2024, we launched a significant new exciting new project to help improve

Building new relationships

We started by meeting with local leaders, including the mayors of key cities, to lay the groundwork for our plans. Our campaign manager, Natalie, travelled to Chişinău and Bălţi, where

Companion animals – your voice for dogs, cats and rabbits who've been exploited for profit

Stop Greed Breeding Campaigning to end the exploitation of pets for profit in 2024.

Shining a light on the puppy trade: Dog Breeding Map of the UK

In June, we launched our Dog Breeding Map of the UK – a new tool designed to bring much-needed transparency to dog breeding. This first-of-its-kind resource consolidates vital information about the puppy trade into an accessible and easy-to-use map.

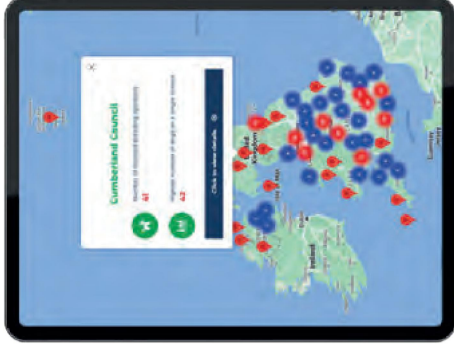
To create the map, we submitted Freedom of Information requests to over 300 local councils, compiling key data on dog breeding licences. Our comprehensive map empowers the public to make informed decisions and helps hold councils accountable for any oversights.

Map features:

- Every council has its own entry, showing the number of licensed

breeders and the scale of breeding operations in their area.

- The map provides guidance on how to check with councils if a breeder is licensed.
- Many councils either don't publish dog breeder registers or the information is difficult to find. Our map simplifies this process by bringing everything together in one place.



domain, we're helping prospective puppy buyers make responsible choices while supporting efforts to expose and stop low-welfare breeding.

At the end of the year, we updated the map, expanded it to cover the Republic of Ireland and began additional research on how councils manage welfare cases

involving dogs. As we look ahead to 2025, we'll be using this data to advocate for improved enforcement across the UK.

Transparency is critical for tackling illegal breeding and ensuring animal welfare.

By putting this information in the public

Pet Rescue Grant helps change the story for victims of greed breeding

In 2024, thanks to the generosity of our loyal supporters, we launched our first-ever Pet Rescue Grant to directly help dogs, cats and rabbits who have been impacted by low-welfare and illegal breeding. Grants were awarded to:

Bliss Cavalier Rescue - Early in the year, Bliss Cavalier Rescue welcomed six ex-breeding Cavalier King Charles Spaniels who suffered from severe health issues, including Chiari malformation, rotting teeth and heart disease. These dogs had endured



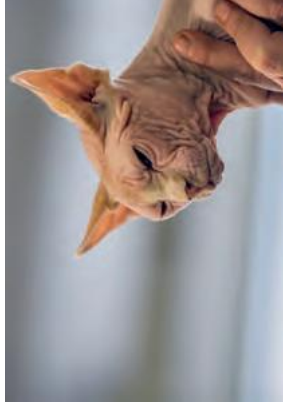
dumped by a pet seller, by dipping into funds reserved for critical cattery roof repairs. With a Pet Rescue Grant of £2,850, the charity completed the roof project in the summer, providing a safe, comfortable shelter for over 100 cats annually. Vulnerable cats like Bap are now enjoying secure, cosy facilities while awaiting their forever homes.

Rabbit Residence Rescue - With a £5,000 Pet Rescue Grant, we helped Rabbit Residence Rescue provide vital care and veterinary treatment for a number of

Exposing Bullycat breed

In August, Naturewatch Foundation brought national attention to the alarm rise of the Bullycat breeding fad, which began to take hold in the UK in 2024. Bullycats and their kittens are deliberately bred to have exaggerated physical traits including unnaturally short legs, hair wrinkled skin, and disproportionately broad, muscular bodies.

To expose the welfare implications of this fad, we collaborated with vet an extreme conformation expert, Dr Da O'Neill, to raise awareness of the serious health and welfare challenges these



Case study – puppy

A puppy farmer from Cambridgeshire was sentenced in March 2024 following several visits and warnings given by local district council, which culminated in a search warrant being executed in August 2022.

The local authority investigation was initiated following a submission of information by Naturewatch Foundation, detailing how the subject was maintaining a social media account with almost 2,000 members. One puppy on the account advertised cavapoo puppies for up to £5,000 each.

Upon execution of the warrant on the

MPs release major Pet Welfare and Abuse report featuring Naturewatch Foundation's evidence

In April, the Environment, Food and Rural Affairs (EFRA) Select Committee published a vital new report about *Pet Welfare and Abuse* in England, following their 2023 inquiry into the same issue. As part of this inquiry, Naturewatch Foundation gave comprehensive evidence to MPs, highlighting the urgent need to address low-welfare breeding practices and the rise of unregulated canine fertility clinics.

Tackling wildlife crime

The Charity Awards 2024

2024 saw some of the team travel to London to represent not just ourselves but all our fabulous supporters at the prestigious 2024 Charity Awards. We were delighted to have been shortlisted for our Force Control Room animated training package. However, to win the Animals and the Environment award was a real accolade. Launched in August 2023, this training has now reached over 4,500 police staff members covering 93% of police forces across England and Wales. The online training (which is available 24/7) lasts for 19 minutes and covers seven crimes, prominently featuring hare coursing, bird of prey crime, and illegal hunting with hounds. Whilst this award may proudly sit in our office, we are honoured to say a little



piece of this significant award belongs to each of our supporters.

Training and sharing knowledge continues to be a significant part of our wildlife crime work. In-person training included our campaign managers teaming up to conduct a one-day training event for West Mercia Police, which included animal welfare, Operation Recall and our 'Protect

Partnership working

In October, our campaign manager Jim attended the Partnership for Action Against Wildlife Crime Ireland (PAW) Wildlife Crime conference in Dublin. Naturewatch Foundation work with partners across the UK of Great Britain and Northern Ireland and it was great to see many of these partnership agencies come together in Dublin to discuss, learn, and promote animal welfare. A number of professional and charitable organisations, including Naturewatch Foundation, spoke and highlighted many good practices on preventing and investigating wildlife crime.

successes, and challenges of combating wildlife crime in the UK. As always, there was a comprehensive programme of presentations from key agencies, an evening award ceremony, and excellent opportunities for networking.



Animals. Protect People' campaign. The day's free training for police officers, community support officers and police staff was warmly received and covered all the important aspects of emergency responders' first actions when called to these areas of policing. With no formally recognised wildlife crime police training provided by the College of Policing, we will continue to offer and provide training to police officers. We look forward to an exciting project to further assist with police investigations, to be announced later in the year.



number of the attendees about our work, raising awareness of both Naturewatch Foundation and how we will continue to pursue those who are intent on persecuting our wildlife.

Tell the Met Campaign

In the summer, we sprang into action when we heard that the Metropolitan Police Service had restructured some of its investigative staff. This meant that the two extremely dedicated and experienced wildlife crime officers were going to be

Operation Recall – Week

Over the Easter weekend, we hit the road for the inaugural Operation Recall roadshow. Several members of the team pitched up with the Cheshire Police Rural Crime team, Cheshire East Countryside Rangers, and our Op Re partners; the RSPCA, at the stunning Tegg's Nose Country Park. An extremely popular location for those who want to take full advantage of the Peak District with their two- and four-legs



family members. The event was a true partnership effort. It wasn't merely a day out in Cheshire, but marked the midpoint of the first national Op Recall week of action. Planned to coincide

Wildlife crime investigations

Our tenacious and experienced wildlife crime investigators were extremely busy in 2024, with several excellent results in the name of improving animal well

Sadly, reported wildlife crime has seen a rise over the last year. There are several factors that have seen this rise. The limited police resources, minimal understanding by some in the Crown Prosecution Service, the lack of judicial deterrent in the form of harsher prison sentences, the rise in social media 'notoriety', with negligible monitoring by those who use social media platforms.

Protect Animals. Protect People. Breaking the link

Our 'Protect Animals, Protect People' campaign is about explaining to police officers, prosecutors and politicians why animal welfare should be taken seriously. Our pets are our family. They need us to look after them and, when they are safe, we are safer too.

This campaign ensures crimes of cruelty are given the precedence they deserve. It is about shifting thinking around animal welfare and abuse, so that it is taken more seriously.

In 2024, we directly trained over 900 professionals across the UK and Europe and contributed to others' programmes that trained many more.

Police cooperation

Working with the police in England and Wales, we helped them update 95% (42/44) of their websites, adding information about animal cruelty within domestic abuse. We assisted the adaptation of their training, policy and public protection strategies. We also presented our first-ever 'Hogarth Award' to the Metropolitan Police Domestic Abuse Team, who have been very supportive.



Our political lobbying

In May, it was very positive to see the European Parliament recognise the animal-human abuse link for member states within domestic abuse legislation. We first presented on this to them in 2022.

For our Parliamentary event in October's Domestic Abuse Awareness Month, we were joined by 21 MPs from six parties, showing cross-party support for our project concerning pets harmed as part of coercive control.

A professional message

We hit the headlines in professional publications such as *Policing Insight* and *Veterinary Times*, and featured on webinars and podcasts around the world with our message that, when you protect animals, you protect people too.

Breaking The Link, together

We can't, of course, do any of this work alone, and we have incredible partners, including APDAWG in Parliament;



The beginning

2024 brought a wave of announcements that could mark a turning point in the fight to end animal experiments. Before the general election, the Conservative Government pledged increased funding for the National Centre for 3Rs to accelerate the development of alternatives to animal testing, and promised a plan to accelerate the development and use of non-animal methods to reduce reliance on animal tests. However, the election and subsequent change of government meant this plan was never released.

The Labour Government, now in power, committed in its manifesto to "partner with scientists, industry, and civil society as we work towards the phasing out of animal testing". While this is a promising step, ministers have since caveated this goal. This reinforces the need for continued pressure to ensure meaningful progress is made. Throughout 2024, we urged

Paint With Kindness, No

In 2024, we launched our Paint With Kindness, Not Cruelty campaign, aiming to revolutionise the home improvement industry by encouraging decorating brands to adopt cruelty-free standards. Whilst painting and decorating products themselves aren't tested on animals in the UK, it's still possible that the chemical ingredients in them have been and there's simply no way of knowing. We want to change that so everyone has the opportunity to live in a completely cruelty-free home.

Our campaign focuses on three key

Marc the Vet; Rosie Duffield MP; Dave Martin from The Links Group; Dr. Mary Wakeham from Refuge4Pets; Rebecca Stephens, Sussex University; Dr. Samantha Pickles, Forensic Scientist; and Sam Beckinsale, actor, writer, and survivor, whose dog was traumatised as part of years of domestic abuse.

This campaign opens new opportunities to advance animal welfare and, as you'd expect from Naturewatch Foundation, we are proud to be illuminating the way forward, breaking the link between animal and human abuse.



2024 was a huge year for the Compassionate Shopping Guide!

Improving our website

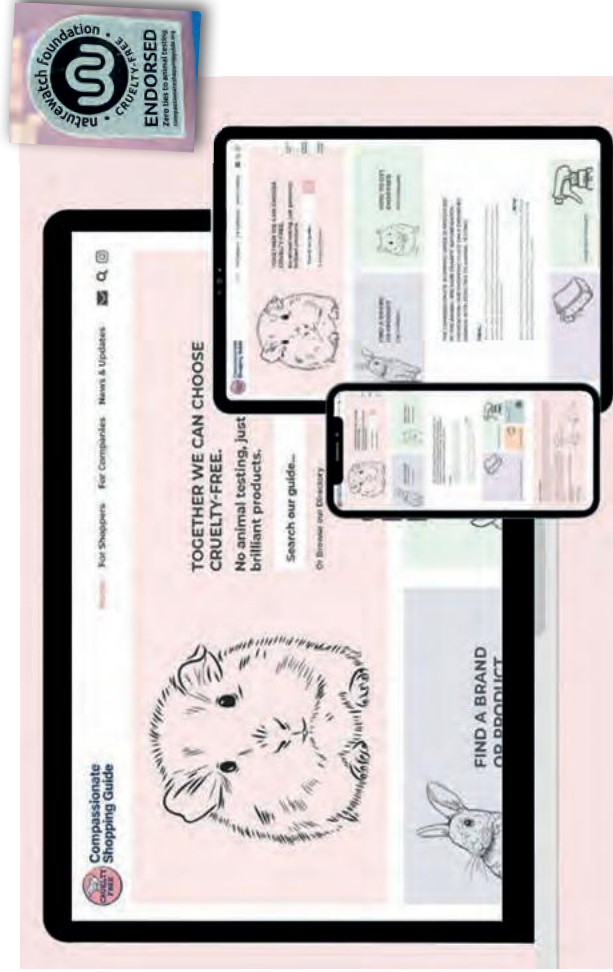
We've published our [Compassionate Shopping Guide](#) for over 30 years to help consumers find products that have zero ties to animal testing. In 2024, we made some big improvements to the award-winning Guide. We launched an [improved dedicated website](#), making it easier for shoppers to use our guide to find cruelty-free products.

We launched a brand-new logo that our endorsed companies can display on their website and products, to make it clear to customers that they are cruelty-free. We also now have a [news and updates](#) section, where you can learn more about cruelty-free through our blogs, and more about [our brands](#) through articles written by them.

Our 17th edition guide
We also saw our printed Compassionate Shopping Guide back for its 17th edition! For those who prefer to have a [paper copy](#) to take shopping, this handy little book helps people choose cruelty-free every day. Our new printed guide includes a wide selection of endorsed brands, supermarket animal testing policy information, and where to shop online or order by phone.

Window stickers in LUSH

The guide also gained great recognition with our logo stickers in the windows of LUSH stores up and down the country. This was a collaboration project with LUSH and we are thrilled to have the Compassionate Shopping Guide promoted so widely across one of our endorsed brands.



Compassionate Shopping Guide events

During 2024, we held some fantastic Compassionate Shopping Guide events. It was wonderful meeting people, sharing our cruelty-free knowledge, and assisting shoppers with our guide.

Our first event of the year was in LUSH Cheltenham, where we spoke to customers about cruelty-free shopping and promoted our new website. LUSH, being one of our endorsed brands, were brilliant hosts and helped us connect with shoppers about the importance of buying cruelty-free.

In the summer, we attended Cheltenham's vegan market, where we displayed our giant spin-the-wheel game, after the success of the smaller version in LUSH. Our spin-the-wheel game tests the public on their animal-testing knowledge to win a logo compact mirror. We connected with lots of like-minded people at this event and found so many people wanted to learn more and use our guide to ensure they were shopping cruelty-free.

Public affairs

#Win4Animals: Champio

The 2024 General Election brought unique opportunities and challenges our small but determined team. On one hand, it provided a chance to engage with all major political parties and the parliamentary candidates, urging the to support our [#Win4Animals manifesto](#). This campaign initiative was shaped entirely by our supporters' priorities for animal welfare, ensuring their voices

Behind the scenes: Political

While some of our campaigning happened publicly, much of our crucial advocacy takes place behind the scenes through engagement with officials and MPs. Here's a snapshot of just some of our political efforts in 2024:

Wales:

- We responded to the Welsh Government's call for evidence on expanding animal welfare licensing laws to include sanctuaries and rescues, and introducing a phased ban on greyhound racing. We strove to support both proposals.
- In Carmarthenshire, we provided evidence to the council during its review of dog breeding licensing, focusing on tackling puppy farming.
- We urged Members of the Senedd Welsh Government officials to support our calls for reforms to dog breeding regulation in Wales.

Chemical testing:

We responded to proposed changes to UK chemical safety regulations. While some of the changes aim to reduce

World Animal Day in 2024

World Animal Day is an important day in the calendar for us, and for animals. Taking place on October 4 every year, World Animal Day is all about raising the status of animals and improving animal welfare worldwide. And, every year, we are joined by so many of you who share that goal!

The reach of our World Animal Day movement continues to spread, and we saw that through the high number of ambassador applications we received from all around the world. Our aim is to have a World Animal Day ambassador representing every country, and in 2024, we welcomed six new ambassadors, in Italy, Pakistan, Bosnia & Herzegovina, the USA, France and The Democratic Republic of Congo.

We were delighted to run our third World Animal Day 'Design a Mug' competition! We received over 180 fabulous entries, so judging was tough. With entries submitted worldwide, from Vietnam to Barbados, the competition was truly international. The winning design was the perfect combination



of animals to showcase our theme for 2024. The world is their home too, and to celebrate World Animal Day.

Over the next few pages, we've compiled a list of the wonderful events that took place in 2024 and we're grateful to everyone who played a part in celebrating World Animal Day. We know that not every event gets added to the website, so if you organised something that we haven't seen – thank you!

Kuwait The Kuwait Society of Animal Welfare held a lecture on how people can help animals.

Maldives The Ministry of Agriculture and Animal Welfare held an animal welfare charity exhibition on the beach.

Pakistan The Special Animals & Veterinary Emergency Relief Society carried out training and workshops on animal welfare.

Australasia

Australia Edgar's Mission ran a livestream tour of their sanctuary.

Australia Animal Aid Abroad ran a recycling challenge to raise money for working animals in need.

Australia Townsville Against Live Exports held a market stall to share information about how to end live exports.

Celebrations that spanned the globe!

World Animal Day was celebrated in all corners of the world in 2024, bringing the message of advancing animal welfare to communities everywhere! We've compiled a selection of them into a list for you, to give you a snapshot into what people got up to in the name of animals!

Africa

The Dominican Republic A running event was held, allowing people to go for a morning jog with their pets. At the Sauvons Nos Animaux shelter, veterinary students spoke with students from the Young Animal Friends Club about how to care for animals and recognise signs of abuse.

Kenya The Born Free Foundation partnered up with conservation charities to conduct a clean-up exercise and to plant trees, as well as deliver educational talks.

Malawi The Lilongwe Society for the Protection and Care of Animals ran a



Photo credit: Four Paws

South Africa Paws-a-While hosted their annual Rescue Dog Show event, where animals in need of homes are showcased to potential adopters.

Uganda The BIG Fix Uganda held 'The Great Dog Games', which consists of 19 contests which celebrate the human-



Europe

Albania 'Animals Need Me' organised the first seminar about animal protection in the country.

Belgium The Pet Alliance Europe held an annual pet-friendly networking event.

Estonia The Estonian Society for the Protection of Animals held their International Animal Welfare



Hong Kong SPCA Hong Kong held a fundraising day where professional photographers took photos of peoples' pets for charity donations.

India People for Animals Manipur relocated rescued wildlife to a forest.

India The Department of Science at

World Animal Day at Naturewatch Foundation!

Recognising the importance of animals should not only happen on World Animal Day, and yet October 4th offers a real opportunity for animal welfare charities to celebrate them. In 2024, Naturewatch Foundation took our own advice and really seized the opportunity to use World Animal Day to further our animal welfare work in our existing campaigns through the following projects:

Donate-a-Dinner

We launched our 'donate-a-dinner' campaign, an initiative that helped our most local rescue, Cheltenham Animal Shelter, by providing all of their 72 resident animals with a donated meal. Through our day-to-day companion animal welfare work, we know that many shelters are inundated with animals and struggle financially due to the increasing costs of resources.

Our team at Naturewatch Foundation delivered the food donations on World Animal Day itself and were delighted to receive a supporting visit from our local MP, Max Wilkinson, who came to our office to hear about how this work would help animals in need.



We plan to make this an annual initiative and will be inviting individuals, businesses and charities to 'donate-a-dinner' for World Animal Day next year!

Celebrating Animal Welfare in Wales

We headed back to the Senedd (Welsh Parliament) again, to advocate for companion animal welfare, and to celebrate the wins Wales has achieved over recent years. We did this through an event we co-organised in partnership with the RSPCA Cymru, Hope Rescue, and Greyhound Rescue Wales that aimed to recognise the progress that is being, and has been, made throughout the country.



Members of the Senedd, other charities and people working in animal welfare, were all invited to participate and to network with one another in the interest of animals in Wales.

Mark's World Animal Day tour

In 2024, our campaign manager Mark, from the Protect Animals. Protect People. campaign, was invited to deliver training in Northern Ireland, Estonia, and France in the lead-up to World Animal Day.

Starting off the tour in Belfast, Mark joined the Causeway Coast Dog Rescue *Conference for Collaboration*, where he was given the opportunity to share information about the link between animal abuse and domestic violence, coercive control and child safeguarding. As the conference was filled with animal welfare experts representing their organisations, the conference was a great opportunity to discuss policy, existing legislation and how to take steps forward to improve enforcement.

The next stop for Mark was Tallinn, in Estonia. Here, he joined another conference, *Eesti Loomakaitse Selts*, covering European legislation and proven systems that help advance animal welfare through professional advocacy. There were over 100 attendees from around Europe, with whom Mark had the opportunity to share Naturewatch Foundation's nine-point-plan on how to protect both people and animals.



Finally, Mark took part in a global occasion for police officers and was a part of coordinating, then delivering, a webinar on the importance of animal welfare in policing. The webinar was delivered in conjunction with our World Animal Day ambassador for France, Sabine Breis.

To keep the Naturewatch Foundation

Our 2024 World

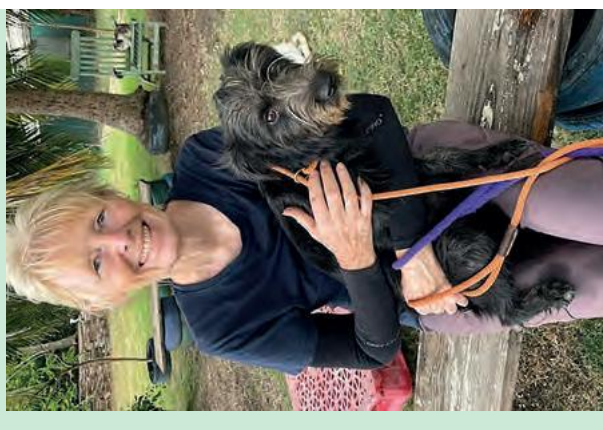
In 2024, Naturewatch Foundation or ambassador-led animal welfare projects worthy applications from our World

As usual, every application had a lot we can usually only select a couple of deserving winners whom we believe

We chose to give the majority of this to use the money to help the animal

The main grant win

Ocean Acres Animal Sanctuary is based in St John in Barbados. Our Barbados World Animal Day ambassador, Karen, founded the rescue in 2019 after working in animal rescue and rehabilitation there. Ocean Acres immediately 'inherited' 45 dogs and cats from a struggling shelter and they have been busy ever since! Their mission is to protect, and advocate for, stray, abandoned, and abused dogs and cats in Barbados.



8 easy ways to support our animal welfare campaigns!



We're thrilled to share how your generous donations were put to good use throughout 2024, as highlighted in our Annual Review. But being an advocate for animal welfare isn't just about financial contributions. Your support can take many forms, and every bit helps!

Here are some impactful ways you can help animals in the UK and around the world – some don't even require being online.

Contact us anytime

If you have any questions or want to find out more, feel free to reach out:

E: info@naturewatch.org

T: 01242 252871

Get involved offline

1. Recycle for a cause

Turn unwanted items into valuable resources for animal welfare! We can raise crucial funds with the following donations:

- Used postage stamps
- Unwanted jewellery
- Old bank notes
- Printer (ink) cartridges

Contact us for details on how to donate these items.

2. Sign our petitions

If you don't have internet access, you can still support our petitions. We'd be happy to share our latest campaigns with you so you can show your support by sending a letter. Just give us a call!

3. Share our leaflets

Spread the word! Promote our cause by sharing our leaflets. Contact us to find out which ones are available.

4. Display our community poster

Help combat unethical breeding by displaying our awareness poster in your local area. It's perfect for:

- Libraries
- Community centres
- Shops and supermarkets
- Cafés
- And more!

5. Carry our reporting card

Help keep an eye out for illegal breeding practices. Carry our reporting card in your wallet or purse to share your concerns about unethical animal breeding. Let us know how many cards you need, and we'll send them to you. Remember, we investigate illegal breeding of cats and rabbits too!



6. Involve your vet

Encourage your local vet practice to participate in our #Vets4Puppies campaign. We provide free information packs on puppy farming and how to avoid supporting low-welfare breeders. Ask them to email us at:

vets4puppies@naturewatch.org

Support us online

7. Fundraise while you shop

You can contribute to Naturewatch Foundation at no extra cost while shopping online. Just use these websites:

- [giveasyoulive.com](https://www.giveasyoulive.com)
- [easyfundraising.org.uk](https://www.easyfundraising.org.uk)

8. Share our messages

Help us spread the word! Follow and share our content on social media:

- **Facebook:** [@Naturewatch.org](https://www.facebook.com/Naturewatch.org)
- **X (Twitter):** [@Naturewatch_org](https://twitter.com/Naturewatch_org)
- **Instagram:** [@naturewatchfoundation](https://www.instagram.com/naturewatchfoundation)
- **Bluesky:** [@naturewatch.org](https://bsky.app/profile/naturewatch.org) (NEW!)

For cruelty-free product updates, follow our Compassionate Shopping Guide on Instagram:

- **Instagram:** [@crueltyfreecsg](https://www.instagram.com/crueltyfreecsg)

Sign up for email

Stay in the loop with occasional updates about our work and how you can help:

Naturewatch Foundation:
naturewatch.org/mailling-list

World Animal Day:
worldanimalday.org.uk/#sign-up

Thank you for being a part of our mission. Every action, no matter how



Including a gift in your will is a powerful way to ensure your commitment to ending animal cruelty lives on, making a lasting difference for years to come.

For us, a legacy isn't just about the future – it's about the tangible steps we can take today to protect and improve the lives of animals around the world. Your contribution, no matter the size, can play a crucial role in the fight against cruelty and suffering.

In fact, more than half of our funding comes from gifts left in wills. These donations have allowed us to purchase vital medical equipment, fund special projects, and provide essential animal welfare training – initiatives that wouldn't be possible without this generous support.

Free will-writing service

If you're thinking about leaving a gift to support our cause, we offer a complimentary will-writing service, as well as a free, no-obligation *Gifts in Will Guide* to help you get started. To learn more about how your legacy can make a difference, please reach out to us at legacies@naturewatch.org, or pass our contact information to your solicitor:

Naturewatch Foundation, 49 Rodney Road, Cheltenham GL50 1HX.

Registered charity number 1039679.

And finally...

It's a huge honour to be involved with such a wonderful charity and work with such fantastic colleagues and volunteers. Thank you to all our supporters for making our work happen. If you would like to volunteer or get more involved, we always welcome your calls and emails. Your views really matter to us, so we ended the year by including a printed supporter survey in the 2025 Pet Rescue Grant postal mailing, as well as an online version of the survey too. If you haven't received a copy of the survey and would like to share your thoughts, just get in touch. I hope you have enjoyed reading our Annual Review of 2024 – it certainly was busy! We have exciting plans for 2025 and together we can do so much for animals in need. Thank you!

With best wishes from Sarah and all the