



Trustees' report and accounts 2024

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Our vision:

A world where animals live free from cruelty and suffering

Our purpose:

We move the world to protect animals

Our brand statement:

Together, we are changing the way the world works to end animal cruelty and suffering. Forever.

World Animal Protection is registered with the Charity Commission as a charity and with Companies House as a company limited by guarantee. World Animal Protection is governed by its Articles of Association.

Charity registration number:

1081849

Company registration

number:

4029540

Registered office:

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About the front cover:

A piglet on a Swedish farm happily experiences the outdoors. Thankfully, its life is very different from the lives of billions of animals condemned to factory farms.

Credit: Shutterstock/talesN

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Cruel confinement: Pigs suffer intensely on factory farms worldwide; this farm is in South America.

Credit: World Animal Protection/Emi Kondo

Foreword

Making powerful connections to save our world

A young adult tapir, his feet so badly burned he cannot stand, lies alone in a black, still-smoking landscape desecrated by deliberately set fires. This was once this beautiful animal's lush wetland home, part of the Pantanal in Brazil – one of our planet's most biodiverse places. But by the end of August an estimated 2 million hectares had burned. Soon, much of it will be used to grow soy and grain to feed the billions of animals so cruelly confined to factory farms.

Thousands of kilometres away in Europe, mother pigs lie on their sides trapped in individual crates closely packed together in factory farms. For up to a month they cannot stand, turn around or nuzzle the newborn piglets urgently feeding from them, restrained by steel bars.

These heart-rending examples of animal suffering may seem distinct and separate. Yet they are tightly connected through the destruction that factory farming and demand for cheap meat is inflicting on our world.

Sharing bold solutions

During 2024 your generosity helped us powerfully tell the story of these connections and share our workable solutions for change. We urged delegates at the UN climate conference – COP29 – to transform our world's farming systems. We called on them to recognise that the treatment of animals in our food system is central to our species survival. And that the answers to climate change lie in the just transition to agroecological food systems that are equitable, humane and sustainable.

We also asserted the importance of women to agriculture and system change through our presentation at COP29's China Pavilion. Research shows that when women are involved in decision-making, agricultural practices become more sustainable, food security improves, and resilience against climate impacts increases. Yet, still their contributions often go unrecognised.

Women have a vital role in food production; they manage more than 43% of the world's agricultural land and must be included in decisions about our planet's future.

Preparing for COP30

Despite all of our input backed by strong research and science, and our lobbying expertise, COP29 was massively disappointing – a missed opportunity for our world. Leaders didn't formally recognise that supporters of industrial farming – governments, businesses and financial institutions – have climate responsibilities to own up to. The fact that factory farms account for 14.5% of global greenhouse gas emissions was largely ignored.

But we will not give up and are preparing for COP30 in Brazil in November. Here, in the home territory of deforestation and habitat loss it will be hard not to have factory farming and climate change as one of the top agenda items.

Targeting corporate giants

One of the world's biggest perpetrators of habitat loss is JBS – the world's largest meat producer with a strong base in Brazil. It is linked with clearing large swathes of the Amazon and Cerrado for the soy and grain that feeds factory farmed animals.

During 2024 our exposure of this corporate giant's false green and sustainability claims, with our partner the Drop JBS Coalition, continued to stop them listing on the New York Exchange. Such a listing would give them access to even more finance to invest in factory farming. With your help, we will continue to fight their listing every step of the way until they agree to stop the ways of farming that are responsible for great cruelty to animals and the desecration of our world.

We also continued to target TUI, one of the world's largest travel operators, who shamelessly still promotes captive dolphin and whale entertainments. It was exciting to see our lobbying of the company at their Berlin headquarters with 14 other NGOs from nine countries and the incredible publicity gained.

We will not give up until TUI stops profiting from captive wildlife entertainment for good.

Working as One

During the year we looked at the way we work through our Working as One project. We considered our structure, our people, how we represent value for money and what we can do better. The result is changing from a more traditional hierarchical organisation into a global network. This means our international team facilitates our global strategy and engagement, but the actual delivery of change and impact for animals will be in the hands of our 12 country offices.

Diversity, equity and inclusion are firmly embedded in Working as One and are the lynchpins to our success. We will resist calls from elsewhere to stamp out their importance. Our strength as a global organisation is within the diversity of our people. We will continue to look after them regardless of who and where they are.

Celebrating our people

We said goodbye to two truly inspiring people in 2024. Steve McIvor, our CEO for eight years, left us in June. Joanna Kerr, our chair for four years, handed over the baton in December. Both have so much to be proud of.

Steve helped changed our focus. Thanks to him we are now an organisation campaigning for system change where animals are affected most – our approach centres on the maximum impact for the most animals. This fundamental shift of focus, brought about by Steve's leadership, enables us to disrupt the systems that cause cruelty and suffering to so many animals. It has placed us in the strong strategic position we're in today.

Joanna joined our organisation when we were going through a global pandemic. She skilfully guided us through that fast-changing external world. Her clear vision of the connectedness of animals to our planet's future and how World Animal Protection can change the world for animals and humans will remain a guiding light for us.

Finally, we must thank and celebrate an incredible group of people – you – our supporters. Your generosity, your messages via social media, email, letters and phone calls are so uplifting. We deeply appreciate your motivation and loyalty in these difficult financial times and know we would all do so much more if we could.

One supporter thanked us recently for being their "hope in the world". This is an amazing tribute and one we strive to live up to every day.

Thank you so much for being our hope in the world.



Tricia Croasdell
Chief executive



Sarah Ireland
Chair

Moving the world in numbers through systems change - 2024

5.5 billion

We revealed that around **5.5 billion** wild animals live in cruel conditions on commercial wildlife farms through our shocking report 'Bred for profit: The truth about global wildlife farming'. It grabbed worldwide attention by featuring in more than 300 media articles.

181 million

Media coverage of our work at COP29, where we urgently pressed for system change, featured in more than **50** media articles and reached more than **181 million** people worldwide.

1.8 million

Our New Era Conversationist film made with Kenya's GreenTalkArt, telling the powerful story of a baby elephant and his poet rescuer, was seen more than **1.8 million** times.

350,000

More than **350,000** people signed our petition urging TUI Group, one of the world's largest travel organisations, to stop offering cruel cetacean entertainments. The campaign against TUI involved **15** animal protection organisations across **9** countries.

172,000

We galvanised more than **172,000** supporters from **26** countries to call for an end to captive elephant breeding in Thailand. Their efforts captured strong public and governmental attention.

25,000

When we exposed the 'greenwashing' done by Rabobank - the Netherlands' second biggest bank - more than **25,000** people joined us in asking them to divest from factory farming. Rabobank is one of the world's largest agricultural lenders.

1,000

We placed more than **1,000** slower growing chicks on **11** high-welfare farms in Thailand through our Farm Champion Project with Suranaree University of Technology. The project supports farmers to upgrade their farms to allow natural chicken behaviours and activity.

191

By the end of 2024, **191** bears were getting the best of care at sanctuaries that we support in Pakistan and Romania. Most have been rescued from cruel activities and entertainments.

20

We convinced **20** Nigerian civil society organisations to oppose a Memorandum of Understanding (MOU) between the Nigerian government and factory farming giant JBS. Fulfilment of the MOU would require factory farming's massive roll out in the country.

2

Our generous supporters helped fund the expert care, treatment and rehabilitation of **2** tapirs - Melancia and Valente - who were severely burned in horrific wildfires in Brazil in August. By the end of the year they were recovering well thanks to our partner Onçafari.

A new world for animals... 2021–2030.

Our strategy made simple.

Change starts with us.

There is a deepening crisis facing animals around the world. Its scale is alarming.



1.6 trillion

At least 1.6 trillion wild animals are killed and suffer through people's actions every year.



80 billion

More than 80 billion land-based farm animals are consumed annually. Most are cruelly confined to industrial, low-welfare systems.

Under pressure

Our growing population, urbanisation, increasing economic prosperity and addiction to meat are driving greater demand for animal products and placing more pressure on animal habitats.

If left unchecked, this demand for animals and their scale of suffering will continue to accelerate.

The global wildlife trade and farming systems...



Inflict suffering and anguish on animals.



Devastate habitats.



Cause public health crises – like COVID-19, SARS, Ebola, Swine and Avian Flu and antibiotic resistance.

Our 10-year strategy connects 4 elements for long-lasting change...

Animal sentience

Science shows animals are sentient – thinking, feeling beings with individual personalities, needs and the capacity to suffer. We encourage people to understand this and change their behaviour to improve the lives of animals and ultimately their own.

Transforming broken systems

The factory farming and wildlife trade systems, supported by powerful institutions and governments worldwide, treat animals as commodities. This causes well-documented cruelty and irreparable damage to our world. By changing attitudes and raising animal protection to a global priority issue we will take billions of animals out of this cruel cycle of abuse.

Change at scale

We are focussed on transforming the lives of the greatest numbers of animals, both now and in the future, prioritising those enduring the most severe and long-lasting suffering.

Sustainability

We demonstrate how the health and lives of animals, people and planet share a deep interconnection, ensuring people realise that how we treat animals affects us all. We endorse a 'One Health – One Welfare' approach.

We have 2 urgent goals...



Goal 1

Ensure farmed animals live good lives by transforming the global food system

With your help we will...

Expose the hidden costs of factory farming and shine a light on the collusion and corruption that allow it to thrive.

Demonstrate irrefutably that factory farming harms, rather than feeds, the world.

Accelerate the shift to a humane and sustainable food system that prioritises plant-based proteins and high welfare farming by working with industry, its regulators and communities.

Reveal the hidden financial systems propping up factory farming and seek to redirect this money to humane, sustainable food production.

Work with our ever-increasing number of allies demanding change to a food system that damages animals, people and our planet. Before it's too late.



Goal 2

Stop wild animals being cruelly exploited as commodities by changing the systems that allow this

With your support we will...

Expose the harm industries inflict on our precious wildlife, so that commercial exploitation is universally condemned.

Champion wildlife-friendly alternatives by working with partners to research and promote the development of alternative wildlife friendly products and experiences.

Encourage the private sector to invest in solutions - from plant-based ingredients for traditional wildlife-based medicine, to responsible, humane wildlife experiences.

Involve local communities and support organisations and industry to find a clear route out of wildlife exploitation, turning the problem into the solution.

Influence government to enact a global package of wildlife laws, policies and practices that will permanently protect wildlife and their habitats across the world.

We are making world-moving connections

Our two goals are inextricably linked. Intensive agriculture, fuelled by the growth of animal feed production, is the single greatest cause of wildlife habitat destruction around the world. It causes great cruelty to farm and wild animals and threatens the extinction of entire species.

Our strategy seeks to disrupt the exploitation of wildlife habitats caused by the agribusiness industry and end factory farming.

People power is vital to our success.

We will galvanise a movement of millions to become advocates for change and will not stop until we all succeed in ending animal cruelty. We will not stand for the status quo - we will speak out with courage and determination.

What does system change actually mean?

Billions of animals are suffering; environments continue to be destroyed, and the next pandemic looms ever closer because of the factory farming and wildlife trade systems.

These systems, supported by powerful institutions and governments worldwide, cause well-documented cruelty and environmental devastation which most people, either wittingly or unwittingly, make possible.

At World Animal Protection we emphasise the urgency of 'system change', to address our global crisis, but what does it actually mean?

System change addresses the root causes of problems – why things happen. Our 'New world for animals' strategy aims to elevate animal protection to a priority issue of global importance. It commits us to changing attitudes and mindsets. This means ensuring that animals are no longer seen as commodities for people to exploit and transforming the systems that fuel their abuse.

Systems embedding cruelty

For example, in factory farming, animal cruelty is caused by and embedded in complex, interconnected systems and networks that people have created. These relate to food production, global markets and finance.

Globally, billions of animals live short, painful lives in the name of industrialised meat production.

However, a focus on improving their welfare alone can't produce the scale of impact or the change they need.

Let's consider the 80 million mother pigs exploited for breeding and the demand for cheap meat in the global farming system. They endure the process of pregnancy and giving birth on average more than twice a year. Many are confined to farrowing crates for around a week before birth and then usually a month afterwards. These crates cruelly stop them building their nests and turning around and behaving naturally.

But simply giving them bigger crates or adjusting the time they spend in them doesn't challenge or end the system in which these sentient beings are trapped.

Tackling root causes

To make a real difference for farm animals, we must tackle the root cause of their suffering. This means shifting the system that creates demand for cheap animal protein, destroys forests,

absorbs government subsidies and generates profit for investors such as banks and pension funds.

Governments and big businesses must be held accountable for their continued investment in broken systems and persuaded to change.

But system change doesn't just come from governments – lots of people making small behaviour changes such as reducing meat consumption or coming together to demand change can add up to an important shift. Likewise conscious choices about pensions and investments can potentially shift power away from unethical providers.

United and individually, we all have the power to create change and overturn the systems that fuel animal cruelty.

Animal welfare must be placed at the heart of sustainable solutions, to build new world for animals and a better world for all

Under threat: Maned wolves are just some of the animals severely threatened by legal and illegal land clearance in Brazil to support factory farming.

Credit: Shutterstock/Rob Jansen



Transforming the broken farming system

Nearly 80 billion land-based farmed animals endure unimaginable stress and suffering in factory farming systems. They are highly sentient – they feel, they think. Yet they are confined to a cruelty that deprives them of even a glimpse of a natural life. They can never roam freely, feel sunlight and fresh air on their bodies and grass and soil beneath their feet.

With our supporters we are determined to ensure farmed animals live good lives by transforming the global food system.

Together we are building a world where respect for animals, people and the planet sits at the heart of a food system that is just. It must be equitable, sustainable, resilient, and capable of feeding the world.

Together we are implementing global solutions to address global problems.

The welfare, treatment, and attitude towards farmed animals across the world must change. Forever.

What we said we would do in 2024...

Focus our campaign on JBS, the world's largest meat processor, to fundamentally challenge factory farming, improve animal welfare and press for this global giant to adopt sustainable practices.

We'll expose how their sourcing of animal feed contributes to habitat destruction. This will build public opposition against factory farming, helping us powerfully advocate for a moratorium on factory farming, zero-deforestation commitments, global trade restrictions and regulations on deforestation-linked products.

What we did...

Delayed JBS's New York Stock Exchange (NYSE) listing by at least 18 months. We did this with the Drop JBS Coalition through sustained advocacy and strategic lobbying of the Securities and Exchange Commission (SEC), which regulates admission to the NYSE. The Drop JBS Coalition is a powerful alliance of campaign groups, lawyers and policy makers dedicated to exposing JBS' greenwashing and effectively disrupting their access to capital. Securing a listing on the New York Stock Exchange (NYSE) would give JBS access to billions of dollars to expand its global, climate-wrecking operations.

Our work in delaying the listing also included...

Submitting authoritative reports to the SEC and leading credit rating agencies including Moody's, Fitch Ratings and Standard and Poor's. Our reports detailed the undisclosed deforestation and habitat loss tied to JBS's animal feed sourcing.

Securing a \$50,000 test grant (an initial small grant with potential for larger funding) from a communications foundation. The grant was awarded to strengthen our SEC-focused advocacy, investigate JBS's corporate governance and tax affairs, and mobilise networks to deter its NYSE listing. The foundation also promised to provide pro bono communications support (in addition to the funding) to help ramp up our campaign and increase pressure on JBS.

Convincing the Science-Based Targets Initiative (SBTi) to remove JBS's 'commitment' to net-zero status on its website's dashboard. The information we provided, and SBTi's subsequent decision, reinforced JBS's reputation as a major global polluter and undermined their bid for a NYSE listing.

SBTi was established in 2015 to help companies to set emission reduction targets in line with climate sciences and Paris Agreement goals. It developed and launched the world's first net zero standard in 2021.

Highlighting systemic risks of factory farming at the UN's June climate meeting (SB60) negotiations. Here we successfully advocated for the removal of phrases such as 'sustainable intensification' from UN draft texts. UN texts can significantly influence how countries and organisations develop and implement their agricultural policies, especially concerning sustainability and climate action. Our evidence clearly shows that there is nothing sustainable about intensive farming. However, such phrases, when previously published in UN texts, have been used by companies like JBS as grounds for promoting industrial farming practices.

Clear destruction: A soy field eats into Brazil's tropical rainforest.

Credit: Shutterstock/Front Page



What we said we would do in 2024... (cont.)

Focus our campaign on JBS, the world's largest meat processor, to fundamentally challenge factory farming, improve animal welfare and press for this global giant to adopt sustainable practices.

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What we did...

Met with JBS's chief sustainability officer after multiple attempts to arrange a meeting to discuss their latest deforestation policies. The meeting revealed new details about JBS's plans for expanding their food production operations. We'll be using this crucial information to plan our future strategy and campaigns to hold JBS accountable for environmental and animal welfare failings. As the world's largest meat processing company JBS embodies the worst practices of factory farming.

Exposed JBS's deforestation footprint in Dutch supermarkets through the report, 'Deforestation: meat on your plate'. This report from our Netherlands team revealed the connection between beef products sold in Dutch supermarkets and deforestation caused by JBS's supply chain. It mobilised the public in calling for retailers and policymakers to divest from JBS. It also prompted public responses from large supermarket chains Albert Heijn and Lidl; they both reinforced their commitments to source deforestation-free beef supplies.

We also...

Amplified the call for food system reform through our workshops and presentations on industrial agriculture's environmental and health impacts at prestigious global conferences. These conferences included the 8th World One Health Congress and SB60 negotiations. It is vital that food system reform is viewed as critical in international dialogues.

Revealed factory farming's shocking environmental impacts through investigative collaborations. Our work with We Animals Media in Brazil, highlighted poor animal welfare and deforestation linked to major corporations like JBS. We expect to use the investigations' findings in our campaign work in 2025.

"Over the years we have compiled evidence against JBS. Our evidence shows the link between JBS' activities, produce and profit, with deforestation, illegal farming and the exploitation of traditional communities. To date, JBS has refused to change their practices in response to the evidence of destruction and harm we have presented to them.

"Earlier this month we sent a joint letter to the Science Based Targets initiative, proving that JBS falsely declared zero deforestation in the latest CDP Forest disclosure, and called on them to remove JBS from its net zero commitment dashboard."

Ricardo Mora

World Animal Protection campaign strategist



Sharp focus: JBS's links with animal suffering and climate change was highlighted by projections on buildings throughout Sao Paulo, Brazil during the annual meeting of JBS shareholders.

Credit: Projectemos

Spotlight

It's a fact – JBS is killing our world

JBS is the world's factory farming giant and biggest meat producer. It depends on factory farming and legally and illegally deforested land for animal feed. JBS products are used by the world's best-known brands. At the end of 2023 its net revenue stood at \$72.9 billion

From 2019–2020, JBS was linked to more than 125,000 hectares of deforestation in Brazil – an area nearly as large as Sao Paulo.

Through livestock and commodities, the company drives deforestation in Brazil and beyond. It also slaughters millions of chickens, pigs and cows every day. Most live in misery in their billions on factory farms.

JBS's woefully inadequate pledge to be deforestation-free by 2035 doesn't account for all its supply chains and simply gives free rein for another decade of destruction. Since 2017, JBS has paid billions in fines for corruption, environmental harms and human rights abuses.

Spotlight

Calling for factory farming's end at COP29

"We remain steadfast in our mission to ensure equitable, humane and sustainable food systems are at the heart of global climate policy. We'll build on the momentum from this year's advocacy at COP29 and push for transformational change at COP30 in Belem, Brazil. We'll continue to call on governments, industries, and individuals to join us in demanding a future where animals, people, and the planet thrive together."

Kelly Dent

World Animal Protection global director of external engagement and media

During COP29, the UN's climate conference held in Baku, Azerbaijan in November, we powerfully spoke up for animals. We continued our call for an end to factory farming – a major contributor to climate change.

Through one-to-one advocacy, side events, presentations and media interviews we pressed for urgent change in the world's industrial approach to farming. We highlighted how the industrial livestock sector accounts for 14.5%* of global greenhouse gas emissions. And we showed how global climate policies can tackle these emissions which are driven by methane from animals, deforestation for feed crops, and other harmful practices.

During the 11-day event, attended by more than 50,000 people including representatives from over 200 countries, we also...

Met the COP29 Azerbaijan Presidency in a discussion on the need to tackle emissions from food systems and industrial animal agriculture. This is the second year where we have had direct engagement with the Presidency to present our asks.

Focused on the critical role women play in agriculture and food systems through an inspiring speech given by our CEO, Tricia Croasdell. She emphasised women's success in driving sustainable farming practices and highlighted how listening to their voices and learning from their experiences can strengthen climate resilience and accelerate solutions to the climate crisis.

Her speech featured prominently in China. This success helped us gain access to Chinese government officials with the power to develop, implement and influence initiatives that empower women in agriculture and promote sustainable farming practices.

Presented at the Action on Food Hub Pavillion where we addressed the environmental damage caused by factory farming. Our team spotlighted solutions such as increasing plant-rich diets to reduce emissions, and using agroecological farming practices that support biodiversity and resilience.

Launched our briefing paper 'Towards equitable, humane, and sustainable food systems'. This took centre stage in a fireside discussion with Tricia Croasdell and sustainable food systems consultant Nika Moeini. Nika is also executive director of Youth Climate Save Canada. Their discussion underscored the pressing need to address the dual crises of climate change and industrial farming.

Our efforts inspired more than 50 media articles with a global reach of more than 181 million viewers. The influential Climate Action Network (CAN) also responded by adopting language supporting a moratorium on factory farming in their latest briefs for COP29. CAN is a global network of 1,900 civil society organisations in more than 130 countries. Together they drive collective and sustainable action to fight the climate crisis and achieve social justice.

*FAO (2017). Livestock solutions for climate change. FAO, Rome, Italy. Available at: <https://openknowledge.fao.org/handle/20.500.14283/i8098en>

What challenged us during the year

It was very difficult to connect with the JBS business customers that we wanted to influence. There were delays, cancellations and rescheduling of meetings. Despite our persistence we couldn't make the progress we wanted.

We had hoped to expose JBS' direct influence on local supply chains in Canada. However, although we believe JBS products are widely used, we couldn't get accurate information. This limited our ability to generate impactful campaigns or attract media interest and so undermined our efforts to build local pressure on JBS.

Influencing JBS's internal policies on animal welfare and deforestation was very challenging. Despite our multiple attempts to engage them, JBS was still unresponsive or non-committal to improving their practices at the end of the year. We believe we may need to use more disruptive tactics to pressure them into making meaningful policy changes.

The expansion of JBS into China and other less scrutinised, governance-weak markets also poses a challenge. Limited resources within our China office and elsewhere will make it difficult for us to monitor JBS's activities effectively and proactively address emerging risks.

What we said we would do in 2024...

Mobilise a movement to act for the urgent need of equitable, humane, and sustainable alternatives to factory farms and to press for increased production and consumption of plant-based foods. In Asia, with like-minded organisations, we'll call for the adoption of responsible minimum farming standards, to improve the lives of animals on existing factory farms and use it to restrict factory farming's further growth.

What we did...

Celebrated the Australian government's live sheep export ban and its defined implementation date of 1 May 2028. This decision, after more than a decade of campaigning by ourselves and other groups, strengthens global efforts to restrict inhumane trade practices; it sets a precedent for other countries to follow. The government has agreed AU\$107m to complete the phase out of this brutal trade over the next five years. The ban will save millions of Australian sheep from having to endure long, hot and overcrowded voyages of cruelty that can last up to 35 days.

Pressed for agroecology and policy reform at the Africa Protein Summit that we hosted in Nairobi in November. The summit involved more than 80 participants including academics, producers, nutritionists, and other animal welfare organisations. During the summit we presented the 'Just transition white paper and roadmap' to highlight the world-saving benefits of agroecological practices and smallholder farming.

We also...

Forged key partnerships with organisations attending the Africa Protein Summit. These included The AGNES (African Group of Negotiators Experts Support) which gathers scientific expertise and evidence to inform a common African position in climate change negotiations, and the Alliance for Food Sovereignty (AFSA) in Africa. Together we are dedicated to strengthening sustainable farming advocacy across Africa.

In October 2024 we signed an MOU with AFSA which marks a pivotal milestone for food systems advocacy. It spells out how we will drive climate action and animal welfare in Africa. Our agreement with AFSA commits to pushing for the necessary changes to move Africa towards a more equitable, humane, and sustainable food system. Through this ambitious collaboration we are aiming for the integration of animal welfare into agroecological farming practices across the continent. Such integration will address the intertwined challenges of climate change, food justice and security, and result in the humane treatment of animals.

Strengthened advocacy and the calls for food systems change in Africa by identifying and lobbying champion countries like Uganda and Kenya which have already made agroecology part of their national policies. Champion country governments will work with us to strengthen our asks at the United Nations, specifically our call to end industrial animal agriculture.

Strengthened regional alliances in Asia by joining Thailand's Food System Network. The Food System Network is an important platform. Through it we can connect with key NGOs including Climate Justice Thailand, Alternative Agriculture Network, and BioThai. Together we can powerfully pressurise the Thai government and major agribusinesses, including Charoen Pokhand (CP) Foods, to adopt the agroecological strategies of our 'Just transition white paper and roadmap'.

Thailand's livestock sector is one of the largest in Southeast Asia with approximately 318.75 million broiler chickens and nearly 70 million laying hens farmed in 2023 - mostly in factory farms. The country's intensive livestock system also includes large pig and cattle farms. The scale of intensive farming in the country poses clear threats to the environment, animal welfare and public health.

"This is more than just an agreement [The AFSA MOU]—it's a rallying call for Africa to embrace a future where humane treatment of animals goes hand-in-hand with agroecological practices that respect both people and the planet. Together, we can lead the charge for a food system that is humane, equitable, and sustainable."

Tennyson Williams
World Animal Protection Africa country director



What we said we would do in 2024... (cont.)

Mobilise a movement to act for the urgent need of equitable, humane, and sustainable alternatives to factory farms and to press for increased production and consumption of plant-based foods. In Asia, with like-minded organisations, we'll call for the adoption of responsible minimum farming standards, to improve the lives of animals on existing factory farms and use it to restrict factory farming's further growth.

What we did...

Spotlighted animal-friendly climate crisis solutions with plant-based foods, innovative events, and games during NYC Climate Week in September. These activities opened up conversations with thousands of people about industrial animal agriculture's link with climate change, and the solutions.

Highlights included teaming up with Plantega, a trailblazing NYC-based company that has brought plant-based menus to more than 50 bodegas throughout the city. Together we held a vibrant community plant-based food event at Ebbs Brewing Co in Brooklyn. We also captured people's attention with our giant, climate change Jenga game. It asked provocative questions sparking meaningful conversations about how factory farming devastates animals and the environment.

Convinced 10 out of 15 Danish elected Members of the European Parliament (MEPs) to endorse stronger animal welfare measures. We mobilised more than 10,000 citizens to email candidates about animal welfare ahead of the 2024 EU elections. This resulted in candidates speaking up for animals by signing the 'Vote for Animals' pledge urging political parties and candidates to commit to stronger animal welfare policies. This strengthened our credibility and momentum at the EU policy level.

Focussed on the links between antibiotic use, antimicrobial resistance (AMR) and animal welfare through our Open Philanthropy-funded research. Overuse of antibiotics in farmed animals is responsible for 1.6 million people dying globally each year because of antimicrobial resistance caused by food-borne bacteria originating from factory farms

The research, launched in October 2023, is a collaboration with the Nyeri County Antimicrobial Stewardship Interagency Committee (CASIC) and Dr Maina Ngotho of Jomo Kenyatta University of Agriculture and Technology. It concentrates on a group of small-scale poultry, pig, aquaculture and dairy farmers in Nyeri County and aims to measure the impact of improved animal welfare on their farms. The ultimate objective is to develop an example - a demonstration model - of a high welfare farm that could then be rolled out nationally.

The grant is also helping fund the establishment of more CASICs in other counties, their training and that of local journalists in the link between animal welfare and AMR. We expect this will increase the expertise of authorities and increase informed reporting on this issue.

Showcased high-welfare farming via our Farm Champion project in Thailand. Here, we are working with our partner Suranaree University of Technology and 11 smallholder farms to raise 1,000 Korat chicks (slower growing meat chickens) in high-welfare environments. During the year, the farmers received technical guidance and grants to buy the chicks and to upgrade the farms to standards promoting natural chicken behaviours and activity.

By November, the farms were showing better productivity and animal health. We expect that those involved in the project will show how high-welfare smaller farms contribute to sustainable local livelihoods. We also hope that the research papers from the project will ultimately lead to the development and adoption of higher welfare standards in industrial farms.

Chicken champion: A Korat chick being reared in a high-welfare environment through our Farm Champion project in Thailand.

Credit: World Animal Protection



What we said we would do in 2024... (cont.)

Mobilise a movement to act for the urgent need of equitable, humane, and sustainable alternatives to factory farms and to press for increased production and consumption of plant-based foods. In Asia, with like-minded organisations, we'll call for the adoption of responsible minimum farming standards, to improve the lives of animals on existing factory farms and use it to restrict factory farming's further growth.

What we did...

Developed the Animals for Climate Tool with the World Federation for Animals - United Nations Framework Convention on Climate Change (UNFCCC) working group, which we co-chair. This unique online tool provides practical recommendations for governments to boost their climate resilience and increase their carbon sequestration by integrating animal welfare into national climate and biodiversity strategies.

Animals for Climate clearly links sustainable agriculture practices and diets and the need for just transitions away from industrial animal agriculture and wildlife and habitat protection. It is supported by more than 75 animal welfare organisations worldwide and was launched in November at COP29 in Baku, Azerbaijan.

Launched food systems awareness campaigns aimed at the public in India, Kenya and Thailand. These included...

- Workshops in India at Delhi Public School International and Miranda House at the University of Delhi that emphasised animal welfare and sustainable food practices. These events inspired more than 1,000 participants to sign our 'Eat less meat' pledge.
- A 'Poetry after lunch' event held in Kenya in May. This involved training more than 70 participants in how poetry, storytelling, music and visual art can help raise awareness about animal welfare, evoke empathy and inspire action.
- An advertisement design competition - 'Behind the feed' - held in Thailand to raise awareness of the global animal feed industry's world destroying impact. This attracted more than 200 submissions. An exhibition of the shortlisted 30 was held at the Bangkok Art and Culture Centre from 29 October - 3 November.

Campaigned to give animals a stronger voice in Europe through our support of the EU for Animals campaign. This successful campaign mobilised nearly 310,000 people and 200 MEPs during the 2019-2024 term of the Parliament to call for an EU Commissioner with Animal Welfare in their title.

Previously, responsibility for animal welfare was under the remit of the Commissioner for Health and Food Safety, but this was not reflected in their job title. This changed on September 17, 2024, with the title change to European Commissioner for Health and Animal Welfare, announced by EU President Ursula von der Leyen.

"This vital resource [the Animals for Climate tool] shows clearly, we cannot tackle one crisis without addressing the other. By safeguarding animal welfare and biodiversity, policymakers can create resilient food systems, fulfil their climate change commitments and secure a thriving planet for future generations. Protecting animals is key to closing the huge emissions gap threatening our climate goals—and this tool can help governments achieve this."

Angel Flores

World Animal Protection external affairs manager

Spotlight

Protecting animals – pressing for Just Protein

We led the development of the 'Just transition white paper and roadmap' with the Center for Biological Diversity and launched it at the Bonn Climate Conference in June. This pivotal publication advocates for a shift from industrial animal agriculture to equitable, humane, and sustainable food systems.

By the end of the year, the White Paper had had considerable global and national impact. It triggered key discussions at COP29, the sixth United Nations Environment Assembly and the 3rd Africa Protein Summit. And key global coalitions including Demand Climate Justice and Climate Action Network have adopted our policy asks into their strategies.

We also launched a Just Protein grants programme for local civil society organisations to accompany the White Paper across Nigeria, Kenya, Togo, the Philippines, and Paraguay. Our aim is to foster awareness of the local destructive impact of industrial animal agriculture and inspire local people to become Just Protein advocates and farm accordingly.

By the end of the year Just Protein had inspired more than 20 local civil society organisations in Nigeria to oppose a Memorandum of Understanding between the Nigerian government and JBS. Fulfilment of the Memorandum would result in a significant expansion of factory farming in the country.

What challenged us during the year

We made limited progress while pressing for plant-based foods to be procured by Canadian government federal institutions. Our initial conversations with government representatives showed promise, but we encountered a complex bureaucracy of policy making. This delayed tangible progress.

There were delays in getting aspects of the 'Just transition white paper and roadmap' rolled out locally in some parts of Africa. For example, there were administrative bottlenecks in Togo and Nigeria that slowed down grant allocations. This in turn slowed down the regional adaptation of agroecological principles and policy recommendations.



Intensive suffering: Meat chickens farmed on a typical factory farm in Thailand fuelling the demand for cheap meat

Credit: Haig/World Animal Protection/We Animals Media

What we said we would do in 2024...

Target the financiers behind factory farming, urging these taxpayer-funded development banks and high street banks to stop funding its cruelty and planetary destruction. We'll also work with communities to uncover the true costs of financial institutions' failure to invest in humane and sustainable farming systems. From these we'll develop case studies that we'll share to bring about change.

What we did...

Secured a major investment policy shift at ABP, one of the world's largest pension funds. In early 2024 it agreed to steer its portfolio away from big meat companies like JBS and adopt a new biodiversity/animal welfare policy. This truly groundbreaking result sets a powerful precedent for the finance sector.

We have been campaigning for this policy change since 2022 when we mobilised more than 14,000 supporters to send an SMS to ABP demanding they stop investing in factory farming. Our research report: 'ABP: Investing in an uninhabitable world' detailed how the company was investing more than US\$8bn in companies that either (financially) support or are directly involved in factory farming.

Since 2023 we have worked with ABP to develop their new policy. The company has already divested from Tyson foods and we are following up to ensure their divestment from JBS.

Exposed the misuse of public funds with our report 'Your taxes, their farms; funding factory farming abroad' that we launched in October. We revealed that more than £116m of UK taxpayer money supported factory farming via multilateral development banks including the International Finance Corporation (IFC). The report covers shares held by the UK government in five global development banks between 2018 - 2023 and 1,885 projects.

Factory farming is propped up globally by the world's private and public development banks. Around US\$4.6m of public money has been invested in factory farming over the past 10 years by public development banks. 'Your taxes, their farms; funding factory farming abroad' gained national attention through an exclusive feature in 'The Independent', pressuring the UK government to reconsider its funding practices.

Celebrated the Asian Development Bank's (ADB) integration of animal welfare into their standards and their recognition of our work as driving this change. Since 2021, we've worked with ADB to influence this process. Between 2019-2024, ADB's agriculture portfolio accounted for approximately US\$10bn and a significant portion of this was allocated to industrial farming.

With animal welfare integrated into ADB's updated safeguards, high-risk factory farming practices (eg extreme confinement, routine antibiotic misuse) will no longer be funded. Millions of farmed and wild animals are expected to benefit if projects supported by ADB prioritise higher welfare and sustainable practices.

Before investing, ADB will now require projects involving livestock and feed production to meet stricter criteria to mitigate antimicrobial resistance, zoonotic disease risks and animal suffering. Their decision represents great progress, but, ADB could still fund industrial farming operations that comply with the new standards. This reinforces the need for our continued efforts to achieve systemic change.

United with other members of the Stop Factory Farming Coalition (S3F) to target the World Bank's persistent funding of factory farming. Coalition members agreed at their meeting in Oaxaca, Mexico in to plan major campaign and advocacy actions around the World Bank's 2025 spring meetings.

The World Bank's financing of factory farming is in direct opposition to its stated goal to combat climate change and its mission to "end extreme poverty and boost shared prosperity on a liveable planet." In 2023 it invested US\$ 1.5bn in animal agriculture, including US\$ 750m in industrial agriculture through its private-sector arm, the International Finance Corporation (IFC). This runs counter to the World Bank's own recommendations to reduce subsidies for red meat and dairy, and makes it responsible for the suffering of billions of animals.

S3F is an influential coalition of 25 organisations including Bank Information Center, Friends of the Earth USA, the Global Forest Coalition and the International Accountability Project.

What we said we would do in 2024... (cont.)

Target the financiers behind factory farming, urging these taxpayer-funded development banks and high street banks to stop funding its cruelty and planetary destruction. We'll also work with communities to uncover the true costs of financial institutions' failure to invest in humane and sustainable farming systems. From these we'll develop case studies that we'll share to bring about change.

What we did...

Made sure animals had a voice at Canada's leading responsible investment conferences. We highlighted to banks, pension funds, asset managers and investors how industrial animal farming threatens efforts to reduce emissions and reach our climate targets.

Our work included presenting at the Responsible Investor Conference in Toronto, Canada in September which was attended by 1,700 representatives. These included asset managers, investment managers, banks, financial regulators and data providers looking to play a meaningful role in supporting a sustainable, net zero economy. Our presentation focussed on the risks of intensive animal farming, especially when trying to reduce greenhouse gas emissions to net-zero. We also facilitated a roundtable discussion called 'The cow in the room: addressing industrial animal agriculture is a necessity for climate mitigation'.

This and other financial and investor conferences we attended during the year gave us valuable contacts and opportunities to put factory farming on the agenda as a critical issue in sustainable finance discussions.



Natural lives: Pigs happy in the mud on an organic farm.

Credit: Shutterstock/Christian Schwier

"The UK government is not only jeopardising the country's ability to meet its climate commitments by allowing taxpayer money to fund factory farming operations abroad, but it is also allowing billions of sentient animals to suffer on a global scale."

Lindsay Duncan
World Animal Protection campaign manager, animals in farming

Spotlight

Targeting Rabobank – uncovering false claims

Rabobank, the Netherlands' second biggest bank, holds around a quarter of the balance sheet total and the savings of millions of Dutch people. It also claims to be working for a better and more sustainable world.

However, our 2024 report, 'Blocking a better world together' uncovered Rabobank's shocking catalogue of greenwashing and unsustainable finances. We exposed billions of euros invested in large scale animal cruelty, in worldwide meat processing companies including JBS and Tyson Foods.

Overall, Rabobank has financial links with 52 big companies in the animal protein supply chain. It invested at least €23.5bn euros in companies that cause massive animal suffering and deforestation, such as meat company JBS, in the period 2016–2024.

We launched a campaign in May, urging our supporters to send postcards to Rabobank asking them to stop these investments. Several influential Dutch people also participated in our video to spread the news to social media.

Investing in cruelty

On 25 June, the day of Rabobank's stock certificate holders meeting, representatives from our Netherlands team stood outside the company's headquarters. Rabobank employees and certificate holders were given goody bags including our report summary, a snack and campaign information.

We also used moving billboards to inform visitors, employees and bystanders about the bank's investments. Many Rabobank workers showed genuine interest and shock when we told them about their employer's investments, and some of them promised to speak to their supervisor.

By the end of December more than 26,000 people had signed our petition calling on the bank to adopt responsible investment practices. We handed this to its chief sustainability officer in December. Television presenter and Rabobank customer Anita Witzier also called on the bank to stop making animal-unfriendly investments.

We will continue to encourage Rabobank's investors, savers and employees to pressurise the institution and question their investments. We will campaign until Rabobank drops JBS and other meat production-linked companies that put profit before sustainability.

What challenged us during the year

We find it very difficult to influence financial institutions. Like Rabobank they downplay their role in financing industrial agriculture and shift the responsibility to governments. This makes it hard for us to get divestment commitments from them.



Wildlife victim: Valente, a young tapir rescued from Brazil's devastating Pantanal wildfires, receives care for severe burn injuries at a rehabilitation center.

Credit: Fernando Faciole

Saving wild lives from industrial devastation

"World Animal Protection supporters make me feel we are together in our mission, like we are part of their family, part of their team... I've had sad days, when I think, 'Everything is burned. The poor animals. How can I make difference?'

"But then I feel better, because I know I am here, I am making a difference for Valente, Melancia and the other animals we have rescued. And when the World Protection team tells me: 'You're doing a great job - we're so proud of what you are

doing, please keep fighting.' It boosts all of our morale and keeps us going."

When wildlife veterinarian Rick Arrais, from our partner Onçafari, first saw Valente, the young adult tapir was alone, badly burned and lying in a desecrated landscape. Valente had been caught in the horrific wildfires which spread through the beautiful grasslands and forests of the Pantanal, in Brazil in August 2024.

Around 2 million hectares of natural habitat were destroyed as fires blazed for nearly eight days. Such fires are becoming increasingly regular and are strongly linked with land clearance by agribusinesses destroying natural habitat for livestock grazing areas and to grow soy and grain. These crops are food for billions of industrially farmed animals condemned to the horrors of factory farms.

Rick is Onçafari's lead vet for Onçafari a Brazilian NGO dedicated to protecting the country's biodiversity. During the fires, he and other Onçafari team members in the Refúgio Ecológico Caiman and Reserva Santa Sofia, found themselves in a fierce race against time to save as many wild animals as they could from the relentless blazes.

"I have never seen fires so fast and so strong - it was a very scary, stressful situation - nothing could hold back the flames."

Searching for survivors

When it was finally safe to travel the Onçafari team set off in around 15 vehicles searching for surviving animals in need. And that is when they found Valente.

"Tapirs are normally very shy of humans, but Valente's need for care was so great he immediately accepted our presence. We could see he was in great pain and really dehydrated. We offered him water in a bucket and he drank 1.5 litres at once. When you see a really shy animal like this allowing humans to give them water in a bucket, it's like they know it's their only option to live."

Valente was anaesthetised and transported on a 40-minute journey to a special treatment facility and enclosure at the Refúgio Ecológico Caiman, in Mato Grosso do Sul state.

An examination revealed that his feet were badly burned and that he would have to be regularly anaesthetised to treat them. But the true extent of the burns became frighteningly apparent in a couple of weeks. As the dead skin peeled away, it was clear that the burns had destroyed skin and muscle - right down to the bone.

Caring for Valente

Under Rick's guidance the Onçafari team, with funding from World Animal Protection and other partners, embarked on a complex and highly effective treatment plan.

"Because the burns were so serious we had to anaesthetise Valente periodically so we could do what was needed. We had to clean the burns more intensively and use healing ointments. Laser and ozone therapy were important to the treatment too," says Rick.

By the end of the year, the Onçafari team were very pleased with Valente's progress and looking forward to his anticipated release in the first part of 2025.

"When he is ready, we'll release him into the exact same place he was rescued. He will already have pre-established territory there, and contact with other tapirs - members of his family," says Rick.

World Animal Protection support also helped fund the treatment of Melancia a burned baby tapir who was found alone in the desecrated landscape. She too is recovering and is being prepared for a wild return when she is healthy and old enough.

Working with local partners

Brazil is home to the world's richest and most biodiverse regions - the Amazon, Cerrado and Pantanal. All are being destroyed by industrial agriculture. As well as our bold, global actions to stop factory farming's relentless march we are supporting local partners like Onçafari and the Tamandua Institute. They are in a desperate race against time to fight for the survival of their region's precious wildlife.

Our work involves:

- wildfire monitoring in key areas
- partnering with animal rescue experts
- helping local partners evaluate the impact of fires and other problems caused by industrial agriculture in specific wild animal populations such as maned wolves
- supporting local groups to cover food and medicine for recently rescued animals - jaguars, giant anteaters and tapirs are just some of the animals our supporters have helped.

Transforming the world for wildlife

Billions of wild animals globally experience unbearable cruelty inflicted on them for people's entertainment, for their body parts and through destruction of their habitats.

Such abuse is unacceptable. Wild animals have a right to live wild and free. They must be protected from cruel exploitation and not owned. They must feel safe and secure, and have the freedom to thrive in abundant, lush natural habitats that are protected for the benefit of us all.

Wild animals are born to be wild – not to be used by people or be exploited for profit.

We must share our planet fairly. We have a duty to safeguard wild animals to ensure they thrive for future generations to come.

With our supporters we are working tirelessly to protect them.

Together, we are changing the way the world works – to address how animals in the wild are treated.

Together, we can end wildlife cruelty and suffering. Forever.

What we said we would do in 2024...

Ramp up our people-powered campaigns to convince key travel companies to stop promoting and selling harmful wildlife entertainment; we have already convinced 160 companies to do so. TUI Group and GetYourGuide, will be our main targets during the year; their commitment is critical in making such cruelty commercially non-viable.

What we did...

Intensified pressure on travel giant TUI to end partnerships with dolphin and cetacean entertainment venues. TUI Group is one of the largest travel companies in the world. They sell tickets to at least 25 venues profiting from the captivity of more than 400 dolphins that endure cruel training and captivity for tourist entertainment.

Our campaign, involving 15 animal protection organisations across nine countries, secured the support of 341 travel agents. It also gathered more than 350,000 petition signatures that we delivered to TUI HQ. And our high-impact public stunts in Berlin, outside TUI's flagship store and Berlin office, generated significant great media coverage and heightened public opposition to TUI's captive wildlife offerings. Our campaign action in the UK mobilised 17,000 supporters to pledge a boycott of TUI until they end partnerships with dolphin venues.

Convinced Jet2holidays, a major holiday provider in the UK to drop captive cetacean entertainment. We also worked with easyJet holidays, which has never promoted entertainments featuring captive wild animals, to publicly adopt and share a robust animal welfare policy. This achieved wide media coverage. These actions from such leading UK holiday providers leave TUI isolated in their decisions to continue to promote cruel dolphin entertainments.



Miserable life: A dolphin captured in the Taji dolphin hunt held captive in a tiny pool in an entertainment venue in China.

"Dolphin shows involve incredibly intelligent animals doing circus-style tricks and then going straight to the trainer to get a fish as a reward. And the visitors don't necessarily realise that in the wild, dolphins would be swimming in a territory of around 100km², free to explore, hunt their own food and socialise with their pod. In captivity a dolphin cannot display its natural behaviours and is really just a shell of itself."

Katheryn Wise
World Animal Protection wildlife campaigns manager

What we said we would do in 2024... (cont.)

Ramp up our people-powered campaigns to convince key travel companies to stop promoting and selling harmful wildlife entertainment; we have already convinced 160 companies to do so. TUI Group and GetYourGuide, will be our main targets during the year; their commitment is critical in making such cruelty commercially non-viable.

What we did...

Prompted travel platforms Klook and TripAdvisor to say they would remove Taiji dolphin hunt-related offerings after the release of 'Waves of profit'. This report, produced with our partner Action for Dolphins, features our investigation into the annual and brutal six-month long hunt by Japanese hunters and its links with the entertainment and tourist industries.

'Waves of profit' documents the hundreds of dolphins slaughtered annually and those captured and sold to entertainment venues. While dolphin meat only generates modest profits, a fully trained dolphin can fetch up to US\$150,000 when sold internationally to a dolphin entertainment venue.

We found 107 dolphin entertainment venues across 17 countries, including China, Thailand, Mexico, Russia, Egypt, Bahrain and Saudi Arabia, with links to purchasing dolphins from Taiji's dolphin hunts.

Since the 2018/2019 hunts, 663 animals have been captured live from the wild in Taiji, most of which were bottlenose dolphins. We will keep the pressure on travel companies that promote dolphin entertainments to implement wildlife-friendly policies. We'll also work with existing wildlife-friendly travel companies to promote wildlife-friendly alternatives in key destinations.

Achieved an official eviction order for the Miami Seaquarium in the USA - a landmark step toward ending dolphin captivity for entertainment. We have campaigned for Seaquarium's shut down since 2019 because of the deaths, cruelty and neglect inflicted on dolphins and other sea life kept there. The US Department of Agriculture has also repeatedly called out its poor conditions including poor water quality, dilapidated enclosures, crumbling tanks, and lack of veterinary support.

The eviction notice was finally served in March. However, Seaquarium failed to respond. The week before their eviction date of 21 April we released drone footage showing dolphins, rays, and sharks still swimming in barren, filthy concrete pools. Despite the eviction notice and public pressure to close, Seaquarium was still open at the end of December 2024 and owners, The Dolphin Company, still hadn't made any effort to relocate the animals.

Celebrated reaching 179 wildlife-friendly travel pledges from travel businesses by the end of 2024. Through the pledges, which we started tracking in 2018, the companies commit to not offering unethical animal attractions where captive wild animals are used for experiences. Their commitments are critical in helping end wildlife exploitation for tourism.

With our encouragement Medini Homestay in India, one of our newest pledge members, also publicly announced that they would end their promotion of elephant rides to their guests. Such public actions are important because they not only reduce tourist demand for cruel attractions, they persuade other businesses to follow suit.

"Based on the disastrous animal welfare impacts, and absolute brutality involved in these hunts, it is completely indefensible for global travel companies to continue sending unsuspecting travellers to venues who have sourced dolphins from Taiji. This is corporate irresponsibility at its worst."

Suzanne Milthorpe
World Animal Protection head of campaigns

Spotlight

Pledging to be wildlife-friendly

By taking our wildlife-friendly pledge companies agree to...

- Review product offers to determine if they are supplying anything where wild animals are being used anywhere primarily for entertainment.
- Create a time-bound plan to help protect wild animals by influencing significant changes in supplier practices and / or phasing-out wildlife entertainment from our promotions and offers.
- Adopt an animal welfare policy for their business and share this policy with customers and staff.
- Provide customers, if possible, with responsible wildlife offers where animals in the wild, at genuine sanctuaries or wildlife-friendly settings, have the freedom and ability to exhibit a wide range of natural behaviours and tourists can observe them from a safe and respectful distance.
- Promote responsible tourism among our customers to enable them to be wildlife-friendly travellers and advocates.

What we said we would do in 2024... (cont.)

Ramp up our people-powered campaigns to convince key travel companies to stop promoting and selling harmful wildlife entertainment; we have already convinced 160 companies to do so. TUI Group and GetYourGuide, will be our main targets during the year; their commitment is critical in making such cruelty commercially non-viable.

What we did...

Delivered more than 172,000 petition signatures from 26 countries in May to Thailand's government. The petition was part of our campaign calling for an end to captive elephant breeding and to stop delaying the draft Elephant Protection Bill. Every year, thousands of elephants in most of the country's elephant venues endure cruel handling and brutal training methods. These force them into performing elephant rides, bathing and other out-dated 'circus' performances for unsuspecting, fee-paying tourists.

Our Thailand team led the legislation's drafting, working with politicians, government legal experts, academics, NGOs and the Thai public. Their aim is to create a workable law which seeks to end captive elephant breeding for commercial purposes. Media events and influencer partnerships highlighted the campaign, attracting broad public and governmental attention. The bill has faced setbacks due to political transitions and national emergencies like flooding, delaying progress. However, our commitment remains strong. In 2025, we will re-establish government linkages, push for a breeding ban, and persuade the tourism industry to drive meaningful change.

Started an exciting new project with Sappraiwan Elephant Sanctuary in Thailand that will give the six elephants in its care better lives. The grant and technical advice we give will improve the sanctuary's facilities, boost the venue's staff numbers and its ability to promote its work. The elephants in its care will have more freedom to behave naturally without daily chaining. We are committed to revolutionising elephant tourism in Thailand allowing captive elephants to live more natural and cruelty free lives.

Since 2018 we have been supporting venues to adopt our elephant welfare standards and provide more ethical options for tourists. Such options do not inflict riding and other close tourist contact on the animals. As a Thai-owned partner, Sappraiwan serves as a strong model for expanding our elephant welfare approach. It will join nine other venues we have helped transform.



Elephant friendly: Our new project with Sappraiwan Elephant Sanctuary in Thailand is giving the elephants in their care better lives.

Credit: World Animal Protection/Chanklang Kanthong

"I am thrilled at the prospect of adding Sappraiwan Elephant Sanctuary to the growing list of high welfare venues that will help transform elephant tourism in Thailand. These beautiful elephants will have a haven to thrive in, after so many years of suffering in their past."

Roatchana Sungthon
World Animal Protection country director, Thailand

What we said we would do in 2024... (cont.)

Ramp up our people-powered campaigns to convince key travel companies to stop promoting and selling harmful wildlife entertainment; we have already convinced 160 companies to do so. TUI Group and GetYourGuide, will be our main targets during the year; their commitment is critical in making such cruelty commercially non-viable.

What we did...

Completed the first year of the Wildlife Heritage Areas (WHA) programme with 11 designated and seven candidate sites across 13 countries on every continent except Antarctica. The 18 WHAs protect diverse species including cetaceans, gorillas, orangutans, bald-headed uakaris, Nancy Ma's night monkeys, Asian elephants, and brown bears. Together, the areas cover approximately 31,350 km², and attract an estimated 11.9 million visitors annually

The WHA programme is dedicated to encouraging communities world-wide to develop responsible tourism to protect their precious wildlife and habitats. Created with our partner the World Cetacean Alliance it connects specialist NGOs, wildlife experts, responsible travel companies and local communities to designate outstanding places for wildlife and people.

To achieve the designation Wildlife Heritage Area applicants must fulfil animal welfare, wildlife conservation, community wellbeing and sustainability criteria.

Celebrated the sentience and uniqueness of our world's amazing wildlife with the third edition of our Wild Animal Unique Personality Award. By the competition's closing date we had received 20 applications from rescue centres and inspired more than 24,000 supporters to vote for one of the five finalists.

Sundara, a tiger rescued from the entertainment industry by the Safe Haven Wildlife Sanctuary in Nevada, USA, was declared the winner on 8 November. Sundara's prize is US\$10,000 that will be used to enhance the care and protection of wild animals at Safe Haven.

The Wild Animal Unique Personality Award is dedicated to Audrey Mealia, a beloved and respected member of World Animal Protection's wildlife team who passed away in 2021.



Heritage candidate: A mountain gorilla in the Volcanoes National Park, Rwanda.

Credit: Emma Chapman and Scott Liffen

Spotlight

Profiting from cruelty – GetYourGuide

We exposed GetYourGuide and its support for captive wildlife entertainments during the Skift Global Forum in New York City in September. Each year, the Forum welcomes the industry's top CEOs and leaders – including GetYourGuide's co-founder Tao Tao – to discuss the future of travel.

Based out of Berlin, Germany, GetYourGuide sells guided travel tours, tickets to tourist attractions, experiences and excursions around the world – more than 60,000 products in 150 countries. Some of these experiences involve animal cruelty – including dolphin entertainments, elephant rides and wild animal performances.

Our 2024 report, 'Waves of profit', identified GetYourGuide as one of six travel companies selling tickets to dolphin entertainment venues featuring dolphins originating from the Taiji dolphin hunts. It also promotes Miami's notoriously cruel Seaquarium and elephant riding venues posing as sanctuaries in Thailand. For every ticket sold on its platform to these types of venues, GetYourGuide receives commission and so is essentially profiting from cruelty.

Hiding the truth

Our demonstration outside the Forum focussed on exposing GetYourGuide's lies. In response to our campaign for travel companies to end exploitation, the company regularly tells the media that it removes activities from its listings that do not align with its policies. However, it is hiding the grim truth that its policies do not include protections for captive wild animals in the first place.

We used posters, leaflets, and a 1.5 metre captive elephant collage to get our message across. We urged hundreds of attendees to give Tao Tao our information and to ask him to stop offering captive wildlife entertainments. Executives from major companies such as Airbnb, Expedia, Google, and Mastercard were all in attendance and made aware of GetYourGuide's shame.

And before the event we launched 50 sidewalk decals around Manhattan – with the text GetYourGuide LIED and a QR code. The lie? Telling the media the company removes activities that do not align with its policies. However, GetYourGuide policies clearly do not exclude activities involving captive wild animals.

We will continue to urge consumers to boycott GetYourGuide and mobilise our supporters to demand the company adopt a public animal-friendly policy. GetYourGuide must stop profiting from animal exploitation once and for all.



Confronting GetYourGuide: Our protesters call out the travel company's lies in New York at the Skift Global Forum.

Credit: World Animal Protection/Elena Amoroso

What challenged us during the year

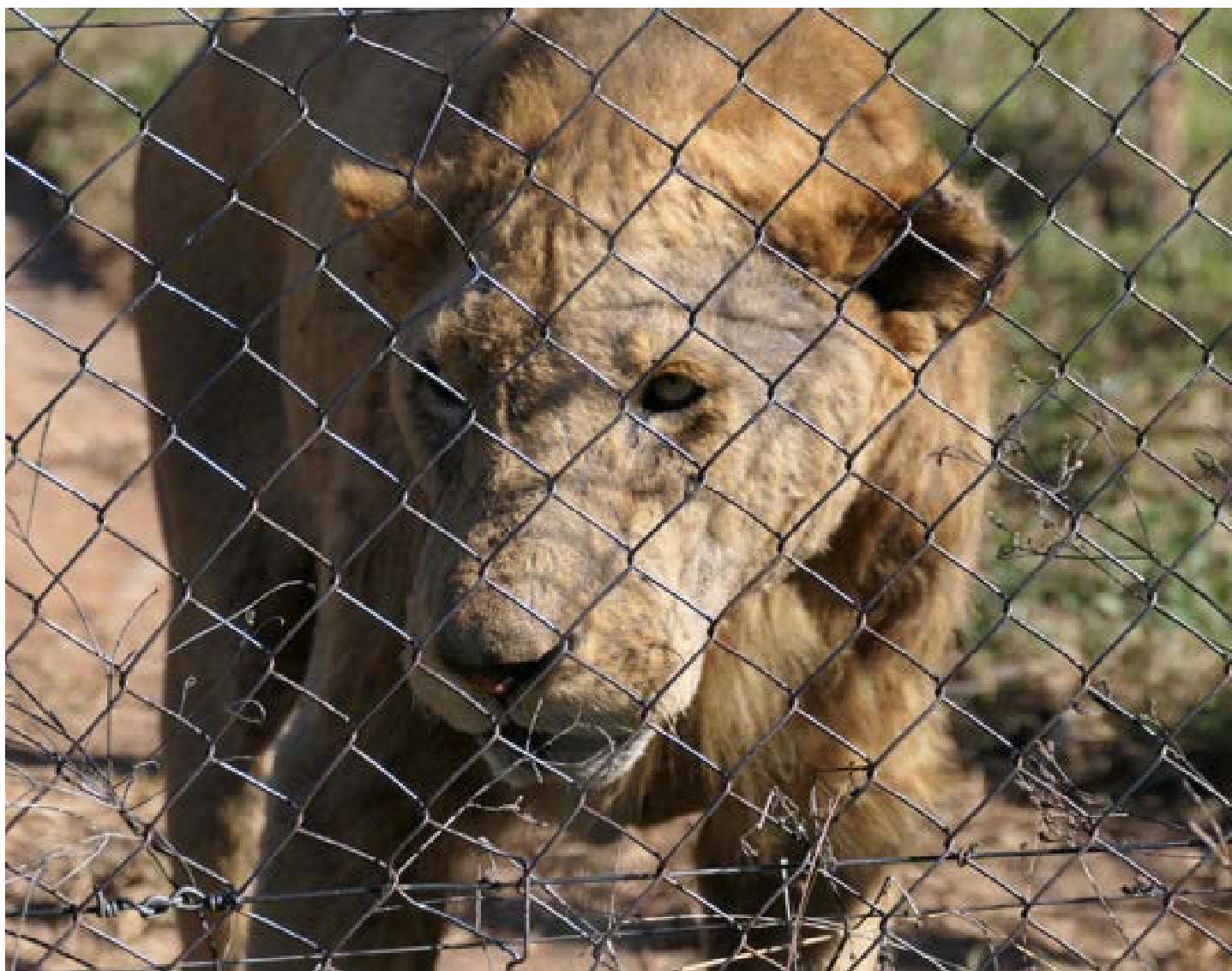
Our UK-focussed TUI campaign suffered because of an unexpected election timing – an earlier UK general election forced us to direct our resources and communications to parliamentary advocacy.

The powerful industry supporting dolphin entertainments is getting better at producing films and other materials to fight against our campaigns. For example, Loro Parque in Tenerife, Spain, marketed by TUI, holds an estimated eight dolphins captive. It produced a counter messaging video to our campaign which attracted 6,000 views. We need to prepare ourselves well to deal with such approaches. It's clear that efforts to target TUI and broader systemic challenges, require substantial coordination and foresight.

We found it very difficult to engage our key corporate targets during the year. For example, our efforts to contact Groupon's CEO on wildlife-friendly policies were ignored. Similarly, Rotherham Council and the Magna Science Centre in the UK refused meetings to discuss their support for reptile markets. This blocked our hoped-for progress on policy discussions and public awareness campaigns.

Caged life: A captive lion bred for profit in South Africa – one of more than 8,000 held on South African farms.

Credit: World Animal Protection/Roberto Vieto



What we said we would do in 2024... What we did...

Focus on more ways to end wildlife's exploitation by key industries.

This will involve:

1. securing pro-plant support from traditional Asian medicine companies in China, then Chinese government endorsement in 2026
2. gaining wildlife-friendly commitments from major fashion entities by 2025 and persuading key pet trade players to cease their activities, while raising public awareness about the associated cruelty
3. exposing the public to the habitat destruction and harm to wild animals caused by agribusinesses.

Worked hard to convince consumers, doctors, and businesses in China to move away from cruelly produced wildlife-based traditional medicine, such as bear bile medications, to plant-based alternatives. Officially, there are 70 different wild animal species used in traditional Asian medicine, but scientists have estimated that around 2,200 wild animal species are used. These include endangered species like tigers, pangolins, rhinoceros, Reeves turtles, Tokay geckos, seahorses and pipefish.

During 2024 we inspired wildlife-friendly medicine commitments from

- 48,802 consumers
- 3 pharmaceutical and healthcare companies
- 1,597 doctors

Since 2019, we have moved 6,350 clinicians to pledge not to prescribe or recommend pharmaceuticals and supplements containing wildlife ingredients to their patients.

We also...

Introduced the 'Wildlife-friendly Medicine Network' to the 2024 Health China Healthcare Industry Conference in Shenyang, China, in August. The network encourages collaboration among pharmaceutical companies, industry associations, research institutions, doctors, and experts. The aim is to explore humane and wildlife-friendly alternatives to wildlife-derived medicinal ingredients and involve members in wildlife protection.

This influential network is a platform we set up with Guangzhou Hanfang Pharmaceutical Company, Yun TCM and Chunyu Doctor, one of China's largest online medical service providers.

New network members in 2024 included Wujiang Culture, a leading health and wellness business and lifestyle brand and Orange One, a digital healthcare service company.

Advanced policy reforms in China to end wildlife use in traditional medicine by successfully submitting a proposal to the National People's Congress, supported by two Congress members. In response, the National Medical Products Administration (NMPA) reaffirmed its commitment to developing wildlife-free substitutes. It also introduced two new technical guidelines to support research and development for these alternatives. This greatly strengthened policy discussions on ending wildlife farming.

Gained commitment from several more Fashion Weeks, by working with our partner Collective Fashion Justice, to ban wild animal body parts from the fashions featured in their shows. In April Copenhagen Fashion Week agreed to ban wildlife skins including crocodile skins, snake skins, and ostrich feathers from its 2025 shows. This prestigious week banned fur from its catwalks in 2023. Similarly, Berlin Fashion Week adopted wildlife-free policies. We also secured a wildlife-free policy at Melbourne Fashion Festival, leading to a complete ban on wild animal feathers and reinforcing ethical fashion standards.

And in November the British Fashion Council announced it would extend its ban on fur to now also include a ban on wild animal skins across all London Fashion Week events. Any brands applying to appear on the official London Fashion Week schedule must now commit to not use any fur or wild animal skins in their collections. We will continue to press London Fashion Week and others to ban the use of feathers too. Most feathers come from ostriches farmed in South Africa where there is very little protection for their welfare.

"We are really pleased that the British Fashion Council has extended its ban on fur to include wild animal skins. This is a significant milestone, one which will hopefully set an important example for other international fashion weeks. Exploiting animals for their skins is unethical and unnecessary.

Millions of animals continue to suffer and die for fashion when there are so many innovative and exciting animal-friendly materials designers and clothing companies can choose to create with instead. We congratulate the British Fashion Council on their positive action for animals and look forward to continuing our work with them to secure similar protections for wild birds exploited for their feathers."

Olivia Charlton
World Animal Protection wildlife campaign manager

Farming No: Copenhagen Fashion Week has banned ostrich feathers from its 2025 shows.

Credit: Johan Swanepoel/Shutterstock



What we said we would do in 2024... (cont.)

Focus on more ways to end wildlife's exploitation by key industries.

This will involve:

1. securing pro-plant support from traditional Asian medicine companies in China, then Chinese government endorsement in 2026
2. gaining wildlife-friendly commitments from major fashion entities by 2025 and persuading key pet trade players to cease their activities, while raising public awareness about the associated cruelty
3. exposing the public to the habitat destruction and harm to wild animals caused by agribusinesses.

What we did...

Reached more than 450,000 viewers with our compelling song and music video 'Defaunação' (Defaunation). The song is soundtrack of our new campaign in Brazil – Defaunation, no. Refaunation now! which exposes the destructive path of industrial agriculture and the harm it brings to wild animals.

'Defaunação' is a reminder that animals are sentient, and capable of feeling complex emotions like fear, joy and pain. It features top Brazilian singers Ney Matogrosso, Letrux, Frejat, Zahy Tentehar and Mahmud. Together, the artists have more than 4.2 million monthly listeners on Spotify. We shared the Defaunação music video with the singers' fans by playing it on screens at their show venues in Sao Paulo.

Won two awards and widespread recognition for our documentary 'BR-123' which is also part of Defaunation, no. Refaunation now! Launched in September it won two awards: 'Best Script' at the Webseries and Film Festival 2024 in Lima, Peru, and 'Best Movie' in the Ataíde film show at the Cine Amazônias festival in Pará, Brazil. Matto Grosso is a key deforestation region, and the 'BR-123' is a vital advocacy tool in our work to raise awareness of the link between agribusiness operations and wildlife displacement in Mato Grosso. In total, it was recognised by four film festivals across Brazil, Peru, Singapore, and the USA – where we also received an Honourable Mention from a film festival in Missouri. By the end of the year, it had achieved more than 377,000 views.

Released our 'Fauna legal framework' with Brazil's Ministry of Environment. This publication, which we have worked on since 2023, is now recognised as a key reference for improving wildlife protection laws and countering habitat destruction by agribusiness. It also helps us press for our solutions regarding how to restore native vegetation and creating eco-tourism routes.

We also...

Celebrated the end of koala cuddle experiences at Lone Pine Sanctuary, a major Australian venue in Queensland. The venue announced the end of this activity in July explaining that reduced customer demand was behind their decision. The ban means more than 100 koalas at their venue will finally be free from stressful human/koala encounters and marks a significant step towards more ethical wildlife tourism practices.

This significant win comes not too long after our 2022 investigative report 'Too close for comfort' exposing the cruelty behind human-wildlife encounters. With our supporters we have persistently called on the Lone Pine Sanctuary and other venues in Queensland to stop offering koala cuddle experiences.

Welcomed the end of human-tiger interactions at Dreamworld, also in Queensland for which we have long campaigned. The venue holds nine Sumatran and Bengal tigers in its Tiger Island enclosure. The interactions previously offered included handlers feeding tigers milk from bottles for tourist entertainment. In September this resulted in a handler being attacked. In December, Dreamworld announced the end of such activities. We'll continue to urge it to review other wildlife practices that involve contact with people, including koala cuddling already banned in several Australian states such as New South Wales and Victoria, and being phased-out in Queensland.

Mobilised our supporters to put the pressure on municipalities in the province of Ontario, Canada to adopt resolutions calling for provincial licensing of zoos. Ontario has the largest number of roadside zoos in Canada, and yet, no tracking of how many of these facilities exist or the types of wild animals they house. Animals, including bears, tigers, wolves, kept at roadside zoos are typically forced to live in small, ramshackle cages with little more than a water bowl and a food bowl, and a shelter box for sleeping. Most enclosures are so small, animals must eat and defecate in their own living space.

By the end of 2024, only half of the 444 municipalities had regulations of any kind. We'll continue to press municipalities to call for licensing, and the provincial authorities to push for legislative change. We'll also mobilise members of the public to put the pressure on policymakers to ban private ownership of wild animals and tighten regulations that would result in the phasing out of roadside zoos.

Spotlight

A new life for Chinh with FOUR PAWS

A bear farmed for its bile and forced to live alone in a tiny 1.5m x 1.5m steel cage for 20 years in Vietnam was finally released to safety in May after his owner was persuaded to surrender him.

Chinh, an Asiatic black bear – or moon bear – was rescued by FOUR PAWS, with our support and that of the Vietnam Forest Protection Department (FPD). After the rescue he was taken to the FOUR PAWS Bear Sanctuary in Ninh Binh for specialist care. The sanctuary is a semi-wild location, allowing the resident bears a wide-open space of 5.5 hectares to roam and play freely, and is designed with enrichments to stimulate the bears' natural behaviours.

Chinh's rescue is part of a long-term World Animal Protection and FPD project which has been microchipping and monitoring bears on bear bile farms across Vietnam since 2006. Bears found without a microchip and/or registration papers are deemed illegal and confiscated.

This ensures no new bears from the wild or other sources enter captivity for the bile industry, which uses bear bile in traditional Asian medicine. The project also works to persuade bear owners to voluntarily surrender their animals to sanctuaries.

Chinh was the 15th and final bear to be rescued from this particular farm. The bear bile industry has been illegal in Vietnam since 2005. However, a legal loophole allows bears like Chinh to be kept as 'pets' meaning that some 200 bears in the country still suffer a tortuous life in captivity. This situation has provided cover for illegal bile extraction in Vietnam.

Bear bile is used in traditional Asian medicine and is believed to treat abscesses, haemorrhoids, epilepsy and cysts. The suffering is wholly unjustified as herbal and synthetic alternatives are all readily available. The bear bile industry has led to poaching of wild bears over the past 40 years leading to a sharp decline in the numbers of bears in the wild in Asia.

Ending bear bile farming

For almost 20 years, we, alongside other NGOs, have worked with the Vietnamese government to end the cruel practice of bear bile farming, and to protect the small population of bears remaining in the wild. Collective efforts have resulted in a 95% reduction in the number of bile bears in Vietnam, from 4,300 bears recorded in 2005 to 200 bears on farms today.

Bears identified without a microchip and/or registration papers, deeming them illegal, are confiscated. They are then moved by authorities to government rescue centres or by Four Paws, Free the Bears and Animals Asia Foundation, to one of their sanctuaries.

We continue to work with the authorities and our local partner, Education for Nature Vietnam, to identify and confiscate illegal bears or convince bear owners to voluntarily surrender them. Our aim is to ensure Vietnam's government closes all bear farms and transfers any remaining animals to sanctuaries and rescue centres by the end of 2025.

This must be the last generation of bears to suffer a life in captivity.

"The exploitation of captive bears for their bile is one of the worst examples of animal cruelty in the world today. Each and every bear freed from small, barren cages is a massive win..."

The Vietnamese government must close all remaining legal loopholes to end the suffering of bile bears for good. We must ensure this is the last generation of bears to suffer in appalling captive conditions. Chinh deserves the rehabilitation on offer at FOUR PAWS sanctuary in Ninh Binh, and a life of greater dignity."

Eugenia Morales

World Animal Protection international campaign strategist



New life: Chinh enjoying the freedom of the FOUR PAWS Bear Sanctuary.

Credit: FOUR PAWS Viet/Jeremy Lamberton

What challenged us during the year

Slow responses from the National Medical Products Administration in China hindered our efforts to accelerate our wildlife-friendly medicine initiatives. This means uncertainty surrounds the timeline for implementing measures to replace wildlife products in traditional Asian medicine.

It has been hard to persuade smaller fashion brands to adopt wildlife-friendly policies, so progress has been slow. Many have cited resource constraints and lack of consumer demand as reasons for not making immediate changes. Regardless, we will continue pushing them to develop humane and sustainable solutions. We will also increase our consumer education efforts highlighting the importance of ethical sourcing.

There were delays in signing the WHO Pandemic Agreement which was expected to be agreed in 2024. It is a difficult time for advancing multilateral agreements, partly because of certain changes in government, and trends towards unilateralism. We continue to follow negotiations and use strategic opportunities for influence. We started our involvement with the Pandemic Agreement in 2021 after our G20 End Wildlife Trade campaign in 2020. Pandemics cannot be prevented without addressing the drivers that touch human lives such as poor animal welfare, wildlife trade, and land-use change linked to agribusiness.

What we said we would do in 2024... What we did...

Launch our Wildlife. Not Profit campaign, underpinned by our 'Bred for profit' report. We will demand an end to global wildlife farming which supplies exploitative industries like tourism and traditional Asian medicine.

Central to the campaign will be a global call to action asking the Thai government to stop breeding elephants for cruel entertainment activities. We'll also identify and promote sustainable humane alternatives that do not involve the capture and killing of wild animals for commercial gain.

Released 'Bred for profit: The truth about global wildlife farming' in March. This distressing report revealed an estimated 5.5 billion wild animals are kept in cruel conditions on commercial wildlife farms worldwide. It provides three specific case studies of wild species exploited by commercial industries: lion farms in South Africa, elephant camps in Thailand and bear farms in China, all of which exemplify decades-long suffering for commercial use.

We gathered findings from Freedom of Information requests and other research and found an astonishing lack of transparency and inadequate monitoring across the industry. It revealed high numbers of animals living in cramped, unhygienic conditions, putting their caretakers and the public at risk of zoonotic diseases.

Halted government approval of a US\$2.6m captive lion breeding project in Uganda requested by the Uganda Wildlife Education Centre (UWEC) - also known as Entebbe Zoo. The requested funding was to breed lions in captivity for release into the wild to boost lion numbers in three of Uganda's major wildlife national parks.

We pointed out that such a breeding programme would be responsible for more problems than it would solve and presented the following hard facts.

- Wild animals bred in this way can suffer from malnourishment, disease, stress-induced behaviours, injuries, infected wounds, and even cannibalism.
- Wildlife farms also pose a risk to human health. The conditions in which animals are kept - high density, poor hygiene, close contact with people - increase the chance for disease emergence and transmission of infectious diseases such as COVID-19.
- The low prices of farmed wildlife products may spur increased demand and enable the illicit laundering of wild-caught animals through farms.

Research from our 'Bred for profit: the global truths about wildlife farming' report was launched to the media to galvanise the public to condemn the proposal.

Welcomed South Africa's Cabinet approval of the 'Policy position on the conservation and sustainable use of elephant, lion, leopard, and rhinoceros'. This policy aims to end the captive keeping of lions for commercial purposes, close captive lion facilities, halt intensive lion breeding in controlled environments, and stop the commercial exploitation of captive and captive-bred lions.

Since 2020 we have campaigned for an end to the captive breeding of lions for commercial purposes with Blood Lions and Lion Coalition. Our evidence has shown that captive lion breeding in South Africa involves more than 8,000 lions on commercial farms. It is linked with a horrendous animal welfare problems including starvation, cannibalism and disease. We have also exposed the industry's ties to international crime syndicates, and the high risks of disease to local people involved in the trade.

What we said we would do in 2024... (cont.)

What we did...

Launch our Wildlife. Not Profit campaign, underpinned by our 'Bred for profit' report. We will demand an end to global wildlife farming which supplies exploitative industries like tourism and traditional Asian medicine.

Central to the campaign will be a global call to action asking the Thai government to stop breeding elephants for cruel entertainment activities. We'll also identify and promote sustainable humane alternatives that do not involve the capture and killing of wild animals for commercial gain.

Celebrated our role in ethical tourism, when Following Giants, an elephant camp in Koh Lanta Thailand, received a prestigious Tripadvisor 2024 Travelers' Choice Award. We began working with Mr Charae 'Ray' Sangkaow, the owner of Following Giants, in 2019 to help transform his elephant camp in Koh Lanta, Thailand into a sustainable, elephant-friendly, observation-only venue. The seven elephants now live and behave as naturally as possible in a beautiful rainforest environment. Previously the camp offered visitors elephant rides, bathing experiences and direct interactions with tourists.

Our 'Bred for profit' report states that in 2020 there were 2,798 elephants used in the tourist industry and kept in 246 camps. Most elephants in these camps are captive and used for riding. They endure injuries caused by restraint equipment and saddles, foot and nail problems caused by long periods spent carrying tourists on hard or rough ground. They also have little access to proper health and veterinary care.

Following Giants is one of six venues in Thailand that we have supported to become elephant friendly to encourage industry-wide adoption of elephant-friendly practices.

Reached more than 1.8 million people with the 'New Era Conservationist' film. This up-lifting 17-minute film, launched in Kenya in August. It is a unique collaboration between World Animal Protection and GreenTalk Art - a collective of young Kenyan artists - and is inspired by a heartwarming story of a poet rescuing an injured elephant. It blends the beauty of spoken word poetry with music, aiming to connect with audiences emotionally and spark a conversation about the importance of protecting wildlife.

Signed a 10-year technical cooperation agreement with IBAMA to renovate the Wild Animal Screening Centre (CETAS) in Pará. This facility will address wildlife rescue and rehabilitation needs in a critical deforestation hotspot. CETAS are public facilities responsible for receiving wild animals who may be seized from trafficking, rescued from fires, road accidents, abuse, and vulnerability, or voluntarily handed over by the public. They carry out services involving the identification, tagging, screening, evaluation, treatment, recovery, rehabilitation, and eventual release of wildlife.

Spotlight

Lottery funds our work for animals

Thanks to National Postcode Lottery players in the Netherlands, we received a wonderful contribution of €750,000 for our work for animals in 2024. We are incredibly grateful for this recognition. We will spend the Postcode Lottery contribution spread over three years on different projects in Asia, Brazil and Europe. It will help make our organisation stronger so we can make many more improvements for animals.

Spotlight

Caring for bears in Romania and Pakistan

Thanks to the dedication of our generous supporters we have supported Romanian NGO Asociația Milioane de Prieteni (AMP) since 2012. By the end of 2024 it was caring for 123 bears in its beautiful liberty sanctuary near Zarnesti in Carpathian Mountains. The bears have mostly been rescued from cruel entertainments and cannot be returned to the wild.

AMP has been working hard to ensure financial sustainability with our support. They had a target of 78% self-sufficiency in 2024 and exceeded this by 10% – an exciting achievement. Their success enables them to continue to support the bears to live their best possible lives, without a complete reliance on our funding.

In total, 36,991 people visited the sanctuary in 2024. This is a slight decrease from 2023 where 37,518 people visited.

Supporting Balkasar bears

We also continued to support the Balkasar Sanctuary in Punjab Province, Pakistan with our partners the Bioresource Research Centre (BRC). By the end of the year, the sanctuary was giving expert care to 68 bears rescued and confiscated from the horrific entertainments of bear dancing and baiting. We have worked with BRC and wildlife authorities since 1997 to end these cruel entertainments, working with bear owners to take up alternative livelihoods has been a lynchpin of this work.

By the end of year Balkasar was caring for 68 bears.

There are an estimated 25 – 35 bears still owned in Pakistan. This number has reduced significantly since the last estimate in 2021, of 85 bears.

Unlike the Romanian Bear Sanctuary, it not possible for BRC to find alternative income streams and so will continue to rely on World Animal Protection funding.

We supported a range of new developments at the sanctuary during 2024. These included completing the tiling of all 27 quarantines, office, kitchen and bread preparation area – important for improving hygiene and cooler temperatures. Brassica was also sown in new fields – this a rich source of oils and nutrients for bears. And new sprinkler and mobile water shower systems helped keep the bears cool during extreme hot weather.

What challenged us during the year

Coordination for delivering the petition calling for an end to captive elephant breeding in Thailand was disrupted by last-minute changes to government representatives. We also had some delays in producing materials which we felt affected the campaign's execution and visibility.

Nationwide protests in Kenya disrupted our planned community engagement activities including the postponement of the 'New Era Conservationist' film's physical launch. This delay affected plans to engage local communities and gather momentum for the Wildlife. Not Profit campaign. However, once launched the film achieved 1.8 million views.

Permit delays because of bureaucracy affected our work to secure an ocean sanctuary in the Greek islands for dolphins – the Lipsi Dolphin Sanctuary. With other European NGOs and the Jane Goodall institute we sent a jointly signed letter to pressurise the Greek government to speed things up. Lipsi will provide a safe haven for dolphins currently used for entertainment in European venues. Sanctuaries are a cornerstone of our Wildlife. Not Profit campaign. They provide an important safe haven and rehabilitation centre for animals rescued and retired from the horrors of the entertainment industry. They also help us showcase humane alternatives for release.

How we'll move the world in 2025



Goal 1:

Ensure farmed animals live good lives by transforming the global food system

We'll...

Target major corporate customers of JBS like McDonald's. We'll highlight the reputational and material (financial and business) risks of factory farming, while advocating for stricter international trade regulations and environmental standards. Such regulations and standards will restrict JBS's global market access. Our approach will drive consumer demand toward plant-based alternatives, limit the expansion of intensive industrial animal agriculture and promote sustainable farming practices.

Take full advantage of COP30 in Brazil to push for recognition that an equitable, humane, and sustainable food system is vital to achieving the Paris Agreement. Our collaboration with civil society and governments will strengthen advocacy for agroecology, high-welfare practices and for a global dietary shift to half animal protein consumption by 2040. Our 'Just transition white paper and roadmap' will guide investors and policymakers, clarifying factory farming as a no-go area for sustainable investment and paving the way for transformative food system changes.

Disrupt the financial underpinnings of factory farming. We'll do this by ensuring that investors, banks, and credit rating agencies fully understand the damage it is doing to billions of animals, human health and our planet. Through evidence-based campaigning we'll encourage divestment and defunding of JBS. Our 'Big meat exit list' will be a vital tool for redirecting capital towards equitable, humane, and sustainable food solutions.



Goal 2:

Stop wild animals being cruelly exploited as commodities by changing the systems that allow it

We'll...

Move TUI Group and Klook to end the sale and promotion of captive wildlife entertainment by 2025. We'll do this through galvanising people-powered pressure, maximising media coverage and linking with other allied animal welfare organisations. We'll highlight to companies the risks to their reputations posed by such cruel entertainments and we'll drive consumer demand for wildlife-friendly tourism. Our work will mean captive wildlife entertainment will no longer be seen as an industry norm.

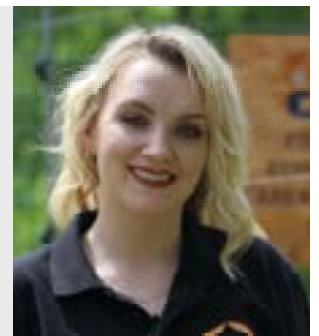
Encourage our corporate partners and allies, already committed to wildlife-friendly travel, to adopt and promote sustainable tourism practices and examples that safeguard animal welfare. We will prioritise elephant venue transitions in key tourist destinations, using these successes to inspire other industry leaders and catalyse a broader shift toward ethical practices.

Ensure that our organisation effectively gathers impactful stories of animal suffering in the entertainment industry and inspiring examples of wildlife-friendly tourist venues that have changed animal lives. We will use these stories to mobilise our supporters and funders by gathering and releasing them in a co-ordinated and strategic way. Strategic, joined-up planning is vital to make our calls to action powerful and compelling, build public and industry momentum, and put the pressure on our targets.

"I am honoured and excited to partner with World Animal Protection as a global ambassador. Animals have always held a special place in my life, and I want to help create a world where they live free from suffering."

"Working to support World Animal Protection means we can make meaningful changes and progress needed to ending animal cruelty and suffering."

Evanna Lynch
World Animal Protection ambassador, actress and writer



Our global reach

World Animal Protection is a truly global organisation, working in more than 50 countries across the world, with offices in every habited continent.



Our offices

1 Costa Rica ¹	4 Brazil ³	7 Denmark ³	10 India ³	13 Australia ²
2 Canada ³	5 UK ¹	8 Sweden ³	11 Thailand ¹	14 New Zealand ⁴
3 USA ²	6 Netherlands ³	9 Kenya ¹	12 China ¹	

1 These offices form part of the UK-registered charity and are included in the 'charity' accounts.

2 These offices are subsidiaries of the UK charity and are included in the 'consolidated' accounts.

3 These offices are affiliates.

4 New Zealand is a branch of the Australian office.

Financial review

Our income

Every donation fuels our work to protect animals

World Animal Protection is committed to generating sustainable and reliable income in alignment with our mission to protect animals and improve the wellbeing of people and our planet. We are building a worldwide movement of people who value animals and take action to help protect them, including providing the funding that is crucial to our ability to deliver our work.

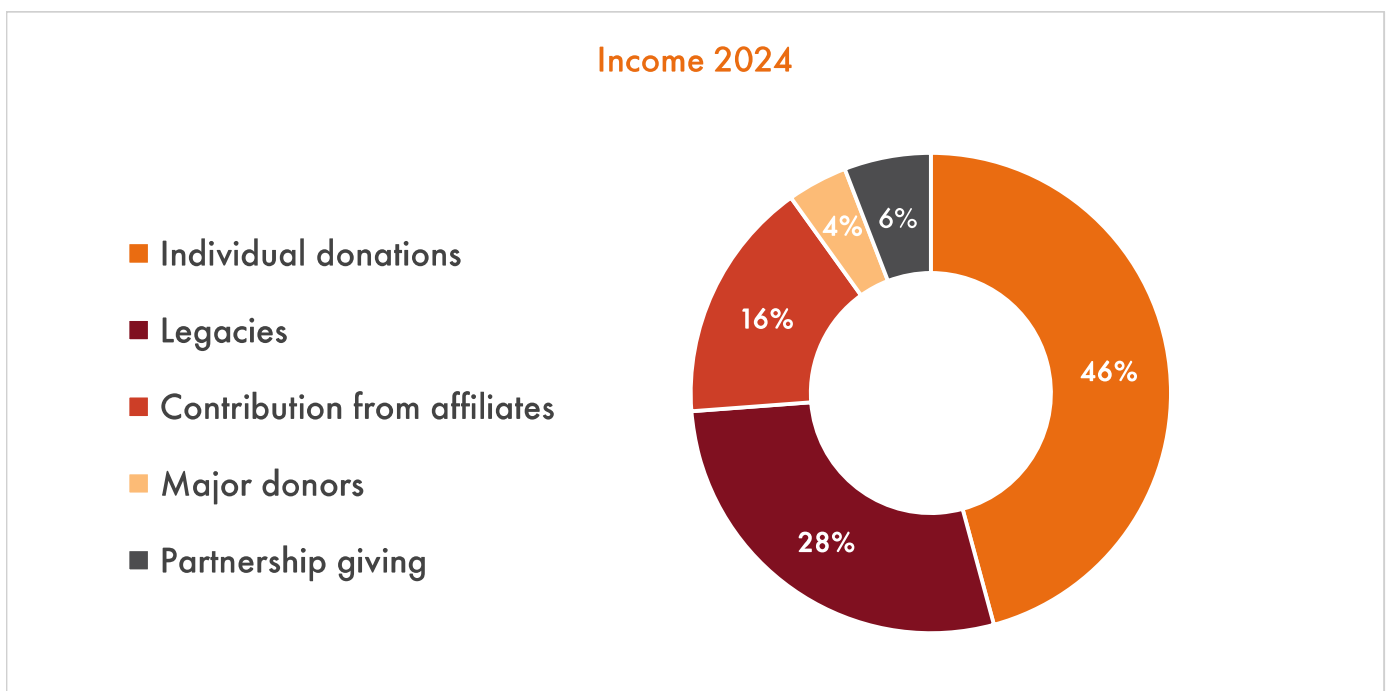
In 2024, our donors generously provided £30.3m in donations, legacies and grants, which was 4% higher than the previous year. To all our supporters, we are deeply thankful for your commitment to animals and your vital contributions to our work to protect them.

The generosity of our many supporters, who give regular gifts and make one-off donations in response to our appeals, contributed £13.5m in 2024. This is a decrease of 2.6% compared to 2023, which reflects the continued impact of the rising cost of living and other economic challenges in several countries. Legacy income decreased by £0.9m (9.7%) compared to 2023. It is humbling to receive notifications about people who value animals and who wish to continue to help protect them after their own death.

Major gifts and grants from individuals, governments, businesses and trusts and foundations totalled £2.9m, which is an increase of 167% compared to 2023. In 2024, continued funding was secured from Open Philanthropy to cover work on animals in the farming system in Southeast Asia and China over couple of years. In line with normal accounting practice, this income was all recognized as income in 2024, with the corresponding expenditure being incurred over multiple years.

In 2024, our network of affiliated World Animal Protection entities in Canada, Denmark, Netherlands, and Sweden, contributed £4.9m to our animal protection mission; and this was 8.7% higher than the previous year.

For more information on our fundraising, please refer to our the 'fundraising practices and performance' section on page 43.



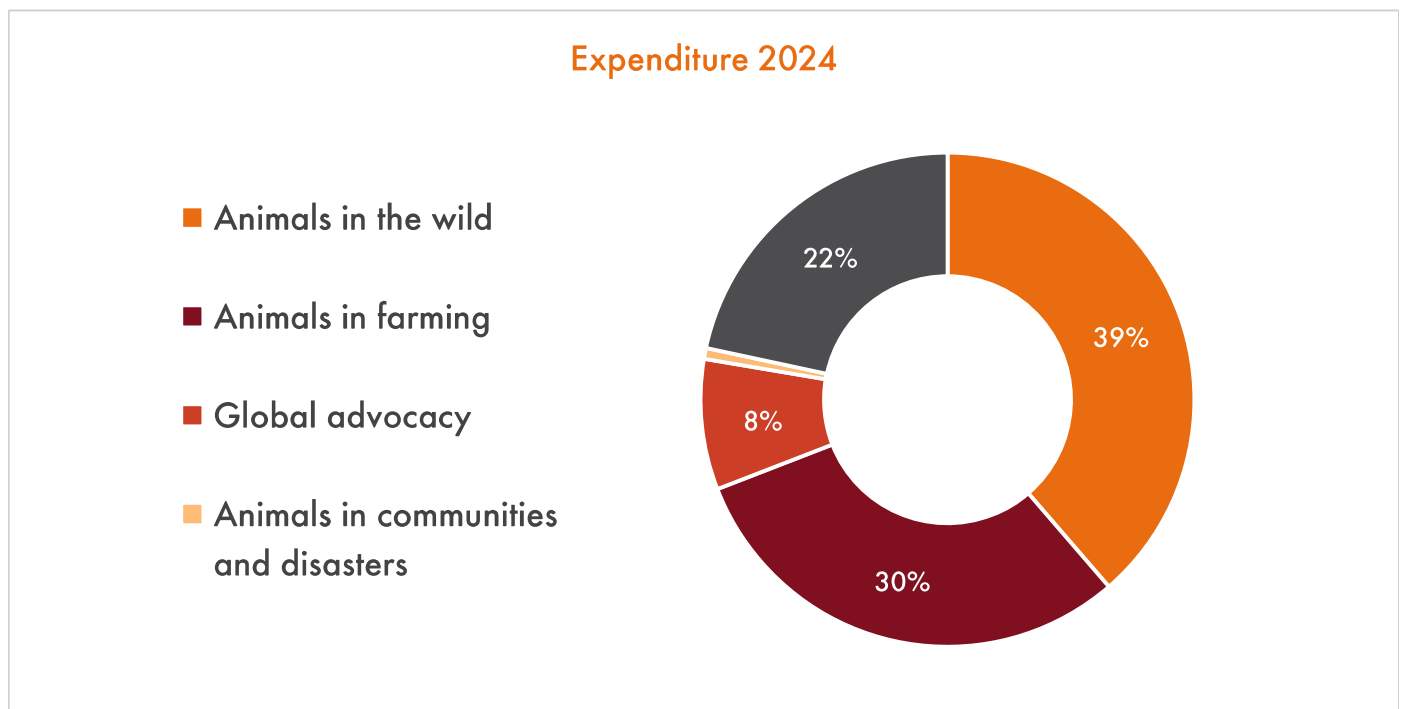
Our expenditure

During 2024 our total expenditure decreased by 6% from £36.1m to £33.9m. In common with other charities, businesses and individuals, we have seen prices rise more quickly in 2024 than previous years, pushing up our costs. Additionally, we have invested in our digital capabilities and accelerated implementation of our 2021-2030 strategy to ensure we continue to tackle the causes of animal suffering, examples of which are described in the earlier part of this annual report.

In the context of an increasingly challenging fundraising environment and increasing costs, we have worked hard to ensure that our fundraising is as effective as it can be. In 2024, we spent £7.3m on fundraising activities, which is a 3% increase compared to 2023. Price inflation across the world has resulted in our fundraising activities now costing more to generate donations than they used to and for 2024, the rate of return within the year was £3.45 for every £1 spent (2023: £3.45). Our growth strategy to 2030 seeks to increase the income that is available to spend on improving animal welfare worldwide and we remain committed to that strategy.

Expenditure on charitable activities in 2024 was £26.6m, representing 78.4% of total expenditure, compared to 80.3% in 2023. Staffing costs represented 43.3% of total expenditure in 2024, compared to 38.6% in 2023.

In support of our two key programmatic areas of 'animals in the wild' and 'animals in farming', we also engage in global advocacy. This is key to our theory of change in order to move the world to protect animals and these costs relate to communication, education, and advocacy across the world.



Going concern

The trustees have reviewed the consolidated position of World Animal Protection. They have taken into account the level of reserves and cash, the annual business plan and forecast process, and the systems of financial and risk management.

The trustees have considered the potential impact of a reduction in future income and the consequential effect on expenditure. The scenarios considered have assumed a minimum reduction of 5% and a maximum reduction of 40% in Group income until December 2026. The trustees have also assumed a reduction in expenditure within six months after the initial drop in income, to allow time for the group to implement necessary actions to maintain a sustainable financial position.

As a result, the trustees believe that World Animal Protection is well placed to manage operational and financial risks successfully. Accordingly, the trustees expect that World Animal Protection has adequate resources to continue in operational existence for the foreseeable future. Consequently, it can continue to adopt the 'going concern' basis of accounting in preparing the financial statements.

Our fundraising approach

Fundraising practices and performance

The lasting change for animals highlighted throughout this report is possible because of our supporters. Thanks to our supporters' dedication we have called for an end to captive elephant breeding in Thailand and given captive elephants lives worth living. We have protected wild animals and their habitats from fires and tackled the root causes of these fires and of farmed animals' suffering, by working to stop the advance of factory farming in Brazil and around the world.

Our fundraising aims to increase our resources to enable our strategic goals for farmed and wild animals by raising more income, balanced across our income streams, so that we can scale up our work and impact for animals. We plan to do that by:

- reaching more people and involving them in our mission
- putting our supporters at the heart of what we do
- establishing strong, long-term partnerships.

We are always mindful of how we spend our income and we ensure that our fundraising is effective and efficient. We re-invest a proportion of the donations we receive in finding new supporters and raising more funds to make sure we can deliver our animal protection work now and into the future.

In 2024, thanks to the engagement and generous contributions from our supporters we increased the level of donations we received. In 2024, World Animal Protection secured £30.3m of donations and legacies across UK, Australia, New Zealand, USA and Thailand (compared to £29.1m in 2023) and donations from other World Animal Protection organisations in our network.

Most of this income was given by our individual supporters. We continue to improve our fundraising results through acting on insights from our donors and testing different ways to message our animal protection work and show the impact for animals we achieve with our donors. This total also includes £8.5m Legacy

Giving income from the thoughtful bequests we receive from supporters in their Will to protect animals now and in the future (this is somewhat lower than last year, which was £9.4m)

Major gifts and grants from people, businesses, governments and trusts and foundations was £2.9m, which is higher than £1.1m in the previous year. We are continued our single largest partnership with the US-based Open Philanthropy and the work supported by Open Philanthropy is designed to make lasting change for farmed animals at scale, across Southeast Asia and China. In addition, we completed our commitments in partnership with Defra (UK).

Total restricted funds increased to £3.4m compared to £2.2m in the previous year.

Fundraising standards

We continued to adhere to the highest standards of fundraising practice and all fundraising and data protection regulations. We review how we communicate with the public, donors, and organisations to request support and we continue to maintain our membership of fundraising and other relevant bodies. Specifically, we voluntarily subscribe to the Fundraising Regulator and its Code of Fundraising Practice and we have maintained our membership in the UK with the DMA (Data and Marketing Association), the Lotteries Council, and the Withers Indemnity Project.

World Animal Protection UK is also licensed by the Gambling Commission for the purposes of our weekly UK fundraising lottery.

Our fundraising approach (cont.)

Working with third party fundraisers

Most of our fundraising activity is undertaken by our own directly employed colleagues and volunteers. The specialist nature of some of our activity means that there are some areas where we contract with external agencies. Talking to individuals in person and on the telephone are important ways of engaging the public with our mission and raising funds. In some markets, we work with external organisations who have specific expertise in face-to-face fundraising (although we have not undertaken this type of fundraising in the UK since 2016) or telephone fundraising, so that we can talk to as many individuals as possible in a timely, efficient and effective way.

We work closely with these partners, including monitoring and supporting their performance through providing training and information; listening to recorded telephone calls and keeping a close eye on feedback or complaints from supporters. This is supported by contracts requiring that individuals who carry out these activities are trained to adhere to applicable laws and codes, such as in the UK the Fundraising Regulator's Code of Fundraising Practice, as well as data protection laws.

We did not have any commercial participators in 2024 in the UK. These are corporate partner organisations who provide charitable contributions to us from the sale of their goods or services and fundraise from customers and employees.

Feedback and complaints

To ensure we provide a relevant and a positive experience to supporters, we continue to monitor all feedback, queries and complaints closely. In 2024, the total supporter interactions in the UK ran into the millions, which resulted in a total of 75 complaints, this is a decrease compared to those we received in 2023 (101)

and 2022 (81). This was broken down into 61 fundraising complaints and 14 non-fundraising complaints (compared to 83 and 18 respectively in 2023).

Proportionally the complaints we received were similar to previous years. We continued to have a low number of online, addressed mailing and television fundraising complaints despite their reach. We have seen a slight increase in complaints relating to our television advertising with supporters mostly upset by the images or content of the ads. We have seen a decrease in complaints from email fundraising, online givers, addressed mailings. The key theme for this reduction has been fewer complaints relating to content and fulfilment issues.

We appreciate that complaints and supporter feedback provide us with insights and lessons for our future fundraising communications and activity. We were not subject to any complaint investigations through the Fundraising Regulator in 2023/24 (nor in the previous period 2022/23).

Protecting vulnerable people

In the course of our fundraising, we know that we will come into contact with people who may be in vulnerable circumstances. We aim to be honest, responsible and committed to high standards and we have guidance in place to ensure colleagues are sensitive when engaging with vulnerable people, including the CARE model check-list (Comprehend; Assess; Retain; Evaluate).

Further information on our fundraising and supporter care can be found on each of our dedicated national websites. For example, our Complaints Policy on our UK website <https://www.worldanimalprotection.org.uk/about/our-policies>

Financial policies

Reserves policy

The World Animal Protection Group will establish reserves and designated funds in accordance with national statutory and legal requirements and the principles contained in this policy. Reserves are defined as that portion of unrestricted funds that have not been designated for a specific purpose by the trustees.

Reserves are established to ensure that the World Animal Protection Group is:

- able to meet its financial commitments and obligations as they fall due (i.e., fund working capital),
- able to fund unexpected expenditure until adjustments can be made, for example when unplanned events or shocks occur, and
- resilient to uncertainty over future income.

The target level of reserves is set at an amount sufficient to cover unfunded expenditure from unrestricted funds for a period of 10 months in the event of a 40% fall in unrestricted income.

Reserves will only be depleted to a level below that calculated with the approval of the board of trustees and, in such an instance, World Animal Protection will seek to replenish the reserves to the target level as quickly as is feasible following any approved depletion below the target level.

Designated funds are established at the discretion of the board of trustees for specific purposes which are in the best interests of the charity as determined by the trustees from time to time.

The Group holds the following designated funds:

- Accelerator fund - £724,368 (\$1m) was set aside in 2021 to enable us to explore opportunities which can accelerate the achievement of our strategic goals for animals. In 2022, £105,184 and in 2023, £619,184 was spent from this fund to build the organisation's digital capabilities and improve our brand presence with the remaining £9,000 to be spent in 2024 to pilot a volunteer project in Brazil. At the end of 2024, this fund is fully utilised.
- Remuneration and grading project - an amount of £217,391 (\$300k) to cover costs of the project and changes in salary costs as a result of the review was set aside in 2021. In 2022, £196,208 of this fund was utilised with the remaining £21,183 to be used in 2023 towards further work on this project. At the end of 2023, this designated fund had been fully utilized.

Reserves performance

The total funds of the group amount to £16.9m (2023: £19.7m) of which £5.4m (2023: £4.5m) is restricted or endowed, and £0.3m (2023: £0.4m) is a revaluation fund representing the cumulative uplift in the value of investments held. Designated funds amounted to £nil (2023: £0.01m). The remainder are 'general funds' of £11.3m (2023: £14.8m), which corresponds to the definition of 'reserves' in the reserves policy.

The target reserve levels are calculated based on the budget for the following year rather than retrospectively on historical results. The level of reserves sufficient to cover expenditure from unrestricted funds for a period of 10 months in the event of a 40% fall in unrestricted income would be £12.6m. If there was no income at all, this is equivalent to 4 months of expenditure based on the 2025 budget.

Recognising that reserves would be above the level set out in the reserves policy, the 2025 budget has been set to expend some of the carried over reserves in a controlled way for our charitable purposes, returning to a balanced or surplus budget position from 2026.

Investment policy

The investment policy of the charity is to balance the liquidity requirements between on-demand and fixed-term deposits held with our banks and the longer term returns that are possible through fixed asset investments.

Funds which are not expected to be needed except in the longer term are held by an investment management company, whose role is to protect World Animal Protection's investments and generate a return while observing our investment restrictions. As part of the trustees' oversight of this portfolio, the Audit & Finance Committee regularly reviews the performance of the investment portfolio, the investment principles and objectives, the charity's attitude to risk and advise the board of trustees on the selection of the charity's investment managers.

Investment performance

Our investment portfolios held in the UK and USA performed adequately in comparison to relevant benchmarks in the face of continued global economic challenges. Net investment gains in 2024 were £459k, a decrease of 0.1% on the market value of investments at the end of 2023.

Grant-making policy

We make grants to other entities in the global World Animal Protection network to contribute to their running and programme costs. We also give grants on a proactive basis to independent partner organisations and institutions to support joint work on strategic campaigns and projects. We may occasionally offer financial support to other bodies for their own activities which align with fulfilling our strategic animal welfare objectives.

Grants to entities within the World Animal Protection network are routinely monitored through narrative and financial management reports which include explanations of variances from agreed budgets. Grants to other organisations are awarded only after a due diligence process has been carried out with them in accordance with the procedures that sit beneath our Partnership and Finance policies. This process is aimed at giving us assurance that grantees are financially stable and that they can reliably manage and account for all the funds they may receive from us. Grants are subsequently governed by formal agreements which lay out agreed terms of reference and requirements for regular reporting, which provides assurance of the effective use of funds and contribution to our strategic objectives.



Fraud resilience

We are clear in our policies that we do not tolerate fraud or corruption. Our approach and policies aim to empower our people and other stakeholders to prevent and identify fraud and corruption through robust anti-fraud and whistleblowing policies.

We provide training to staff and publish articles in our internal communications channels to raise awareness of how to spot and report suspected frauds or scams.

We signed up to the [Charity Finance Group Counter Fraud Pledge](#) when it was launched and used the resources produced by them and the Fraud Advisory Panel to promote a fraud aware culture and resilience.

Data protection

The organisation continued to monitor our data protection procedures and compliance in the context of the General Data Protection Regulations (GDPR), the 'UK GDPR' and Data Protection Act 2018.

Remuneration policy

We operate a World Animal Protection group pay policy, approved by the board of trustees, which includes an annual review of all salaries. Reviews take into account salary benchmarks for each country in which the group operates, with the objective of being able to attract and retain high calibre people and to pay them fairly in line with market rates for the work they do.

Aligned with our overall pay policy, we benchmark the chief executive's salary against salaries of chief executives in global charities of a similar size and income. For the global leadership team (key management personnel), salaries are based on data relating to equivalent senior roles in comparable organisations in their respective countries.

Any proposed increases are made in the context of the budgets approved by the board of trustees as part of the annual budgeting process. Where there are changes to salaries, these are awarded to staff in July.

Safeguarding

As an organisation we have always taken seriously our duty to protect the welfare of our staff and partners. Within the charity sector there has been increased scrutiny from regulators and the media to ensure high levels of transparency and integrity. We regularly review our safeguarding policy and the most recent version was reviewed by the board in September 2023. The policy outlines our approach to protect the health, safety and welfare of all staff, volunteers, beneficiaries and others who come into contact with the organisation. This policy sets standards of behaviour and accountability for our staff and partners to ensure a workplace free from abuse and harassment. Aside from the primary purpose to protect individuals, this is essential if World Animal Protection is to remain a credible partner for the major global stakeholders we hope to influence as we seek to deliver our mission.

Our effort is not just focused on delivering the maximum impact for the animals we serve, but we seek to ensure that the way we go about our work reflects who we are and what we stand for as an organisation. This is reflected in a set of shared principles, values and behaviours that we have developed together, and reflect those standards expected of the charity sector more widely.

Modern slavery statement

World Animal Protection has a zero tolerance approach to modern slavery and human trafficking. We are fully committed to acting ethically and with integrity in all our business dealings and relationships. We are committed to implementing and enforcing effective systems and controls towards ensuring that no modern slavery or human trafficking is taking place anywhere in our operations or in our supply chains.

World Animal Protection has a robust governance and risk management framework in place and policies which contribute to minimising the risk of modern slavery in relation to our work. These include:

- Recruitment – as an equal opportunities' employer, we have a rigorous recruitment process. Our recruitment practices include 'right to work' checks for all prospective employees.
- Procurement – our processes ensure we take into consideration the different risks associated in our supply chains. We carry out due diligence checks on key suppliers and ensure we are satisfied that they have appropriate policies in place.

Risk and uncertainties

We believe that sound risk management is integral to both good management and good governance practice. In the last two years we have enhanced our risk management policy and incorporated it within strategic and operational planning.

Our risk management strategy ensures...

- Risk assessments are conducted on all new activities and projects to ensure they are in line with the charity's objectives and mission.
- Any risks or opportunities arising are identified, analysed and reported at an appropriate level.
- A risk register covering key strategic risks is maintained as a living document and brought to each Board and Audit & Finance Committee meeting.
- More detailed operational risk registers are maintained in aspects where this is considered appropriate, taking account of the impact of potential risk and the cost benefit of the exercise.
- All staff are provided with adequate training on risk management and their role and responsibilities in implementing this.
- We regularly review and monitor the effectiveness of our risk management framework and update it as considered appropriate.
- The Board receives regular reports on continuing and emerging high concern risks and those where priority action is needed to bring the risk within our stated risk appetite.

Our current significant risks include...

- **Ability to retain and attract staff.** Our people are the heart of our organisation. It is only through our dedicated and committed teams that we can deliver our mission to move the world to protect animals. We are strongly focussed on creating the right culture for our employees and volunteers to grow and flourish. We want to be able to attract, recruit and retain the very best people to work for World Animal Protection and ensure they have the right support and development to nurture them to work flexibly across the globe.
- **Ability to deliver strategy.** 2021 was the start of a new ten-year global strategic period and as with any pivoting of strategy, this comes with a change in the ways in which we work, partly through a material programme across the charity. We engage frequently and openly as we seek to harmonise the ways in which we work together.
- **Strength of affiliate relationships.** Our World Animal Protection affiliates play a key role in implementing our global strategies. We work closely and collaboratively with our affiliates to maximise the impact we have collectively.
- **Operational complexity.** We take all reasonable steps to comply with the laws and regulations applicable to UK registered charities, and the relevant regulations where our subsidiaries and branches are located and ensure that we have follow best practice in governance. We engage local professional advice where necessary to supplement the local staff we employ in those locations. We work to enhance the effectiveness and efficiency of our decision-making.
- **Financial stability.** In an uncertain financial environment resulting from the fast-changing political and economic context, we closely monitor the ongoing financial health of the organisation and donor giving and mitigate risks by incorporating scenario planning into our budget setting, diversifying income, maintaining careful control on expenditure, and increasing the flexibility of that expenditure.

Structure, governance and management

Our structure

World Animal Protection is a registered UK charity and a company limited by guarantee and the legal parent of three overseas subsidiaries, a UK trading subsidiary and three branches.

The Board of trustees consists of no less than nine and no more than 13 people and is responsible for the governance of World Animal Protection ensuring it is effectively and properly run and is meeting its overall purposes as set out in its Articles of Association (governing document).

Charity governance

The Board is committed to taking good governance and leadership to a higher level and aspire to comply with the Charity Governance Code. The latest review highlighted a good level of compliance overall and has led to some proactive steps being taken to address areas of improvement identified.

Governance structure

The Board meets at least four times a year to review the performance of the charity and make any decisions necessary to its governance and strategic direction. The Board has the following committee structure:

Audit and Finance Committee

Duties:

- Oversee, with delegated authority on behalf of the Board, all financial aspects of the charity, and report back to the Board as appropriate
- Guide, advise and make recommendations to the Board regarding the approval of budgets, accounts and financial statements and relevant financial policies
- Advise the Board on the financial implications of the organisation's strategic plans and its on-going financial viability
- Review the performance of charity investments
- Oversee the processes related to risk management and internal control and
- Oversee the internal and external audit processes.

Mission committee

Duties:

- Review the quality of progress and impact of the organisation's strategic programme areas, ensuring they are consistent with the global strategy, its theory of change, strategic objectives and goals
- Keep under review the organisation's animal welfare policy ensuring that it is consistent with international best practice and evidence, external policy developments, and World Animal Protection's global strategy and brand.

Nominations and Governance Committee

Duties:

- Keep the governance and assurance framework of World Animal Protection under review in order to ensure it enables effective governance by the International Board;
- Recommend enhancements to ensure the systems in place are suitably robust, reflect legislative and regulatory requirements together with best practice in the sector and elsewhere, and most effectively support the needs of the organisation now and in the future;
- Monitor and plan for Board succession, identifying skills and experiences needed and attract candidates for appointment and/or reappointment to the Board;
- Keep under review the performance of individual trustees and the Board as a whole on a regular basis, making recommendations to the Board as appropriate.

People and Culture Committee

Duties:

- Review the CEO's performance, remuneration and appraisal process
- Ensure that the people and culture strategy is driven by and contributes to the achievement of the organisational mission and strategy
- Maintain oversight of World Animal Protection's people policies and pay to ensure they are consistent with the needs of the business, current legislation and best practice and the Board's requirements as expressed from time to time and
- Maintain an oversight of the organisation's development and culture and people performance.

Standing Committee

Duties:

- Work with the CEO to understand the material issues, opportunities, and risks that warrant discussion by the Board and its committees and ensure that they receive sufficient time for strategic discussion.
- Ensure that statutory and regulatory duties of the Board also receive sufficient time for discussion and action at the Board or its committees.
- In exceptional circumstances, if the full Board approves a temporary mandate, to meet to deliver advice on specific matters.

The Board appoints the CEO who has delegated responsibility for the day to day running of the charity in accordance with policies and strategy set by the Board.

Trustee recruitment

World Animal Protection will act positively to create and maintain a skilled, balanced and effective Board. Every effort will be made to ensure that there are strong candidates to fill any vacancies that arise. This will include:

- reviewing the Board's collective skills, knowledge and experience
- attracting candidates with identified skills and experience that the charity's needs, and
- interviewing candidates to explore their commitment, knowledge and skills etc.

Trustee induction

All new trustees are provided with training and support necessary to fulfil their responsibilities effectively. An induction pack is issued, and a programme implemented to ensure they:

- understand their roles and responsibilities as a trustee, and charity law
- have access to our governance documentation, structures and all our approved policies and procedures
- are provided with background information that enhances their understanding of World Animal Protection
- meet staff through office visits or presentations.

Management

- The CEO is appointed by the Board of Trustees to manage the day-to-day operations of the charity. The CEO works with a Global Leadership Team (GLT) which comprises the directors of the key functions.
- The full list of members of the GLT and Board can be found on page 50 under Reference and administrative details.

Reference and administrative details

World Animal Protection is registered with the Charity Commission as a charity and with Companies House as a company limited by guarantee. World Animal Protection is governed by its Articles of Association.

Charity registration number 1081849

Company registration number 4029540

Registered office 3rd Floor, 86 – 90 St Pauls Road, London EC2A 4NE, United Kingdom

Board of trustees

(who are directors for Companies Act purposes)

Sarah Ireland (Chair)

Jamie Craig^{1,2}

Bérangère Michel (Deputy Chair)^{1,4}

Ka Keung Fung²

Sandra Bereti^{2,4}

Svetlana Ignatieva^{1,4}

Tigere Chagutah^{1,3}

Sol Oyuela¹

Franc Cortada^{3,4}

Dearbhail Usher^{2,3}

¹Member of the Audit and Finance Committee;

²Member of the People and Culture Committee

³Member of the Mission Committee;

⁴Member of the Nominations & Governance Committee.

Chief Executive Officer: **Tricia Croasdell**

Investment managers

Vanguard Asset Management Limited
4th floor, The Walbrook Building
25 Walbrook
London EC4N 8AF

Solicitors

Bates Wells and Braithwaite LLP
10 Queen Street Place
London EC4R 1BE

Auditor (External)

Crowe UK LLP
55 Ludgate Hill
London EC4M 7JW

Bankers

Barclays Bank PLC
99 Hatton Garden
London EC1N 8DN

Auditor (Internal)

RSM
25 Farringdon Street
London EC4A 4AB

Global leadership team

Tricia Croasdell

Chief Executive Officer from 1st July 2024

Stephen Sibbald

Global Network Delivery Director

Steve McIvor

Chief Executive Officer until 30th June 2024

Hok Pang

Global Director of Finance & Resources until 12th March 2025

Lena Aahlby

Global Director of Campaigns & Advocacy

Thomas Schultz-Jagow

Global Director of Fundraising and Engagement until 7th September 2024

Rachel Briggs

Global Director of People, Culture, and Organisational Development

Our public benefit requirement

Under the Charities Act 2011, charity trustees have a duty to explain in their annual report how they meet the requirement to demonstrate public benefit within the meaning of the Act. They are also obliged to explain the charity's achievements, measured by reference to the charity's aims and to the objectives set by the board of trustees. The advancement of animal welfare is specified as an admissible charitable purpose and is taken to include any purpose directed towards the prevention or suppression of cruelty to animals or the prevention or relief of suffering by animals. Examples of the charitable purposes falling within this description include:

- charities promoting kindness and seeking to prevent or suppress cruelty to animals
- animal sanctuaries

- the provision of veterinary care and treatment
- charities concerned with the care and rehoming of animals that are abandoned, mistreated or lost
- feral animal control, e.g. neutering.

In accordance with the requirements of the Charities Act 2011, the board of trustees has paid due regard to the Charity Commission's guidance on public benefit when deciding on and planning the activities of World Animal Protection.

This report demonstrates how we met our charitable purposes in 2024 and our principal achievements under our respective strategic priority areas of work.



Vladimir Turkenich / Shutterstock

Statement of trustees' responsibilities

The board of trustees (who are also directors of World Animal Protection for the purposes of company law) is responsible for preparing the Trustees' Annual Report (including the Strategic Report) and the financial statements in accordance with applicable law and regulations. Company law requires the board of trustees to prepare financial statements for each financial year.

Under that law, the board of trustees has elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law), including FRS 102 The Financial Reporting Standard applicable in the UK and Northern Ireland. Under company law, the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period.

In preparing these financial statements, the board of trustees is required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charities Statement of Recommended Practice SORP (FRS102)
- make judgements and accounting estimates that are reasonable and prudent
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements including Financial Reporting Standard FRS 102;
- prepare the financial statements on a 'going concern' basis unless it is inappropriate to presume that the charitable group will continue in business.

The board of trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. In the case of trustees in office at the date the Trustees' Annual Report is approved:

The trustees confirm that:

- so far as each trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware; and
- the trustees have each taken all the steps that they ought to have taken as trustees in order to make themselves aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditor

Crowe UK LLP, having expressed their willingness to continue in office, will be deemed reappointed for the next financial year in accordance with section 487(2) of the Companies Act 2006 unless the company receives notice under section 488(1) of the Companies Act 2006.

This report, including the Strategic Report, was approved by the board of trustees on 26 August 2025 and signed on their behalf by:



Sarah Ireland
Chair

Independent auditor's report to the members of World Animal Protection

Opinion

We have audited the financial statements of World Animal Protection ('the charitable company') and its subsidiaries ('the group') for the year ended 31st December 2024 which comprise Consolidated Statement of Financial Activities, Group and Parent Balance Sheets, Consolidated Statement of Cashflow and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 December 2024 and of the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustee's use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's or the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members including internal specialists and significant component audit teams. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act together with the Charities SORP (FRS 102) 2019. We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations were General Data Protection Regulation, employment legislation, taxation legislation, and Anti-fraud, bribery and corruption legislation.

Extent to which the audit was considered capable of detecting irregularities, including fraud (continued)

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, internal audit and the Audit & Finance Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Nicola May

Senior Statutory Auditor

for and on behalf of Crowe U.K. LLP

Statutory Auditor

London

Date:

Consolidated financial statements

Consolidated statement of financial activities for year ended 31 December 2024

	Note	Unrestricted funds £'000	Restricted funds £'000	Endowment funds £'000	Total 2024 £'000	Unrestricted funds £'000	Restricted funds £'000	Endowment funds £'000	Total 2023 £'000
Income and endowment from:									
Donations and legacies	2	26,920	3,379	-	30,299	26,953	2,175	-	29,128
Other trading activities	4	1	0	-	1	12	-	-	12
Investments	3	554	15	-	569	492	5	-	497
Total		27,475	3,394	-	30,869	27,457	2,180	-	29,637
Expenditure on:									
Raising funds	5	(7,060)	(293)	-	(7,353)	(6,867)	(264)	-	(7,131)
Charitable activities	6	(24,519)	(2,122)	-	(26,641)	(25,659)	(3,355)	-	(29,014)
Total		(31,579)	(2,415)	-	(33,994)	(32,526)	(3,619)	-	(36,145)
Net (losses)/gains on investments		459	-	-	459	548	-	-	548
Net income		(3,645)	979	-	(2,666)	(4,521)	(1,439)	-	(5,960)
Transfer between funds		87	-	(87)	-	(310)	-	310	-
Foreign exchange movement		(45)	29	3	(13)	(404)	(80)	(33)	(517)
Net movement in funds		(3,603)	1,008	(84)	(2,679)	(5,235)	(1,519)	277	(6,477)
Fund balances brought forward		15,210	2,036	2,411	19,657	20,445	3,555	2,134	26,134
Fund balances carried forward		11,607	3,044	2,327	16,978	15,210	2,036	2,411	19,657

The Statement of Financial Activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 61 to 76 form part of these accounts.

Consolidated financial statements

Consolidated and charity balance sheets at 31 December 2024

	Note	Consolidated 2024 £'000	Charity 2024 £'000	Consolidated 2023 £'000	Charity 2023 £'000
Fixed assets					
Tangible assets	11	544	511	741	681
Investments	12	4,088	2,307	5,118	3,544
		4,632	2,818	5,859	4,225
Current assets					
Stock		-	-	13	-
Debtors	13	3,551	2,377	2,523	3,140
Cash on deposit	24	718	-	757	-
Cash at bank and in hand	24	11,416	4,478	13,911	4,184
		15,685	6,855	17,204	7,324
Creditors: amounts falling due within one year	14	(2,146)	(1,545)	(2,308)	(1,541)
Net current assets		13,539	5,310	14,896	5,783
Provisions	15	(1,193)	(340)	(1,098)	(97)
Net assets		16,978	7,788	19,657	9,911
Unrestricted funds					
Designated funds	16	-	-	9	9
Revaluation funds		276	276	415	415
General funds		11,331	3,916	14,786	5,948
		11,607	4,192	15,210	6,372
Restricted funds	17	3,044	2,094	2,036	1,950
Endowments	18	2,327	1,502	2,411	1,589
Total funds		16,978	7,788	19,657	9,911

The notes at pages 61 to 76 form part of these accounts. The Charity-only net deficit for the year was £1,787,272 (2023 net deficit: £4,709,569).

The financial statements were approved and authorised for issue by the trustees on 26 August 2025.



S Ireland

Chair

Registered company no: 4029540

Consolidated financial statements

Consolidated statement of cash flows for year ended 31 December 2024

	Note	2024 £'000	2024 £'000	2023 £'000	2023 £'000
Cash flows from operating activities:			(4,537)		(5,871)
Net cash generated by operating activities					
Cash flows from investing activities:					
Interest received	3	99		220	
Investment income	3	470		277	
Purchase of tangible assets	11	(53)		(580)	
Sale of tangible assets		-		-	
Purchase of investments	12	(15)		(56)	
Sale of investments	12	1,502		66	
Net cash generated in investing activities			2,003		(73)
Change in cash and cash equivalents in the reporting period			(2,534)		(5,944)
Cash and cash equivalents at the beginning of the reporting period			14,668		20,612
Cash and cash equivalents at the end of the reporting period	24		12,134		14,668

Reconciliation of net income to net cash flow from operating activities

Net movement in funds for the reporting period (as per Statement of Financial Activities)		(2,666)		(5,961)
Adjustments for:				
Depreciation charges	11	218		122
Net losses/(gains) on investments		(450)		(551)
Foreign exchange differences		13		(419)
Investment income	3	(569)		(497)
Loss on disposal of fixed assets				-
Increase in stocks		13		6
(Increase)/decrease in debtors		(1,029)		879
Increase/(decrease) in creditors		(67)		550
Net cash generated by operating activities			(4,537)	(5,871)

The notes on pages 61 to 76 form part of these accounts.

Notes to the consolidated financial statements

1. Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

World Animal Protection meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

These financial statements are for the legal entity which is World Animal Protection, a charity incorporated in the UK, registered with the Charity Commission and with Companies House as a company limited by guarantee. All figures have been converted into sterling.

Going concern

After discussions with key management personnel and reviewing the Group's forecasts and projections, the trustees have a reasonable expectation that the Group has adequate resources to continue its activities for the foreseeable future.

The trustees have considered the potential impact of a reduction in future income and the consequential effect on expenditure. The scenarios considered have assumed a minimum reduction of 5% and a maximum reduction of 40% in Group income until December 2026. The trustees have also assumed a reduction in expenditure within six months after the initial drop in income, to allow time for the group to implement necessary actions to maintain a sustainable financial position.

Accordingly, the trustees continue to adopt the going concern basis in preparing the financial statements as outlined in the Trustees' responsibilities statement.

b) Basis of consolidation

The consolidated financial statements of the group incorporate the accounts of the charity including branches in Costa Rica, China, Thailand and Kenya, and its wholly owned trading subsidiary World Animal Protection Trading Company Limited. The branches are also registered as legal entities in their local jurisdictions to comply with the relevant laws and regulations.

The charity is the sole member of World Animal Protection USA and World Animal Protection Australia. These are included in the consolidated accounts as subsidiaries. The registered offices for the subsidiaries are listed on our website: <https://www.worldanimalprotection.org/contact-us>

A separate Statement of Financial Activities (SOFA) is not presented because the charity has taken advantage of the provisions of Section 408 of the Companies Act 2006.

c) Fixed asset investments

Fixed asset investments are stated at their market value at the balance sheet date. Any gain/loss on revaluation is recognised in the consolidated SOFA.

d) Tangible fixed assets

Tangible fixed assets acquired with a fair value over £5,000 are capitalised and depreciated on a straight-line basis over their expected useful lives as follows:

- Computer equipment - 5 years
- Software - 3 to 5 years
- Office equipment - 3 years
- Short leasehold property - The life of the lease

e) Fund accounting

Funds held by the charity are:

Unrestricted funds - funds which can be used in furtherance of the charity's objectives at the discretion of the board of trustees.

Designated funds - funds which have been designated by the board of trustees for a particular purpose, but this designation does not legally restrict the board of trustees' discretion to apply the funds.

Restricted funds - funds which can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Endowment funds - funds that have been given to the charity to be held as capital. Endowments can either be permanent endowment funds which means that they cannot be converted to funds, or expendable endowment funds where the trustees do have a discretionary power to use the funds as income. The endowment funds are accounted for on the basis of any restrictions imposed by the donors.

Notes to the consolidated financial statements

f) Income

Appeals, grants and donations

Income from appeals, grants and donations is included in incoming resources when: the charity has entitlement to funds, any performance conditions have been met, it is probable that the income will be received, and the amount can be measured reliably.

Legacies

Entitlement to legacies is taken as the earlier of the date on which either: the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate.

Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably, and the charity has been notified of the executor's intention to make a distribution.

Where legacies have been notified to the charity, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised, and reference should be made to the trustees' annual report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity, which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Interest receivable

Interest is included when receivable by the charity.

Commercial trading activities

Income from commercial activities of World Animal Protection Trading Company Limited is included in the period in which the group is entitled to receipt.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably. Expenditure is classified under the following headings:

- Costs of raising funds comprise the costs incurred in generating donations, the costs of trading for fundraising purposes and the costs directly attributable to managing the investments
- Expenditure on charitable activities comprises those costs directly related to the objects of World Animal Protection. It includes both the costs which can be directly allocated to such activities and the costs of an indirect nature necessary to support them. These costs are apportioned on an appropriate basis as set out in Note 6
- Other expenditure represents those items not falling into any other heading.

Grants

Grants payable are accounted for as expenditure in the period in which an irreversible binding commitment to make payment has been entered into and upon receipt of satisfactory management reports.

Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs. These costs have been allocated between costs of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated have been set out in Note 8. Redundancy payments are recognised when offered to staff in line with UK regulation.

h) Stock

Stocks are valued at the lower of cost and net realisable value.

i) Debtors

Trade and other debtors are recognised at the settlement amount due. Prepayments are valued at the amount prepaid.

j) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Notes to the consolidated financial statements

k) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount.

l) Financial instruments

The charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments comprise fixed asset investments measured at fair value through profit or loss, and financial assets and liabilities that are initially recognised at transaction value and subsequently measured at their settlement value.

m) Foreign currency

Transactions in foreign currencies are translated at the exchange rate in effect at the time of the transaction. Monetary assets and liabilities in foreign currencies are translated at the rates of exchange prevailing at the balance sheet date. Exchange differences are included in the consolidated SOFA for the period in which they are incurred.

n) Pensions

The charity operates a defined-contribution pension scheme. The assets of the scheme are held separately from the charity in an independently administered fund. The amount charged in the SOFA represents the contributions payable to the scheme in respect of the accounting period.

World Animal Protection USA operated a defined benefit plan which was closed to new entrants on 31 December 2009. Since 1 January 2010 World Animal Protection USA has operated a defined contribution scheme and contributions payable are recognised in the SOFA in the accounting period to which it relates.

o) Significant accounting estimates and judgments

In determining the carrying amounts of certain assets and liabilities, the charity makes assumptions of the effects of uncertain future events on those assets and liabilities at the balance sheet date. The charity's estimates and assumptions are based on historical experience and expectation of future events and are reviewed annually. The main estimates in the financial statements relate to depreciation, legacies and provisions. Further information about key assumptions concerning the future, and other key sources of estimation of uncertainty, are set out in the notes.

World Animal Protection/Tracks Investigations



Notes to the consolidated financial statements

2. Income from donations and legacies

	Unrestricted funds £'000	Restricted funds £'000	Total 2024 £'000	Unrestricted funds £'000	Restricted funds £'000	Total 2023 £'000
Appeals and gifts (individual donations)	12,562	1,014	13,576	12,784	1,157	13,941
Legacies	8,162	323	8,485	9,200	201	9,401
Corporate donations, trusts, foundations, and society grants	176	1,591	1,767	86	111	197
Governments	-	-	-	-	-	-
Major donors	1,014	217	1,231	651	275	926
Gifts in kind	28	-	28	3	-	3
Other income	267	-	267	110	-	110
Income from World Animal Protection affiliates	4,711	234	4,945	4,119	431	4,550
	26,920	3,379	30,299	26,953	2,175	29,128

3. Investments

	Unrestricted funds £'000	Restricted funds £'000	Total 2024 £'000	Unrestricted funds £'000	Restricted funds £'000	Total 2023 £'000
Interest receivable	84	15	99	215	5	220
Investment income from investments	470	-	470	277	-	277
	554	15	569	492	5	497

Notes to the consolidated financial statements

4. Subsidiary companies

	Trading company		USA		Australia*	
	2024 £'000	2023 £'000	2024 £'000	2023 £'000	2024 £'000	2023 £'000
Income	1	12	5,680	4,642	7,552	7,706
Expenditure	(11)	(26)	(6,363)	(5,577)	(7,551)	(7,702)
Net incoming/(outgoing) resources before gains and losses and gift aid	(10)	(14)	(683)	(935)	1	4
Gift aid	-	-	-	-	-	-
Net (outgoing)/incoming resources before gains and losses	(10)	(14)	(683)	(935)	1	4
Net (losses)/gains on investments	-	-	190	271	-	-
Net movements in funds	(10)	(14)	(493)	(664)	1	4
Assets	3	19	10,944	11,743	1,837	2,923
Liabilities	(23)	(17)	(2,475)	(2,797)	(1,170)	(2,217)
Funds	(20)	2	8,469	8,946	667	706

*Includes the results for New Zealand, which is a branch of Australia.

5. Expenditure on raising funds

	Total 2024 £000	Total 2023 £000
Appeals and gifts (individual giving)	6,573	6,410
Legacies	115	100
Corporate donations, trust foundations	473	473
Major donors	174	114
Fundraising trading	11	26
Investment managers' fees	7	8
Total	7,353	7,131

Included in the above are governance costs of £188,245 (2023: £145,467)

Notes to the consolidated financial statements

6. Charitable Activities

	Animals in communities	Animals in farming	Animals in disasters	Global advocacy for animals	Animals in the wild	Total 2024 £'000	Total 2023
Grants (see note 7)	80	298	-	-	1,161	1,539	1,431
Direct expenditure	86	7,300	15	2,052	8,305	17,758	19,450
Support costs	55	2,428	-	755	3,015	6,253	7,053
Governance costs	8	319	-	100	664	1,091	1,080
Total 2024	229	10,345	15	2,907	13,145	26,641	29,014
Total 2023	244	11,699	12	2,598	14,461	29,014	

Credit: World Animal Protection/Joli Studios



Notes to the consolidated financial statements

7. Grants

Grants were made to the following institutions:	2024	2023
Institution name:	£'000	£'000
Asociatia Milioane de Prieteni	333	274
Bioresource Research Centre	266	187
International Companion Animal Management Coalition	73	73
World Cetacean Alliance	63	80
Collective Fashion Justice	61	21
Following Giants	46	-
Sappraiwan Elephant Sanctuary	38	-
Jakarta Animal Aid Network (JAAN)	37	-
World Federation for Animals	36	-
Blood Lions	34	24
Centre for Marinelife Conservation and Community Development	31	16
World Parrot Trust	30	-
Education for Nature Vietnam	20	24
Vietnam National University of Agriculture	18	-
Sociedad Peruana de Derecho Ambiental	16	-
Patom Organic Living	16	32
Philippine Animal Welfare Society	16	-
Tambuyog Development Center, Inc	16	32
Alliance for Animals	15	-
The Asia Academy of Philanthropy	14	11
Perkumpulan Ayam Sejahtera Indonesia	12	-
The International Cooperation Committee of Animal Welfare	11	17
UNIVERSIDADE CATOLICA	11	-
Kindness Project	10	-
Center for Energy, Environment and Development	8	-
Safe Haven Wildlife Sanctuary	8	-
Luvín Arms Animal Sanctuary	8	-
Jeunes Volontaires pour l'Environnement (JVE)	8	-
Biodiversity And Biosafety Association of Kenya	8	-
Youth in Agroecology Restoration Network	8	-
Chunyu Doctor	-	11
Elephant Aid International	-	104
Bring the Elephant Home	-	56
Yayasan Lembaga Konsumen Indonesia	-	37
Manchester Metropolitan University	-	36
University of Pretoria	-	33
The Philippine Animal Welfare Society	-	32
Following Giant	-	32
Evergreen Labs	-	28
E.L.I.E	-	25
Tiger Tops	-	25
Boon Lott Elephant	-	24
Mahouts Elephant Foundation	-	19
Kindred Spirit Elephant Sanctuary	-	15
Other grants to institutions (all under £7,000)	268	163
	1,539	1,431

World Animal Protection awards grants which are multiyear in nature but retains the right to withhold tranches of grant payments until satisfactory performance related conditions and reporting have been met by the grantee. Therefore, no grant liability is recognised at the balance sheet date unless these performance related conditions have been met. The total amount of such awarded grants at the balance sheet date is £537,244 (2023: £758,190).

Notes to the consolidated financial statements

8. Analysis of support and governance costs

	Animals in communities £'000	Animals in farming £'000	Animals in disasters £'000	Global advocacy for animals £'000	Animals in the wild £'000	Consolidated 2024 £'000	Consolidated 2023 £'000
CEO and executive management	10	618	-	190	795	1,613	1,545
Finance	8	469	-	129	573	1,179	1,232
IT	6	240	-	71	286	603	697
Facilities	16	625	-	197	776	1,614	2,119
HR	14	476	-	168	584	1,242	1,461
Governance	8	319	-	100	664	1,091	1,080
	62	2,747	-	855	3,678	7,342	8,134

In the table above, the basis of apportionment for support costs has been the proportion of the direct expenditure for each charitable activity compared to total expenditure. In 2024 Facilities costs include provision for an onerous lease commitment relating to the USA office (see note 15).

9. Net incoming resources

This is stated after charging	2024 £'000	2023 £'000
Operating lease expense	1,007	2,095
Depreciation charges	218	122
Auditor's remuneration:		
Fees payable to the charity's auditor for the audit of the charity's annual accounts	139	109
Fees payable to the charity's auditor and its associates for other services:		
- Audit of the accounts of subsidiaries (excluding US office)	24	27
- Other non-audit services	-	-
Amounts paid to US office auditors - CBIZ Marks Paneth	46	38
Investment managers' fees	7	8

- Audit remuneration in relation to the group audit was £117,138 (2023: £103,860) and this was paid to Crowe UK LLP.
- Audit remuneration for overseas offices was £45,616 (2023: £56,656) and this was paid to Crowe Global member firms.

Notes to the consolidated financial statements

10. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

	Consolidated 2024 £'000	Consolidated 2023 £'000
Wages and salaries	12,676	12,074
Social security costs (national insurance and other taxes)	1,220	1,110
Other pension costs	815	767
	14,711	13,951

In addition, a great amount of time, the value of which is impossible to reflect in these financial statements, was donated by our volunteers. Our volunteers helped to raise funds and provided office administration and support.

The average number of contracted employees throughout the year, calculated on a full-time equivalent (FTE) basis, was:	2024 No. of FTE	2024 Headcount	2023 Number of FTE	2023 Headcount
Charitable activities, campaigns and publicity	137	140	124	127
Fundraising	42	43	46	46
Managing and administration	40	41	46	48
Leadership and governance	9	9	10	10
	228	233	226	231

The emoluments of members of staff, including benefits in kind within the range of £60,000 to £169,999, are:	2024 Number	2023 Number
£60,000 - £69,999	20	15
£70,000 - £79,999	11	15
£80,000 - £89,999	16	12
£90,000 - £99,999	7	4
£100,000 - £109,999	7	7
£110,000 - £119,999	5	3
£120,000 - £129,999	2	4
£130,000 - £139,999	2	-
£140,000 - £149,999	1	1
£150,000 - £159,999	-	2
£160,000 - £169,999	1	-
	72	63
The pension costs paid in respect of these employees amounted to	£324,648	£300,022

Within our branches and subsidiaries, we employ staff with the required skills and experience to enable our organisation to meet our goals. We attract and retain staff and the salaries are based on the local market. Many of our staff team could make use of their skills elsewhere in the charitable or private sector for considerably higher salaries and of the high earners' number quoted above, only 22 out of 72 staff were employed within the UK.

The key management personnel of the charity are considered to be the Global Leadership Team (GLT). The GLT comprises the CEO, the global director of programmes, the global director of fundraising and engagement, the global people director, the global director of finance and resources and the global director of strategic delivery. The key management personnel of the charity received £869,820 (2023: £824,813) in salaries and fees. The employer contributions into the charity's pension scheme with respect to key management personnel amounted to £45,828 (2023: £49,705). The total employee benefits of the key management personnel of the charity were £10,473 (2023: £4,866).

Notes to the consolidated financial statements

Redundancy and termination payments	2024	2023
Redundancy/Termination payments (£'000)	£216,996	-

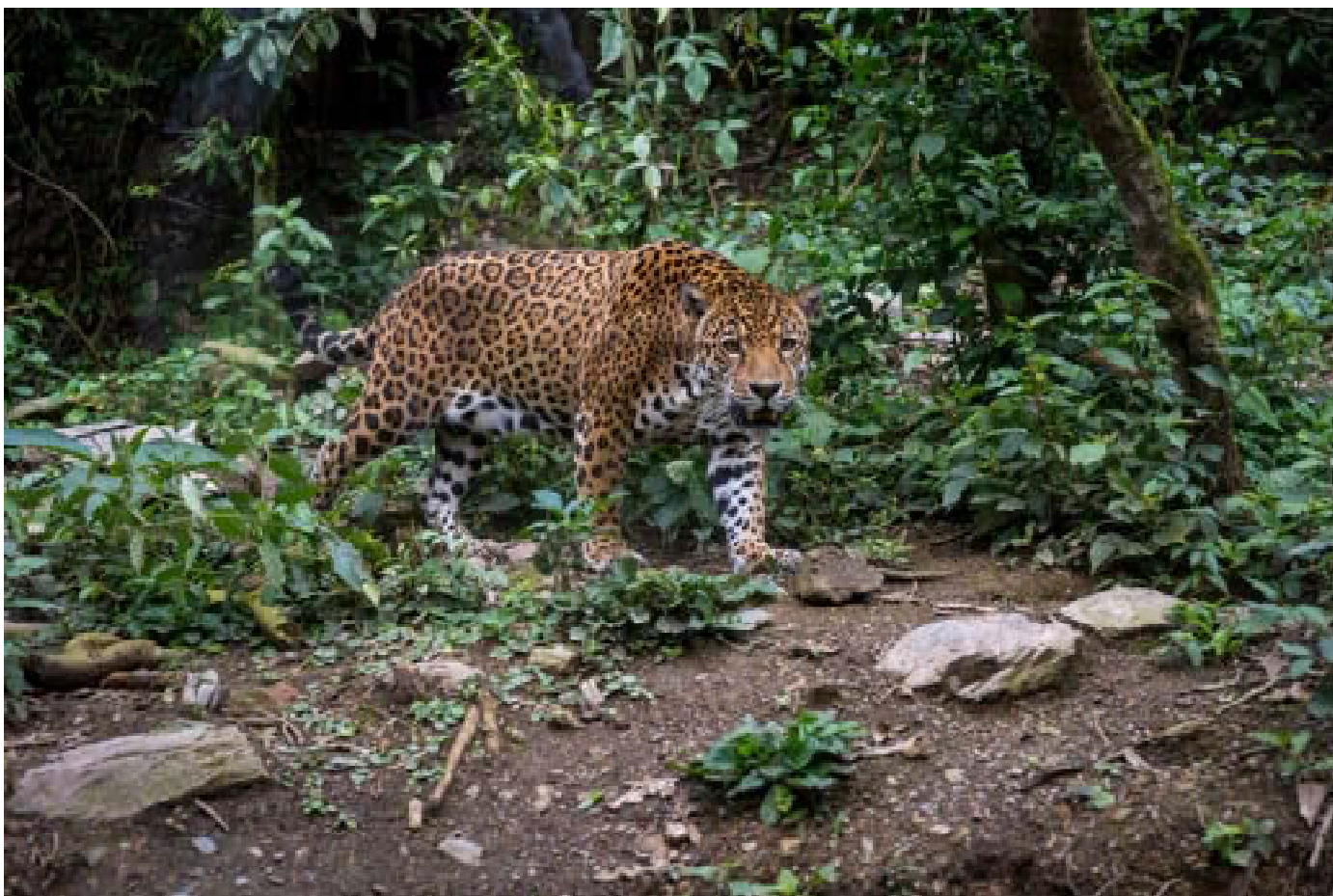
Trustee expenses

Total board/committee expenses incurred in respect of travel, accommodation and subsistence was £46,034 (2023: £26,986).

Included in the above are £11,835 (2023: £4,574) of expenses reimbursed to seven trustees (2023: four).

None of the trustees receive any remuneration for their services as trustees of the charity.

Credit: World Animal Protection/Emi Kondo



Notes to the consolidated financial statements

11. Tangible fixed assets (consolidated)

	Short leasehold property £'000	Office equipment £'000	Computer equipment £'000	Software £'000	Total £'000
Cost					
At 1 January 2024	911	209	354	796	2,270
Additions	-	9	44	-	53
Foreign exchange differences	2	(3)	(28)	(2)	(31)
Disposals	-	-	-	-	-
At 31 December 2024	913	215	370	794	2,292
Depreciation					
At 1 January 2024	825	184	281	239	1,529
Disposals	-	-	-	-	-
Foreign exchange differences	(1)	3	0	(1)	1
Depreciation in year	44	11	37	126	218
At 31 December 2024	868	198	318	364	1,748
Net book amount at 31 December 2024	45	17	52	430	544
Net book amount at 31 December 2023	86	25	73	557	741

Tangible fixed assets (charity)

	Short leasehold property £'000	Office equipment £'000	Computer equipment £'000	Software £'000	Total £'000
Cost					
At 1 January 2024	736	59	147	733	1,675
Additions	-	8	3	-	11
Foreign exchange differences	6	(2)	6	-	10
Disposals	-	-	-	-	-
At 31 December 2024	742	65	156	733	1,696
Depreciation					
At 1 January 2024	681	34	103	176	994
Foreign exchange differences	4	3	6	-	13
Disposals	-	-	-	-	-
Depreciation in year	25	10	17	126	178
At 31 December 2024	710	47	126	302	1,185
Net book amount at 31 December 2024	32	18	30	431	511
Net book amount at 31 December 2023	55	25	44	557	681

Notes to the consolidated financial statements

12. Fixed Asset Investments (consolidated and charity)

	Consolidated 2024 £'000	Charity 2024 £'000	Consolidated 2023 £'000	Charity 2023 £'000
Market value as at 1 January 2024	5,118	3,544	4,631	3,274
Add: acquisitions at cost	15	-	56	-
Less: investment manager's fees	(6)	(6)	(7)	(7)
Foreign exchange differences	4	-	(56)	-
Less: disposals at opening book value	(1,502)	(1,500)	(66)	-
Unrealised (losses)/gains on revaluation	459	269	560	277
Market value at 31 December 2024	4,088	2,307	5,118	3,544
Historical cost at 31 December 2024	2,429	1,516	3,439	2,527

An analysis of the market value of investments at 31 December 2023 is as follows:	Consolidated 2024 £'000	Charity 2024 £'000	Consolidated 2023 £'000	Charity 2023 £'000
Overseas equities	1,075	1,075	1,651	1,651
UK stock/bond mixed indexed funds	420	420	645	645
US stock indexed funds	1,623	-	1,198	-
Bonds and bond indexed funds	922	812	1,603	1,248
US fixed-interest stock	48	-	21	-
	4,088	2,307	5,118	3,544

At 31 December 2024, the charity owned the entire issued share capital of World Animal Protection Trading Company Limited (£2 cost), a company which supports the charity by carrying out ancillary trading activities. The trading results are set out in Note 4. At 31 December 2024, the amount of this company's assets, liabilities, share capital and reserves was:

	2024 £'000	2023 £'000
Current assets	3	20
Creditors: amount falling due within one year	(23)	(17)
Creditors: amount falling due after more than one year	-	-
	(20)	3
Called-up share capital - (£2 rounded down to nil)	-	-
Profit and loss account	(20)	3
	(20)	3

Notes to the consolidated financial statements

13. Debtors

	Consolidated 2024 £'000	Charity 2024 £'000	Consolidated 2023 £'000	Charity 2023 £'000
Trade debtors	602	5	86	0
Amounts owed by subsidiary undertakings	-	343	-	1,261
Amounts owed by other WAP entities	226	223	299	299
Accrued income	1,241	944	467	293
Prepayments	1,133	755	1,217	1,040
Other debtors	349	107	454	247
	3,551	2,377	2,523	3,140

14. Creditors: amounts falling due within one year

	Consolidated 2024 £'000	Charity 2024 £'000	Consolidated 2023 £'000	Charity 2023 £'000
Trade creditors	808	527	1,021	752
Other creditors	188	18	185	18
Taxes and social security	287	236	300	245
Accruals and deferred income	863	442	802	323
Amounts owed to other World Animal Protection entities	-	-	-	-
Amounts owed to subsidiary undertakings	-	322	-	203
	2,146	1,545	2,308	1,541

15. Provisions

	Consolidated 2024 £'000	Charity 2024 £'000	Consolidated 2023 £'000	Charity 2023 £'000
Opening balance	1,098	97	151	97
Provision released during the year	(153)	(5)	1	-
Foreign exchange differences	(1)	-	(2)	-
Provision built up in the year	249	248	948	-
Closing balance	1,193	340	1,098	97

The provision relates to lease dilapidations for the London and Australian offices. In 2023 a new provision has been made for an onerous lease commitment relating to the USA office which has been deemed to be surplus to requirements and sublet with effect from 1 March 2024 at a reduced rate until the lease ends in October 2029. The provision represents the net present value of the future lease payments less the rent receivable from the sublease in accordance with the principles in FRS102.

Notes to the consolidated financial statements

16. Unrestricted funds (Consolidated and Charity)

Consolidated

	Balance at 1 January 2024	Income	Expenditure	Realised and Unrealised gains and losses	Transfers	Balance at 31 December 2024
	£'000	£'000	£'000	£'000	£'000	£'000
Designated funds	9	-	-	-	(9)	0
General & revaluation funds	15,201	27,474	(31,579)	415	96	11,607
Total unrestricted Funds	15,210	27,474	(31,579)	415	87	11,607

Charity

Designated funds	9	-	-	-	(9)	0
General & revaluation funds	6,363	19,334	(21,881)	280	96	4,192
Total unrestricted funds	6,372	19,334	(21,881)	280	87	4,192

17. Restricted funds

Consolidated

	Balance at 1 January 2024	Income	Expenditure/ transfers	Exchange differences	Balance at 31 December 2024
	£'000	£'000	£'000	£'000	£'000
Animals in farming	572	1,181	(64)	-	1,689
Animals in the wild	10	876	(653)	9	242
Animals in communities	-	1	(1)	-	-
Animals in disasters	-	13	(10)	-	3
Geographical restrictions	1,454	1,323	(1,687)	20	1,110
	2,036	3,394	(2,415)	29	3,044

Charity

	Balance at 1 January 2024	Income	Expenditure/ transfers	Exchange differences	Balance at 31 December 2024
	£'000	£'000	£'000	£'000	£'000
Animals in farming	486	470	(64)	-	892
Animals in the wild	10	734	(653)	1	92
Animals in communities	-	1	(1)	-	-
Animals in disasters	-	10	(10)	-	-
Geographical restrictions	1,454	1,323	(1,687)	20	1,110
	1,950	2,538	(2,415)	21	2,094

The balance of restricted funds includes £864,259 from US-based Open Philanthropy project funds to make lasting change for farmed animals in Southeast Asia and Africa. Multiple small grants from various donors totalling £117,741 will be spent mainly in Thailand for wildlife work. The remaining balance of £1,110,717 comprises World Animal Protection Thailand reserves which can only be used for our work in Thailand.

Notes to the consolidated financial statements

18. Endowments

Consolidated	Italy/ Isle of Capri £'000	General Operations £'000	Eberle Capital £'000	Ruth Whist Capital £'000	Total £'000
Balance at 1 January 2024	37	785	1,230	359	2,411
Net realised and unrealised losses	-	-	(235)	148	(87)
Sale of assets – realised gains/losses	-	-	-	-	-
Foreign exchange differences	-	3	-	-	3
Balance at 31 December 2024	37	788	995	507	2,327

Charity	Eberle Capital £'000	Ruth Whist Capital £'000	Total £'000
Balance at 1 January 2024	1,230	359	1,589
Net realised and unrealised losses	(235)	148	(87)
Sale of assets – realised gains/losses	-	-	-
Balance at 31 December 2024	995	507	1,502

The Eberle Capital Investment Fund arises from a legacy received in 1991 for the protection of small animals “if possible”. The capital of the fund cannot be used for other charitable purposes unless prior approval is given by the trustees. The income arising from this fund is part of unrestricted investment income.

The Ruth Whist Capital Cash Fund arises from a donation for use in work for animals in need. The capital of the fund cannot be spent, and interest should be withdrawn annually for use at the discretion of World Animal Protection’s global director of programmes. The income arising from this fund is part of unrestricted investment income.

In World Animal Protection USA, since 1980, numerous donors have contributed to the endowment fund for General Operations. In 1990 the estate of Mona Bismarck contributed an endowment gift for Italy/Isle of Capri. For both funds, the capital amounts must be held in perpetuity and cannot be spent. The income arising from these funds are part of investment income.

The net realised gains and unrealised losses during the year have been reallocated from the revaluation funds.

Notes to the consolidated financial statements

19. Analysis of net assets between funds

For 2024

Consolidated	Unrestricted funds £'000	Restricted funds £'000	Endowment funds £'000	Total funds £'000
Tangible fixed assets	515	29	-	544
Investments	1,761	-	2,327	4,088
Net current assets	10,524	3,015	-	13,539
Provisions	(1,193)	-	-	(1,193)
	11,607	3,044	2,327	16,978

Charity	Unrestricted funds £'000	Restricted funds £'000	Endowment funds £'000	Total funds £'000
Tangible fixed assets	481	30	-	511
Investments	805	-	1,502	2,307
Net current assets	3,246	2,064	-	5,310
Provisions	(340)	-	-	(340)
	4,192	2,094	1,502	7,788

For 2023

Consolidated	Unrestricted funds £'000	Restricted funds £'000	Endowment funds £'000	Total funds £'000
Tangible fixed assets	694	47	-	741
Investments	2,708	-	2,410	5,118
Net current assets	12,872	2,023	-	14,895
Provisions	(1,098)	-	-	(1,098)
	15,176	2,070	2,410	19,656

Charity	Unrestricted funds £'000	Restricted funds £'000	Endowment funds £'000	Total funds £'000
Tangible fixed assets	634	47	-	681
Investments	1,956	-	1,588	3,544
Net current assets	3,845	1,937	-	5,782
Provisions	(97)	-	-	(97)
	6,338	1,984	1,588	9,910

20. Commitments

Capital commitments: There were no capital commitments by the charity or group, contracted or authorised, at 31 December 2024 or 31 December 2023.

Notes to the consolidated financial statements

21. Operating lease commitments

Operating lease payments relate to total minimum contractual rent commitments for premises within the group, over the remaining life of the leases.

	Consolidated 2024 £'000	Charity 2024 £'000	Consolidated 2023 £'000	Charity 2023 £'000
Due in one year or less	794	477	1,192	816
Between one and five years	1,405	166	1,870	609
In five years or more	272	-	272	-
	2,471	643	3,334	1,425

22. Related party transactions

	Paid by World Animal Protection £'000	Received by World Animal Protection £'000	Amounts owed by World Animal Protection £'000	Amounts owed to World Animal Protection £'000
World Animal Protection Brazil	1,282	-	-	-
World Animal Protection Canada	-	198	-	99
World Animal Protection (Thailand) Foundation	-	-	-	-
World Animal Protection Denmark	-	2,780	-	2
World Animal Protection India	313	-	-	95
World Animal Protection Netherlands	-	1,042	-	1
World Animal Protection Sweden	-	925	-	28
	1,595	4,945	-	225

The first column shows the grants given to those affiliate entities that carry out programme delivery work but do not fundraise locally. The second column shows the donations and grants received from fundraising affiliate offices. The balances owed to and from the affiliate entities at the end of the year are also disclosed.

Affiliate entities are governed by their own separate board of directors and are related parties by virtue of their representation on this charity's Senior Leadership Team and the collaboration arrangement between the entities.

23. Guarantee

The charity is also a company limited by guarantee. In the event of winding up, its members would be liable to pay an amount not greater than £1.

Notes to the consolidated financial statements

24. Analysis of cash and cash equivalents

	At 1 January 2024 £'000	Cash flows £'000	At 31 December 2024 £'000
Cash at bank and in hand	13,911	(2,495)	11,416
Cash on deposit	757	(39)	718
	14,668	(2,534)	12,134

Some of the year-end cash balances are held in a number of foreign currency accounts including US dollars and euro.

25. Pensions

The charity contributed £603,769 towards a defined contribution scheme for the benefit of employees. The charity contribution is charged to the SOFA as they become payable and are allocated to the same funds as the salary costs to which they relate.

Prior to 31 December 2009, World Animal Protection USA provided a defined benefit pension plan covering salaried permanent employees. Benefits were based on years of service and the employee's remuneration. Effective 31 December 2009, all benefits under the defined benefit pension plan were frozen. Following 31 December 2009, no employees were eligible to participate in the defined benefit pension plan and vested employees in the plan are no longer accruing additional benefits. World Animal Protection U.S.'s participation in the Plan was less than 2% and not considered significant. No liability or expenses related to the Plan have been reflected in the accompanying financial statements as of and for the years ended December 31, 2023 and 2022. The Plan terminated effective 31 August 2023 and paid out all benefits owed to participants in December 2023.

Since 2010, World Animal Protection USA has provided a group tax-deferred 403(b) plan covering all permanent employees. The assets are held for each employee in an individual account maintained by an investment firm. Eligible employees may contribute to the plan up to allowable levels. World Animal Protection USA matches employee contributions to the plan up to 3% of each employee's bi-weekly salary. Employees forfeit employer contributions if they terminate in the first three years of employment.

26. Legacies

The value of legacies notified to the Charity, but which do not meet the recognition criteria (and so are not accounted for within the financial statements) is approximately £5.7million (2023: £3.9 million).

Thank you

To our supporters

We would like to say a sincere thank you to all our supporters. Ending animal suffering starts with moving people to care and contribute; you have made life-changing work for animals possible in 2024.

With your continued generous support, we will work hard in 2024 and beyond to move the world to join us in protecting animals.

To our volunteers

Volunteers are important to World Animal Protection in many ways, from raising vital funds to helping with office administration and support. Many thousands give their time and support by engaging with us in forms of campaign action. So, we would like to express our warmest thanks to you all for your dedication and hard work during 2024. You make a fundamental contribution to our mission to move the world to protect animals.



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