

Animals Asia Review

2011



Milestones

2011 The Year of the Rabbit

In 2011, we celebrated 20 years of Dr Dog, Asia's first animal-therapy programme. Jill Robinson and her golden retriever, Max, started Dr Dog with a visit to a paraplegic boy in the grounds of a Hong Kong hospital.



Animals Asia brought 30 bears to safety in 2011, including our 100th Vietnam bear, "Dream", who was rescued from a farm in November along with 13 other bears, many of them missing limbs. This brings to 381 the total number of bears rescued in China and Vietnam at end-December 2011 — 277 in China and 104 in Vietnam.

March: The Vietnam National Administration of Tourism warned travel companies they risked losing their licences if they took international tourists to buy bear bile.

April: Jill was awarded an honorary doctorate from the University of Zurich for her contribution to animal welfare. She is now officially "Dr Jill Robinson MBE".

June: We hosted Asia's biggest animal-welfare forum, the 4-day "Asia for Animals Conference 2011" in Chengdu, Sichuan province, the home of our China bears. At the conference, we launched the Animals Asia Welfare Awards (also known as "The Andrews" in memory of Andrew, our first rescued bear).

September: We held our third Humane Dog Management Workshop for officials and welfare groups, with this year's focus on the control of canine rabies.

September: Animals Asia co-hosted a reception at the UK House of Commons for key traditional

medicine practitioners from around the world ahead of the World Federation of Chinese Medicine's Congress at the Hall of Westminster. We also organised and funded a panel discussion on endangered species at the Congress.

October: Animals Asia partnered with the University of Edinburgh to hold a seven-day workshop in animal welfare for 236 final-year veterinary students in Chongqing. We also held a two-day workshop in animal care at our Chengdu sanctuary for 32 animal managers and veterinary-care personnel from zoos and safari parks across China.

October: Our China team offered emergency (and months of follow-up) veterinary care for hundreds of dogs taken in by a Chengdu shelter after the rescue of 800 dogs by animal-welfare groups.

November: Almost 10,000 Chinese internet users entered our World Animal Day online photo competition to promote love and respect for companion animals. Hundreds more joined our events around mainland China and Hong Kong.



November: Animals Asia hosted the visit of the China Association of Zoological Gardens to the UK to meet with international experts in captive-animal management and discuss exchange programmes to improve the welfare of animals in Chinese zoos.

December: Seven more Chinese pharmacies joined our Healing without Harm campaign, bringing to 40 the number of pharmacies in China that have pledged never to sell bear bile again.

Jill Robinson

Dear friends,

Welcome to our latest Animals Asia Review! The past year has been challenging and exciting as we continue to focus on ending bear farming. As well as caring for the rescued bears at our sanctuaries in Chengdu and Tam Dao, we rolled out an array of education and public awareness programmes, leaving no one in any doubt about the health risks of consuming bile.



Our China team is going into shopping malls and community centres for the elderly, talking to those who might consume bile. We're promoting alternatives to bile with the help of traditional doctors and pharmacies, schools and universities, colleges that are training the country's future forestry officials and traditional medicine practitioners, as well as our wonderful support groups across China.

Our Healing without Harm message is spreading far and wide, with people going online to popular microblogs and social networking sites to tell millions of other Chinese the truth about bear bile farming. We're building relationships with the Chinese media, and last year saw a massive breakthrough, with intensive coverage of bear farming. The authorities are hearing this outcry, which is coming not from outside China, but from their own people – and I know they are listening.

In Vietnam too, Animals Asia is playing a crucial role, providing research, expertise and advice to law-makers and enforcement officials, and we're seeing increased enforcement efforts against illegal farms. Another 30 lucky bears joined our Vietnam family throughout the year. Our sanctuaries continue to provide us with scientific proof that bear farming is inhumane, which is critical when lobbying for change, and up against an untruthful industry.

Animals Asia ended the year with renewed hope as we watched China's extraordinary awakening to animal welfare..... more and more people are saying "no" to animal abuse, "no" to the abomination of bear bile farming and "no" to the horrors of the trade in cats and dogs for their meat.

Thank you for being such an important part of the change.

Warm wishes and bear hugs,

Dr Jill Robinson MBE
Founder and CEO
Animals Asia Foundation



Campaign grows

People say ‘no’

Our campaign to end bear farming in China and Vietnam took some major steps forward in 2011, with much happening in both the public sphere and behind the scenes.

Most of the action was driven by the people themselves, showing a definite shift in focus — animal-welfare issues matter in China today like never before and over the past 12 months we’ve seen an amazing rise in support for our campaign to end bear farming.

The internet played a major role, and so too did our Animals Asia China team, who found ever more innovative and effective ways to reach more people.

The traditional Chinese medicine community, both in China and around the world, was particularly supportive in 2011

— and more government officials and celebrities added their voices to the growing calls for an end to bear farming.

In 2011, we brought home 30 more bears from the terrible bile industry, including our 100th bear in Vietnam, whom we named “Dream”. This brought to 381 the total number of bears rescued since our first sanctuary opened in China in 2000.



We’ve always known this was going to be a long, hard battle, but we have never felt closer to reaching our goal — and over the past 12 months, our teams in China and Vietnam did an amazing job of galvanising support for our campaign to end this terrible industry.

One of the many highlights of the year, was when we co-hosted a reception at the UK House of

Commons for key traditional medicine practitioners from around the world ahead of the World Federation of Chinese Medicine’s Congress at the Hall of Westminster. (See the full story on page 9.)

Portal power unleashed

The power of the internet was highlighted in 2011, when China's internet-savvy citizens (or netizens) took to microblogs in unprecedented numbers to voice their concerns about bear farming.

When China's biggest portal, Sina.com, hosted an online discussion about ending bear

farming in March, the public response was overwhelming. The two-hour chat, which included Animals Asia's Project Director Boris Chiao and our Ambassador singer Karen Mok (pictured), attracted over 4,600 comments — and in just one day, a whopping 92,321 people signed the online petition calling for an end to bear farming.



Sun Li speaks out for the bears



In April, the amazing Capital Library in Beijing was the venue for an exhibition of paintings of moon bears as well as an exciting event starring Chinese celebrity and superstar, Sun Li.

More than 400 people attended the event — which called for an end to bear farming — including other celebrities, such as Wei Xue and Xie Zheng, and many representatives from the media and animal-welfare groups and, of course, some delighted members of Sun Li's Chinese fan club.

Hosted by famous anchorman Zhang Bin, the event saw

speeches by Sun Li and Jill Robinson, with a moving introduction by members of Sun Li's fan club, who sang a beautiful song accompanied by our very own "Moonie" (pictured here with Sun Li).

The group, Low Carbon Earth, had helped to organise students to paint the beautiful oil paintings of our bears — and also one that featured Sun Li, which we gave to her during the event as a gift.

Outrage at bear bile company

In February 2011, China's third-largest producer of bear bile, Guizhentang, faced an unprecedented backlash from

outraged members of the Chinese public when it was revealed it was planning to list on the stock market. The company wanted to raise funds to increase the number of bears it held on its farm from 470 to 1,200.

Sites like Sina Weibo (China's hugely popular version of Twitter)

and microblogs were flooded with comments, and animal-welfare groups around China demonstrated their opposition to the listing.

What encourages us most is that this wasn't a campaign led by us or any other group. It was a spontaneous outcry from many thousands of people from around China.

The listing had not gone ahead by end-2011.



Building the dream

Construction has been high on our list of priorities in Vietnam. Over the past couple of years, the number of bears in our care at Tam Dao has doubled to more than 100 at end-2011, and many of the new arrivals have been tiny cubs confiscated by officials from bile farms or wildlife traders.

These little bears are now running amok in their very own Cubby House, which opened in late 2011. The 280-square-metre facility has dens with cute cub-sized metal hanging-basket beds and a 900sqm outdoor enclosure divided into seven smaller enclosures.

Designed by our on-site teams, the Cubby House has a unique system of dens and enclosures to accommodate the cubs as they develop — with appropriate structures and toys as they graduate through each den until they are mature enough to move to the other bear houses and be integrated with larger bears.

Bear pairs Sa and Dung and Wayne and Peter Robert Baynes were the first tenants to move



in and they wasted no time in exploring their new home. All four were rescued from a life of certain misery in the bile industry after being captured in the wild and torn from their mothers.

By the end of the year, our second bear house with two large enclosures (3,000sqm and 2,700sqm) was 80 per cent complete.

Other work completed in 2011 was the new waste treatment

system, capable of processing 50 cubic litres of wastewater each day.

We also completed the infrastructure and architectural design for the whole site, covering the roads, water, power and drainage systems.

This is essential for proper planning of future construction so that we're not digging up areas that we have already paved or covered in some way.

Vietnam farmer's change of heart

Fourteen more bears, five missing limbs, were brought safely home to our sanctuary near Hanoi after a 2,000-kilometre, four-day journey from an illegal bile farm in Binh Duong Province, southern Vietnam.

This was a particularly special rescue for Animals Asia. The bears' owner, Nguyen Ngoc Tien, contacted us voluntarily, turning his back on bear farming and requesting we take his 14 bears into our care. Mr Nguyen had read about Animals Asia and seen our work on TV, and with a troubled conscience, he decided to end the misery for his 14 bears, who had been trapped in cages and milked of their bile for at least eight years.

Vietnam Director Tuan Bendixsen met with Mr Nguyen and liaised with the local Binh Duong Forest Protection Department (FPD) to arrange the official transfer of the bears into Animals Asia's care.



Crackdown in Ha Long Bay

Vietnamese travel companies were warned in 2011 that they risked losing their business licences if they took international tourists to buy bear bile illegally. Environment Police focused on illegal bear farms in the scenic Ha Long Bay area in Quang Ninh Province. Ha Long City is one of the most popular places for bear

farms, with local tour operators bringing Korean tourists in busloads to buy "fresh bear bile". The administration issued official documents in December 2009, ordering travel companies to stop offering tours to illegal bear bile farms, but some tour companies continue to operate the tours.



TRAFFIC says bear poaching rife

A 2011 report by the wildlife trade monitoring network, TRAFFIC, has found that poaching of bears for their bile continues on a large scale across Asia. The report, "Pills, Powders, Vials &

Flakes", says bear bile products were found on sale in traditional medicine outlets in all but one of the 13 countries/territories surveyed. The full report is available at www.traffic.org.



Welcome home



As well as the 14 bears handed over to Animals Asia by a bile farmer who wanted to end their pain, 16 other bears arrived at our Tam Dao sanctuary in 2011.

7 January: Birgit, a six-month-old moon bear cub, was confiscated from smugglers in Lai Chau Province, near the Chinese border.

20 March: Two more tiny cubs, **Bradley**, a male, and **Cintron**, a female, joined us after being confiscated by border guards near the Laos–Cambodian border.

4 April: Helios, a wild-caught moon bear, missing his right forepaw, was rescued from Quang Ninh Province. His owner's daughter had seen our work on local TV and she convinced him to release the bear.

27 April: Faith, a young moon bear, was rescued from Thanh Hoa Province. For four years, she

had been kept in a cage as a pet by a family who found her floating down the Xuan River on a small barge.

17 May: Bruce was with us just two days before he died from injuries sustained on a bile farm. RIP

23 June: Murko, a moon bear, was rescued after seven years at a government facility in Lai Chau Province. He was a tiny 3.4kg cub when confiscated from an illegal owner in 2004. He was transferred to our care because the managers at the facility felt they could no longer care for him. They had kept him in a cage in a yard.

14 July: Wayne and **Peter Robert Baynes**, two tiny moon bear cubs, were rescued from smugglers by forestry officials in Son La Province in early June. From the same province came a young moon bear nicknamed **Song Sot**, meaning "survivor".

People in Son La had kept him in a cage in a dark shed with macaques and porcupines for neighbours.

8 September: Nelson, a sun bear, was rescued from a resort complex in Gia Lai Province in the central highlands. He had been kept in a rusting cage with little protection from the weather for around eight years as a novelty for guests.

13 September: Two male moon bears, **Sa** and **Dung** were confiscated by officials from a man in Dien Bien Province, who refused to reveal his plans for the bears.

15 September: Caz, Harry and **Ron**, one female and two male moon bears, were confiscated from an illegal bile farm in Nam Dinh Province.

Clockwise from top left: Faith, Birgit, Murko, Helios, Bradley and Wayne.

‘Healing without Harm’ takes off

Our new Healing without Harm campaign launched in China with a bang when seven pharmacies in Shenyang, Liaoning province, declared themselves “bear-bile product free” at a public event in December 2011. This brings to 40 the number of pharmacies in China that have pledged never to sell bear bile again and to promote alternatives to bile.

Five popular Beijing bars and a number of shopping malls also joined the campaign, displaying our Healing without Harm posters, and staff wearing Animals Asia T-shirts and handing out leaflets and souvenirs.

Beijing and Tianjin were among a number of high-traffic subway stations to display our new Healing without Harm campaign posters. The ads feature New York artist Ed Young’s striking illustrations from the children’s book, “Moon Bear”.



Our education team was busy too. Nearly 3,000 students from seven universities and a middle school signed our pledge not to consume bear bile products and to spread the message to family and friends.



Traditional doctors meet in London

Animals Asia and the American College of Traditional Chinese Medicine hosted a reception kindly sponsored by Mr Neil Parish MP at the House of Commons on 1 September. The reception brought together the leaders of traditional Chinese medicine bodies from around the world ahead of the 8th World Federation of Chinese Medicine’s Congress at the Hall of Westminster. It was our chance to meet key individuals and introduce our work to end the trade in bear bile.

Around 600 traditional practitioners and experts from across the world attended the Congress.

Speakers included Animals Asia’s Jill Robinson and Toby Zhang from Animals Asia; Angela Ying Tu, President of the National Federation of Chinese TCM Organizations, US; Dr Feng Yibin of the University of Hong Kong’s School of Medicine, who is undertaking ground-breaking research into the healing powers of the herb, “coptis”, which is an

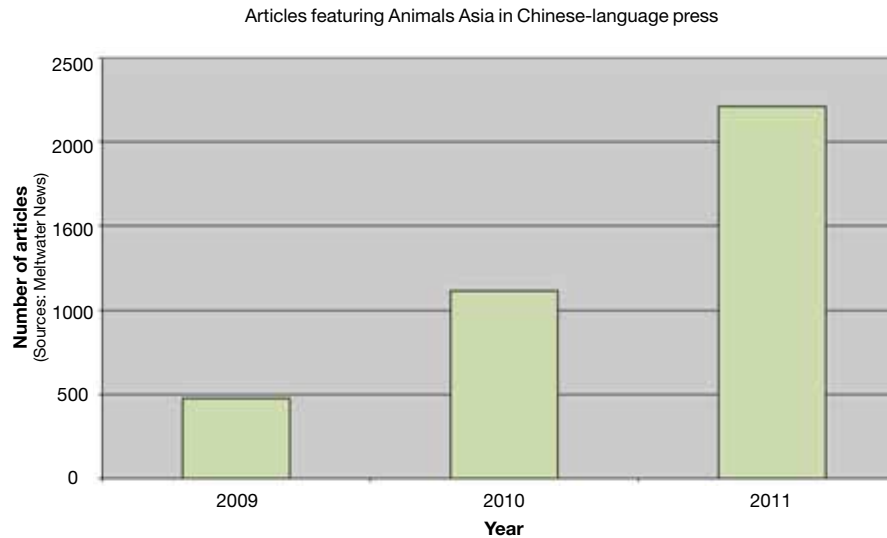
alternative to bear bile; and Lixin Huang, President of the American College of Traditional Chinese Medicine, who spoke for us all when she said:

“The legitimate practice of Chinese medicine has been confused with commercial interests selling folk remedies and cosmetics, as well as the traffic of endangered species.

These are not saving people’s lives but selling fancy gifts and don’t have much to do with medical practice at all.”

Media interest soars

Over the past few years, the Chinese media has taken increasing interest in our work to end bile farming. The number of articles that mention Animals Asia's Chinese name has increased four-fold over the past three years – from 447 in 2009, to 1,117 in 2010, to 2,210 in 2011. And this was just the print media. Interest from Chinese TV (including government-run CCTV), radio and social media too has increased enormously.



Absolutely fabulous support



Actress and animal advocate Joanna Lumley joined our “Healing without harm” campaign in 2011.

Best known for her role in British comedy “Absolutely Fabulous”, Joanna issued a statement that included: “Bile from bears farmed in such barbaric conditions is

contaminated with pus, faeces and blood and many of the bears are suffering from liver cancers caused by the extraction methods. With so many herbal and synthetic alternatives, why would anyone take the risk?”

Summer Camp for China supporters

In July, we held our annual summer camp for 28 supporters from around the country. The three-day camp brought together a diverse mix of individuals representing support groups, banks and corporations, social media, schools and universities — all with the common goal of ending bear farming.

This Summer Camp had the theme “Out of the Box”, and focused on finding unique and effective ways to campaign against bear farming.

Our bear and vet teams held workshops for the delegates, showing them how bile extraction and incarceration affected the bears and what was involved in their care at the sanctuary.

The annual summer camps equip our supporters with the knowledge they need to go back to their communities and campaign effectively to end the bear bile industry.



Around China and Vietnam

Top lawyers call for anti-abuse laws

Ten of China's top legal professionals came together in 2011 to call on the Chinese government to introduce animal-protection legislation as soon as possible. The elite group, including academics from the country's leading universities and partners in private firms, named bear farming as the worst abuse of animals and said the lack of legal protection for animals was staining China's image.

Rockin' for the bears

China's biggest outdoor rock music festival took moon bears as its cause in 2011, introducing thousands of young Chinese people to our work. The Midi Music Festival, organised by the Beijing Midi School of Music, ran for three days in Beijing and three days in Shanghai, attracting crowds of over 70,000.



Timetable for ban on bear farms urged

In March, Jia Baolan, a member of the National Committee of the Chinese People's Political

Consultative Conference, joined other political figures to call for a ban on bear farming. She also called on the government to stop registering bear-bile medicine while encouraging research on alternatives. The appeal won wide support from the Chinese public, with more than 50,000 postings on popular Chinese portal Tencent.

"Moonie's Friend" launches in Chengdu

Chengdu No. 7 Yucai Middle School became the first school in China to be awarded a "Moonie's Friend" plaque in recognition of its students' work to end bear farming. The award ceremony in May marked the start of a plan to develop a network of schools promoting animal welfare and an end to the bear bile trade.



Support grows ever stronger in Vietnam

Our Vietnam campaign to help the bears saw some strong support in 2011, in particular we would like to thank the Director of Vietnam's Administration of Forestry, the Vietnamese Traditional Medicine Association, Customs and Environmental Police, and well as a number of embassies, including the Australian, UK, Italian and US. A big thank you also to Meinhardt Vietnam for providing support on architectural drawings for our Tam Dao sanctuary.

Wheels work wonders for the bears

Animals Asia was chosen as one of the charities to benefit from Wheel2Wheel, a marathon motorbike trip through Asia undertaken by wonderful Morgan Parker (pictured at our Vietnam sanctuary with Jill and our Vietnam Director Tuan Bendixsen). Morgan rode 25,000km, through 10 countries between Hong Kong and Brisbane raising awareness and funds for our cause. Morgan launched Wheel2Wheel to help promote NGOs he felt deserved more recognition.





That special woof factor

Our wonderful dogs and volunteers

In 2011, our hard-working dogs and volunteers visited 5,850 people at over 100 medical and welfare centres serving the Hong Kong community.



The year kicked off with our annual “Meet with Jill” event to thank our volunteers for all their help over the previous 12 months. Over 140 Dr Dog and Professor Paws volunteers joined in.

Our Dr Dog team attended many hospital events throughout the year, including Shatin Hospital’s 20th Anniversary Carnival, Duchess of Kent Hospital’s Christmas Parade, Castle Peak Hospital’s 50th Anniversary

Carnival and Princess Margaret Hospital’s Christmas Party. The Dr Dogs provided much-appreciated therapy to the patients that came to greet us.



In June, the Hong Kong Dr Dog team joined the Asia for Animals conference, hosted by Animals Asia in Chengdu. The team met with Animals Asia’s China Cat and Dog Welfare team, who outlined their forthcoming World Animal Day 2011 nationwide online photo contest. We decided to ask for contributions from our members in Hong Kong, which proved a big success, despite

website challenges! (See some of the winning entries on page 18.)



In October, we celebrated the 20th Anniversary of Dr Dog in conjunction with World Animal Day and our annual Dog Devotion Awards. The presentation was introduced through sign language by students from the Hong Chi Winifred Mary Cheung Morninghope School, a big supporter of our organisation. Also in 2011, we were thrilled to have students from the school joining our Dr Dog visits to elderly clients as part of their studies in animal services for seniors.

Dr Dogs still healing hearts two decades on

In 2011, we celebrated 20 years of Dr Dog. Animals Asia founder Dr Jill Robinson MBE started Dr Dog with just one dog, one hospital and one patient. After many rejections, Jill was finally allowed to bring her golden retriever in for “one hour, in the garden”. The first visit between “Max” and a paraplegic boy convinced the hospital to continue the programme.

Today, our Dr Dogs are still visiting hospitals, and also homes for the elderly, disabled centres and orphanages – in Hong Kong and also in three mainland Chinese cities, Chengdu, Guangzhou and Shenzhen. Thousands of Chinese schoolchildren too are benefiting from visits from these therapy dogs under our Professor Paws programme.



Over the years, Dr Dog has expanded to include India, Japan, the Philippines, Malaysia and Taiwan. More than 260 dogs outside of Hong Kong and mainland China have been recruited since the programme began in those countries. Add another 169 dogs in mainland China and 500-plus in Hong Kong since recruitment started, and we have almost 1,000 dogs. It's not hard to see the benefits of animal therapy spreading.

All our hard-working therapy dogs are continually monitored throughout their “careers”.

Many are mixed-breed, helping to spread the message that it's not just pure-breed dogs that deserve our respect.

These hard-working canine ambassadors are proving that companion animals, both dogs and cats, are wonderful friends and helpers, not food.

Spreading love in schools



It was another productive year for Professor Paws in Hong Kong. Over 30 schools and 4,300 students, received Paws Presentations about responsible pet care and the work of Animals Asia. The biggest challenge was continuing our visits without

sponsorship of travel costs. Our volunteers worked tirelessly to ensure that these trips could still be made, either by public transport, or by car-pooling.

It's been a real testament to their kindness and support for the work of Professor Paws.

Walking the talk

Animals Asia's Walk for Harmony was another success of 2011. In December, Animals Asia therapy dogs joined almost 200 participants to walk around The Peak in Hong Kong. It was

a great day and helped us to raise more funds for our animal welfare programmes.

Other fundraisers were held in schools around the territory.



Dr Dogs helping autistic children, socially withdrawn youth

In 2011, we saw some valuable research into the benefits of animal therapy. Hong Kong's Dr Pat Fung, who started her PhD research in 2009, used the Dr Dog programme to study the effects of animal-assisted play therapy (AAPT) on children with autism. She concluded that AAPT was valuable in improving the social behaviour of children with autism. Specifically, she found AAPT was an effective treatment in eliciting verbal language, as well as providing tactile stimulation.

The Dr Dog team has also been working with the Chinese Evangelical Zion Church Tsz

Wan Shan Children and Youth Integrated Service Centre. In early 2010, we received a call from the centre. They wanted us to demonstrate how animal therapy could help socially withdrawn youth.

It wasn't long before our lovely Dr Dogs were bringing their healing magic into the lives of the young people. Steven Lai, a social worker at the centre, gave two examples of how the Dr Dogs were helping:

CASE 1: "Kevin", a young man, had been socially withdrawn since secondary school. After

meeting our Dr Dogs at the centre, Kevin has become passionate about dogs and this has motivated him to become a more responsible adult. He has asked for more responsibilities in co-ordinating the Dr Dog visits.

CASE 2: "Jane" is a young woman with a phobia of meeting people. At first, she sat in a corner watching the Dr Dogs..... but then started to touch them. She is now happy to come to the centre and plans to take grooming courses to have a career with dogs. Slowly, Jane has warmed up to people, and now she is much more willing to communicate.

Our 'professors' become muses



As well as their usual visits to schools, our "dog professors" have been busy spreading the message that dogs are our friends into the wider community. Two lovely dogs, Professor

Wang Xiaokui and Professor Taile (pictured), visited Shenzhen Yangmeihong Art School in October, remaining calm and good-tempered as a class of more than 20 young art students

made sketches of their eager little models. Not to be outdone, professors Duoduo and Q Zai were the star attractions at Animals Asia's "Care for Animals" community education event in Garden City Center, a popular shopping mall in Shenzhen, which was attended by around 900 people.

These were just two of the many events our dogs participated in around China throughout the year. All in all, 2011 was a great year for our Dr Dog and Professor Paws programmes and we look forward to another great year in 2012. Finally, congratulations to all the new Dr Dogs who passed their exams this year. We now have new four-legged doctors and professors on board in Shenzhen, Guangzhou and Chengdu. Welcome to the team!

Progress for dogs and cats in China

It's been another action-packed 12 months for our Cat and Dog Welfare team in China, with thousands of new supporters joining our campaigns and two major events going nationwide and attracting much interest from the media and within local communities.

Our Dr Dog and Professor Paws programmes continued to expand to reach more people, including the elderly and disabled who are isolated in the community. Throughout 2011, our Dr Dogs and their volunteer guardians



in Chengdu, Guangzhou and Shenzhen visited 5,770 people in 56 community centres, including orphanages, homes for the elderly and day-care centres for disabled people. Doubling as “professors”, our dogs visited 2,930 schoolchildren in 18 schools in the three cities.

Our volunteer dogs and their guardians were also in great demand at many of the 18 community activities organised by Animals Asia throughout the year to promote our campaign to end cat and dog eating.

Taking on the trade



Perhaps most exciting of all, 2011 saw passionate, caring people from around China standing up for companion animals and saying a very loud “no” to the trade in cats and dogs for their meat — including the people in Sichuan Province who rescued 800 dogs, and the group in Lanzhou, Gansu Province who rescued 385 cats..... both from trucks bound for the terrible meat markets.

We were in constant contact with one of the animal shelters that took in the dogs — Qi Meng in Chengdu. We provided emergency funds for food and medicines, and offered technical and veterinary support.

The Lanzhou rescue was typical of the progress made throughout the year — thanks to the tenacity of the local animal-welfare group, the Lanzhou authorities have

since passed regulations to ban the trade in cat meat.

In 2011 alone, there were more than 10 major rescues carried out by local animal-welfare groups to free thousands of cats and dogs from the meat trade. Animals Asia works closely with these groups, where possible, providing funding and veterinary assistance to local rescue centres responsible for rescuing these animals en route to the live-animal markets. Our team also provides advice and contacts in dealing with the media and public officials.



How we're helping



Animals Asia's investigations into the trade in cats and dogs for their meat continued in 2011 with visits to more than 20 harrowing live-animal markets and districts famous for dog and cat meat eateries. These visits confirmed our belief that many of the dogs sold for meat are stolen or abandoned pets, with around half still wearing collars.

The internet, and microblogging in particular, were more important than ever for our Cat and Dog Welfare programme in 2011, with issues such as cruelty to companion animals and dog and cat eating attracting many thousands of hits, comments, and re-posts. The power of the

internet was clear when the famous three-day Jinhua Hutou Dog Meat Festival due to be held in Jinhua, Zhejiang Province in September, was cancelled after local officials were shamed by an online campaign. We wrote to thank the Jinhua authorities and also expressed our concern that dogs were still butchered at permanent slaughterhouses in the city.

Another highlight of the year was our work with officials towards better dog-population management. Increasingly, Animals Asia is being invited to attend forums on the topic and to provide practical advice for implementing measures such

as vaccination and de-sexing programmes. We are working with a number of departments in Chengdu — including the Public Security Bureau (the police), Agriculture Committee and the City Management Bureau — providing advice before the city implements new dog-management regulations.

We also hold an annual humane dog-management workshop for officials and animal-welfare groups in major cities throughout China. In September 2011, our China team held the third workshop in Shanghai. This focused on the control of canine rabies in China through humane management measures and commitments from regional authorities to maintain high levels of vaccination coverage in dog populations.



Home is where the heart is

Late in 2011, we launched home visits for Dr Dog in Chengdu, with our gentle dog doctors Milan, Huige, Ice Cream, Aixi, Tantan and their guardians forming a new team to bring warmth to elderly and disabled people who are isolated in their homes, or because of mobility problems, their families find it difficult to take them out. Community service centre staff in the historic district of Shuijingfang kindly organised the visits, and our new home visit

team were soon being welcomed warmly into family homes. Our Dr Dogs were such a success that we'll be expanding the home visit programme in 2012.



We're always thrilled to find new community centres that are willing to invite our dogs to meet their clients. In October, with the help of the Young Men's Christian Association (YMCA), Guangzhou Dr Dog visited children from the Guangdong Disabled Person's Federation for the first time. The children were overjoyed to meet the friendly dogs and, for most, it was the first time they had had such close contact with a dog.

Events for animals go nationwide



In 2011, we conducted two nationwide public education events, “Bikers Love Animals” and our **World Animal Day** celebrations, with each event seeing around 100 supporting groups joining us and distributing our message to thousands upon thousands of people across China. This encouraged even more people to connect with cat and dog welfare, and to join our campaigns to protect animals. We created materials for groups across more than 25 cities, via the two major annual events.

The **Bikers Love Animals** event saw cyclist groups riding their bikes across various cities carrying placards on their backs. Stopping at eight destinations, they handed out posters and leaflets informing the public of companion-animal issues and calling for action to improve the welfare of cats and dogs. The cyclists collect petitions from the public to end dog and cat eating. The groups also promote these messages through the internet

(websites, email and microblogs) and through the local media.

In 2011, the theme for this event was simply, “Caring starts with me”. The cyclist groups collected 888 signatures and re-posted the message on microblogs and through social media 388



times. (The numbers 8 and 3 are considered lucky in Chinese culture.)

For the second year running, in 2011, Animals Asia hosted a China-wide online photo contest in celebration of World Animal Day. With the theme, **Sharing love with animals**, the competition saw thousands of photos of cats and dogs submitted by their proud owners. We use this platform to promote responsible cat and dog ownership and to encourage

people to adopt dogs and cats from shelters rather than buying them from shops.

The winning photos are displayed in public areas such as university campuses and shopping malls by around 100 supporting groups across 25 cities.

Throughout the exhibition the groups also conduct more activities which promote public awareness of cat and dog welfare and celebrate World Animal Day.

The photo exhibition was a key part of Animals Asia’s World Animal Day celebrations, which were held in eight key cities in China, either organised by our own team or our partner animal-welfare organisations.

Public-education activities, including roadshows, a **Dog Walk for Harmony**, Dr Dog Fun Day, and Dog Devotion Awards, were held at these events too, while our education literature was distributed and the message of responsible cat and dog ownership spread to a wide range of people.

China shows its love for dogs and cats

To celebrate World Animal Day 2011, Animals Asia joined Tencent, a popular social media website in China, to launch the nationwide “Sharing Love with Them” online photo contest.

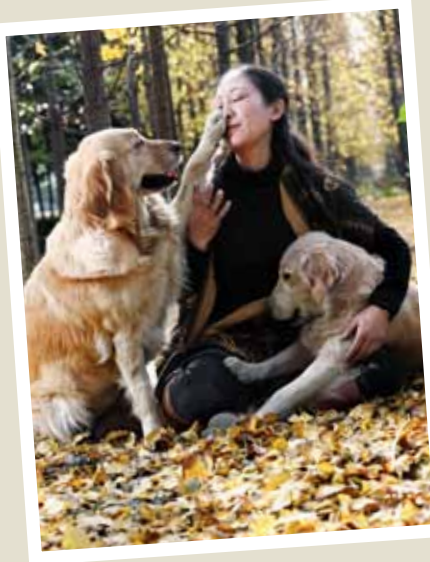
Launched earlier in the year, with Hong Kong superstar Karen Mok as its ambassador, the contest

culminated on World Animal Day on 4 October, with winners picked in several categories. Now in its second year, the photo contest is engaging people around China allowing them to show their support for animal welfare in a positive way. Over 9,600 netizens participated in the nationwide event by uploading their photos,

or leaving messages of support on the webpage.

Five of the best photos in different categories were selected from thousands of great entries, with over 120 more terrific photos also receiving awards.

Here are the five winners.



“We are happy together”
Sichuan Province

Beautifully portraying the harmonious co-existence of humans and animals.



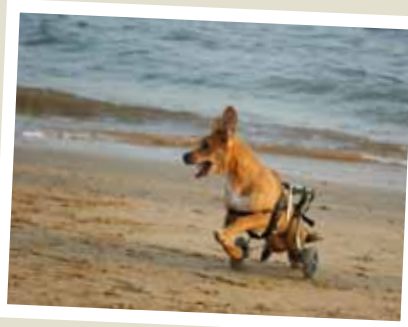
“Just like family”
Zhejiang Province

Grandfather, grandson and dog, showing without a doubt that dogs are family too.



“Most creative anti-cat-and-dog-eating”
Fujian Province

Supporters created posters calling for an end to cat and dog eating. They took to the streets, spreading the message about caring for animals.



“Most moving rescue story”
Tianjin Province

This little dog, “Wang Xiaofei”, was adopted by Mr Wang and is now living a happy, adventurous life, with a wheelchair especially customised by Mr Wang.



“Do not abandon animals when you have kids”
Hong Kong

One of many eye-catching photos, a much-loved family dog rests on his expectant guardian’s tummy.



Stopping the cruelty

One cage at a time

It was another jam-packed year for Animals Asia's "Action against Cruelty" team, with some very encouraging progress in China. We focused on two areas in 2011 – our new veterinary capacity-building programme and our long-running campaign to improve conditions for animals in zoos and safari parks.

Training vets in China

Animals Asia's new veterinary capacity-building programme aims to develop veterinary skills and integrate animal-welfare concepts into veterinary training in China. Our former Veterinary Director Heather Bacon heads the programme in her new role as Veterinary Welfare Education and Outreach Manager. Working for both the Jeanne Marchig International Centre for Animal Welfare Education at Edinburgh University and Animals Asia, Heather co-ordinates training



and educational opportunities for vets in China, including running training workshops, speaking at conferences, working with agriculture/veterinary universities to develop curricula, and providing capacity-building training for vets attached to captive-animal facilities.

Monitoring the zoos

Following the release of a major Animals Asia report on performing animals in zoos and safari

parks and an accompanying film, "The Performance", the Chinese government in 2010 issued directives aimed at ending acts of animal cruelty and improving the welfare of animals held in captivity. Specifically, zoos were told to stop animal performances. In 2011, our team visited safari parks and zoos in Tianjin, Chongqing, Shanghai, Hangzhou, Ningbo, Suzhou, and Changzhou to assess the initial impact of the directives.

Zoo watch 2011

The bad news

- Safari parks in Shanghai, Hangzhou and Changzhou, and zoos in Ningbo and Hangzhou continue to use animals for circus performances. Bear cubs forced to ride bikes and box each other, tigers and lions forced to leap through hoops, and young bears with metal muzzles on their noses and chains pulled tight around their necks forced to skate and perform.

- The feeding of live chickens to tigers, lions and wolves remains popular in many facilities, and living conditions are still appalling for the animals – lions in 15 x 10ft cells, animals with partial paralysis dragging their bodies over wet concrete floors, an orangutan and her infant in an 8ft square concrete box with just a tyre for enrichment.



The good news

- The animal performances at Chongqing Zoo, Nanjing Zoo and Kunming Zoo and the feeding of live chickens to tigers and lions at Hangzhou Safari Park were cancelled. Chongqing Zoo announced plans to develop a science education centre on the site of their previous animal performance arena.

- Animals Asia's work with the China Association of Zoological Gardens and individual facilities to improve conditions for captive animals is spreading throughout China. Our veterinary, bear care, horticultural and education teams are sharing their experience and knowledge with animal managers and vets through workshops,

seminars and practical training at our Chengdu bear sanctuary.

- A growing number of the Chinese public are against animal performances. Lisa and Star from our China team used a microblog to distribute Animals Asia messages virally to discourage the public from attending animal

performances during the national holidays. The messages received over 10,000 retweets.

- Eighteen university student volunteers across China are visiting their local zoos and safari parks and reporting to Animals Asia the continued use of animals in performances.

Bringing China's top zoo authority to the UK



Animals Asia hosted the visit in November of members of the China Association of Zoological Gardens (CAZG) to the UK to meet with global experts in captive-animal management and to discuss international exchange programmes to improve the welfare of captive animals. The visitors, who share authority with other government bodies over

China's zoos and safari parks, were welcomed at a number of British zoos, where they met with staff and also members of zoological societies from the UK and Europe, as well as the World Association of Zoos and Aquariums.

The experts discussed the importance of providing naturalistic enclosures, species-

specific environmental enrichment and of linking animal exhibits with in-situ conservation and research programmes. The delegates were shown an enrichment demonstration that included the use of hessian sacks to hide food for gorillas and a feeding pole for the Sumatran tiger. They were shown puzzle feeders, climbing apparatus, variable substrates on enclosure floors, differing food types, novel objects to encourage exploration and play and scented herbs and plants. They learned about the use of enrichment calendars and how behavioural research students are monitoring the enrichment and helping in the development of ever more innovative enrichment techniques.

They also learned how to train animals with positive enforcement to come for health-checks and medications to avoid having to dart them.

Introducing 'animal welfare'

In 2011, Animals Asia and the Jeanne Marchig International Centre for Animal Welfare Education at the University of Edinburgh teamed up with the Southwest University in Chongqing to provide our first veterinary training workshop for veterinary undergraduates. The workshop, "Animal welfare concepts in veterinary training", was held at the Rongchang Campus of the university from 30 October to 5 November.



The workshop provided 236 final-year veterinary students with an introduction to the concepts of animal-welfare science and an understanding of their

responsibilities to animal welfare as clinical veterinarians. Our team also demonstrated the use of animal-alternative models in clinical-skills training.

The Southwest University is one of China's top veterinary schools and it is leading the way in promoting alternatives to animals in teaching – thanks to the commitment of the Dean of the University, Madam Liu, and the head of traditional medicine, Professor Ma.

Helping captive-animal managers

In October 2011, Animals Asia hosted a two-day workshop for animal managers and vets from zoos and safari parks across China to share our animal management and veterinary experience and knowledge to help improve the welfare of captive animals in China.

Over 30 delegates from zoos and safari parks in Beijing, Shanghai, Nanjing, Guangzhou, Chengdu, Chongqing, Lanzhou and Qingdao, as well as members of the China Association of Zoological Gardens, attended the workshop at our Chengdu rescue centre. Animals Asia's vets, bear managers, bear team supervisors, bear horticulture team, bear workers, translators and education teams, all worked hard to ensure the workshop was a great success.

Our animal-management team provided delegates with a detailed explanation of the principles and definitions of environmental enrichment, animal needs, how to manage animal-visitor interactions, and a discussion on both good and bad enclosure designs.

Vets Monica and Heather demonstrated veterinary rounds and health-checks and delivered presentations on stereotypy, behavioural indicators of stress and mental health in captive animals, zoological anaesthesia, the physiological impacts of poor welfare, and the importance of nutrition.

The delegates went back to their zoos with a wealth of knowledge to put into practice to improve the lives of the animals they are

responsible for. The workshop also allowed them to share their own experiences and information among themselves, helping to build a network of individuals working to improve the lives of captive animals in China.

Developing a positive working relationship with captive-animal facilities across China is encouraging improvements in veterinary standards, enclosure design and enrichment for animals in participating zoos.

The aim of the workshop was to demonstrate how an integrated animal-management and veterinary care approach is essential to meet the physical and behavioural needs of animals held in captivity.



Around China

The facts on de-sexing: Our vet team finalised the “Animals Asia veterinary guidelines for de-sexing of dogs and cats”, which is being distributed electronically in Chinese to vets throughout China.

Ethics and law: We sponsored a number of key people working in the veterinary academic and research fields in China to attend a veterinary ethics and law seminar.

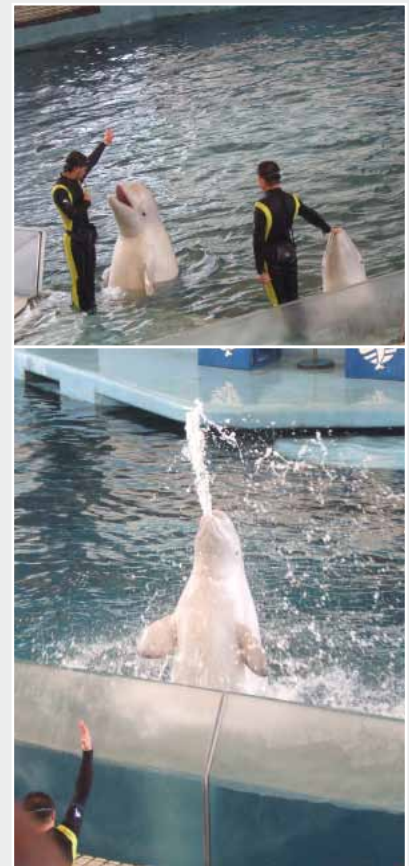
Sharing knowledge: Vets Heather and Monica delivered presentations on dog and cat diseases, behavioural health in captive wildlife, and animal welfare in veterinary education at the Chinese Veterinary Medicine Association Conference.

Clinical training: Our veterinary team delivered a one-week clinical skills training workshop to vets at the Harmonious Veterinary Clinic in Chengdu. The training programme includes surveys of attitudes to sentience and knowledge-acquisition to ensure that our education programmes are effective and achieving measurable change.

Working with China zoos: We provided three international experts in captive-animal management to attend and speak at the China Association of Zoological Gardens (CAZG) “Behavioural Management” workshop in Beijing and Lisa from our China team presented details of our education programme at the CAZG “Conservation Education” workshop in Shanghai. In 2011, the CAZG released a draft of their new management proposals, which include extensive improvements to the welfare of captive animals following recommendations by Animals Asia.



Success for whales and “rodeo animals”: Two important campaigns supported by letters from our dedicated Animal Welfare Action Team saw success in 2011. Ocean Park in Hong Kong dropped plans to import wild-caught beluga whales, and organisers of rodeo events in China postponed their plans.



Australia/New Zealand



Conversation Pieces: A blazing success

In February 2011, over 150 people met at the Sophie Gannon Gallery in Melbourne's Richmond to marvel at the work of visionary artist, Blaze Warrender, who was so inspired by her visit to our Vietnam rescue centre in 2009 that she painted a moving collection of pieces focusing on the bears: "Conversation Pieces". We're so grateful to Blaze and long-term supporter Samantha Baillieu who organised the evening, which raised an impressive A\$24,000.



Bands for Bears

Huge thanks to Peter Northcote (our newest Animals Asia Ambassador) and Tanti Soemarjono who brought together more than 25 musicians for the first "Bands for Bears" on 1 August in Sydney's Newtown. A silent auction, which included two beautiful handmade guitars, pushed the fundraising total close to \$20,000 on the night. Thank you to Etherial Guitars and Pratley Guitars for their generosity.

To everyone who attended this amazing event and to all those who made it happen behind the



scenes, including the team from "Notes at Newtown" and to Cobe Design for their artwork, our heartfelt thanks for creating such a rocking event!

And we can't forget Cathay Pacific for donating flights to China for Peter and Tanti so they could see our Moon Bear Rescue Centre for themselves.

Thank you Simon!

Many of you would have seen our provocative "Friends or Food" TV commercial featuring chef and Animals Asia Ambassador, Simon Bryant, which was aired across Australia in 2011. Simon (pictured here with fellow ambassadors, Peter Northcote and vet Dr Katrina Warren) will be returning to China in 2012 to visit the dog-meat markets to see if conditions have improved since his last visit in November 2009. He will also join our group of 20 fundraising trekkers for the official opening of the Assisi Memorial Bear Kitchen funded by the Auckland SPCA and many of you..... our fabulous supporters.



Special thanks....

We are grateful for all the support we receive from donors across Australia and New Zealand, many of whom have been with us since the beginning, but we would like to say a very special thank you to a few incredibly generous people.

Sharon Pearson, CEO of The Coaching Institute in Melbourne, has personally funded the rescue of 84 bears since January 2010, providing the money we need to cover travel and medical expenses, build transport cages and compensate farmers (in China). Sharon's support has been vital to our work and we thank her from the bottom of our hearts for her commitment and faith.

Richard Collins and Joanna Politis-Collins of Adelaide have been supporters of Animals Asia since 2006, hosting three major fundraisers including our last two Adelaide Roadshow events. Richard and Jo have also donated funds to build a den in China, sponsor two bears in Vietnam — Jarvis and Taurus — and Richard's company, Jarvis Subaru, has just donated funds for a much needed utility vehicle. Not only do Ric and Jo give financial support, but they are wonderful ambassadors for Animals Asia, spreading the word at every opportunity.





Germany

Congratulations Dr Jill

Jill is now officially “Dr Jill Robinson MBE” after being awarded an honorary doctorate by the University of Zurich, Switzerland for her extraordinary contribution to animal welfare. Professor Felix R Althaus, Dean of the Faculty of Veterinary Medicine, said at the award ceremony in April that Jill, with her courage, persuasiveness and negotiating skills, finds pragmatic solutions to improve the fate of mistreated animals, even under the worst conditions.”



Our Swiss women....

... are simply fantastic! Therese Rebmann, Jeannette Jaussi, Andrea Kilcher, Stefanie Kilcher (pictured) and Renate Kissling not only have brilliant ideas and energy, they also have fun while helping the bears, whether it's a flea market, a bake sale, or one of their many other fundraising events. Thank you girls!



Help from Luxembourg

Supported by many helping hands, Denise Kirchen is one of our longstanding supporters in Luxembourg, regularly holding stalls at flea markets to raise money and awareness for the bears!

Many thanks and *bescht Gréiss!*



Art for the bears

bears. Josef is working on a book of his artworks for Animals Asia, which will be published at the end of 2012. Josef is pictured here with Monika Hauerding and Dr Hellenschmidt.



Climbing Zugspitze

Our sincere thanks to Jörg Plagemann from Emsdetten,

Germany, who climbed the Zugspitze on 10 July raising € 1 for each of the 2,962 metres of the Zugspitze. Not only did Jörg bring in almost € 3,000 for Animals Asia, his climb also raised much awareness about our work.

Also in Switzerland, our thanks to Animal Trust, which supports Animals Asia's fight against bear farming and whose president, Katharina Büttiker, is the country's Ambassador for Animals Asia.



Long-time support

Animals Asia can always count on Dieter Häckl from Babenhausen. For many years, Dieter, his wife Gudrun, his sister Claudia, and friends have been attending village fairs to raise funds for us. They brought in € 1,450 for the cub house in Vietnam at a 2011 Christmas fair. Dieter, family and friends and also all the volunteers at other Christmas fairs, which cannot be mentioned here, thank you all for your extraordinary dedication.



Hong Kong

Thank you all

Our sincere thanks to all those people who donated to our campaigns and to those volunteers who gave so generously of their time, their talents and their skills. Whether you've given a little or a lot, whether you were singing for the bears, collecting money, selling tickets, or visiting people in need with your therapy dog, we appreciate every dollar donated and every hour given.

A tale of two families

The Wong family: Our grateful thanks to Henry Wong and his daughter, Kitty Wong, who have so generously funded our entire 2011 China education programme. Through their kindness, many thousands of students in primary and secondary schools throughout China now know about the cruelty of the bear-bile industry and why all animals should be treated with kindness. The targeted schools are in districts where bear farms are still prevalent and where students would be potential bear-bile consumers later in life. As well as visiting schools, our education team also holds public events, particularly targeting senior citizens who may consume bear bile.

The Wu family: We are indebted also to the Wu family of Hong Kong, who in 2011 very generously funded a number of major projects to directly help the rescued bears. Through the help of the Albert Wu Charitable



Trust, Animals Asia has been able to buy some vital veterinary equipment for the surgery at our China bear rescue centre and also provide the bears with a world-class rehabilitation structure. The trust has funded a new floor surface for the surgery, a blood pressure monitor, a large-animal ventilator and IV fluid pumps. And for the bears, a new large enclosure structure, for climbing, foraging, toy-hanging, shade and rest. Special thanks to Helen and Diana, whose help in distributing funds for the trust has been invaluable.



Thanks Green Dragon

Our heartfelt thanks to Jeremy Higgs and Green Dragon for providing our Vietnam sanctuary with recycled water. Jeremy

manages Environmental Investment Services Asia Limited (EISAL), whose support over the past few years has seen some real and lasting progress at our sanctuary in Vietnam. In 2011, EISAL (investment managers for the Green Dragon Fund) donated US\$100,000 towards the sanctuary's environmentally friendly wastewater treatment system. The system is so advanced that it can turn polluted river water into water safe enough for humans to drink.

This is in addition to previous funding of a significant portion of the construction cost of a new bear house and enclosures at the sanctuary. Jeremy's support could not have come at a better time, with the number of bears rescued in Vietnam growing to over 100 in 2011.

Stretch for the bears

Grateful thanks to the wonderful yoga masters, who joined in our inaugural "Stretch for the Bears", which launched in both Hong Kong and Taiwan in May. Thanks too to the kind vendors who came along and helped raise funds for Animals Asia.



Italy



Women's solidarity

Actresses Veronica Pivetti (below) and Giulietta Revel (bottom) have kindly donated their talent to our moon bears. Veronica, who started out dubbing films, but is better known by the public for her extraordinary acting performances, has given Jill her voice in the film "Moon Bear Rescue: a decade on".



Independent filmmaker Giulietta Revel flew to our rescue centre in Vietnam to shoot the short film, "Where is My Tomorrow?", which tells the touching story of sun bear cub Zot. The documentary won the Afrodite Award 2011 and was selected by the New York Film Festival.



Ethical publishers

Animals Asia will receive part proceeds of sales of "Ethic Plan", a cruelty-free office planner. Released by Quantic Publishing and Lifetribu, Ethic Plan's unique content includes lists of cruelty-free companies and restaurants. Other animal welfare and human rights NGOs involved in the project include Emergency, Amnesty International, LAV, UNHCR, LIPU and WWF.

Help from Kenwood

KENWOOD
Listen to the Future

Our thanks to Kenwood Electronics Italia for donating part of its 2011 online proceeds to Animals Asia. With the funds raised at their Retailers and Distributors Convention last year, Kenwood has kindly sponsored four of our rescued bears. Buying online at kenwoodstore.it, you can turn your shopping into concrete help for the bears.

'Loving Love' author beats her wings

Since she first learned about bear farming through the TV show "Striscia la Notizia", psychologist and writer Stefania Schiaroli has supported our campaign to end the industry. Her new novel, "Loving Love", tells how everyone can make a difference.

"I believe," Stefania says, "that the beat of a butterfly's wings can cause a hurricane on the other side of the world." Stefania has very kindly donated the royalties of her book to Animals Asia.

Bears honoured at wildlife exhibit

Photos of our moon bears were on special display when the prestigious Forte di Bard Museum hosted the Wildlife Photographer of the Year 2011 exhibition, which featured the winners of the world-famous contest held by the London Natural History Museum and "BBC Wildlife Magazine".

This great hippo photo is one of them. Our thanks to the Forte di Bard Museum,



which is donating part of the proceeds to Animals Asia.

A new bear house

Animals Asia Italy has moved to a new office at Via XX Settembre 26/5 in Genoa, right in the city centre. Please drop in and see us, or contact us at 0039 010 0981670 or info@animalsasia.it.



United Kingdom

China trek challenge

In October, UK supporters Anna, Deborah, Jo, Kaitlyn, Kate, Linda, Maren, Mike, Oliver, Sonya and Tracie trekked from Lijiang to Lake Lugu in China to raise vital funds for the moon bears. Their sometimes arduous adventure ended with a life-changing visit to our Chengdu sanctuary.

www.tinyurl.com/moonbear trek



Bear Town

Animals Asia featured strongly at this year's Bearmania, the bear festival hosted by the town of Congleton in Cheshire, with much awareness-raising about the moon bears. Local schools fundraised on our behalf, and we also received a percentage of proceeds from the festival. Congleton started the festival to



change the town's image, tarred by the myth that in the 19th century the town sold its Bible to buy a dancing bear.

www.tinyurl.com/bearmania

2011 UK Supporter Awards

Support Group: Swindon

For tireless fundraising to name Zebedee bear — from curry evenings and dog walks, to skydiving, half-marathons and sponsoring the Bristol Dragon Boat Race.

www.animalsasia-swindon.co.uk

Individual Supporter:

Maren Dallmann

For setting up the new London support group. Maren is tireless in her support, somehow managing to take part in our China trek and paddling in the Dragon Boat race, as well as running in the Great South Run for us.

www.animalsasialondon.org

Corporate Supporter: Ella Waite and Environment Films

For their talent and generosity. Ella's film, "The Performance", has had a major impact on our work to end the use of animals in circus-style shows.

Novel Idea by an Individual Supporter: Leigh Fisher

For initiating the idea of our supporters coming together from across the UK to take part in Bristol Dragon Boat Race in September 2011.

Voices for animals

In June, we held three events with Jill. Firstly, supporters Oliver and Gitte Lodge held a lunch party for new and existing major

donors. Thanks to the generosity of those attending, we obtained sponsorship for crucial research into the users of bear bile. Next, Jill, joined by Dr Heather Bacon, our former Veterinary Director, gave a joint talk at the Royal (Dick) School of Veterinary Studies at the University of Edinburgh. We also held a joint event with Born Free Foundation and our patron, Virginia McKenna. This was an "on the sofa" chat, compered by our brilliant UK patron Paul Martin (below with Jill and Virginia).

www.tinyurl.com/voicesforanimals



Making a splash

In September, Animals Asia Moon Bear Paddlers, made up of supporters from across England and Scotland, took part in the Bristol Dragon Boat Race to raise funds for Honey Money Days. The other crews had obviously put in hours of training, but there's no doubt, our crew had the best time..... and we didn't come last! All participants are determined to paddle again in 2012.



United States



North American Roadshow

Jill's North American Roadshow was a tremendous success with 15 events in eight cities in two countries over the course of three weeks! Highlights included Jill's first roadshow visit to Canada, a swanky soiree at Twin Palms, the former home of Frank Sinatra, a fabulous DC party thrown by longtime supporters Susan and Ross Hechinger and attended by lovely actress Ali MacGraw (pictured here with Susan, left, and Jill).



Grateful thanks to all our volunteers, and special thanks to our Animals Asia Volunteer Groups in New York, Marin and Toronto/Southwestern Ontario. The theme of this year's roadshow was "Building the Dream", and through the generosity of supporters at events in both the US and Canada, we raised US\$115,000 — enough to complete a new bear house at our Vietnam sanctuary!

Building the dream

Amanda Viragh of Maryland had the opportunity to visit our China and Vietnam bear rescue centres in 2010 and was so moved by what she saw that in 2011 she donated US\$100,000 towards the start of the new bear house

and has also pledged ongoing support for our work. We are so thankful for Amanda's kindness and for joining us in our vision of a better life for the bears. (Here she is on the right with fellow supporter Paula Novakovich.)



Charity trip to China

September also saw our first Animals Asia US/Canadian Charity Trip to China. Four adventurous supporters joined our US staffer Alice Ng (middle) on an exciting trip from Beijing to Lhasa, with the highlight being a day with Jill and the bears at our rescue centre in Chengdu. Don't worry if you missed out, as another trip is coming up in September 2012!



Animals Asia in the news

It's been a bumper year for news coverage in the United States. We were thrilled to see Jill interviewed on CNN's "Issues" with Jane Velez-Mitchell and to read about our staff and bears in Barry Yeoman's article for online magazine "On Earth".

Animals Asia also received numerous mentions in other notable outlets including the "Wall Street Journal", the "Washington Post", "Forbes", MSNBC, CNBC and the "Huffington Post".

Special thanks

We couldn't end the year without making a special note of thanks to:

- The New England Anti-Vivisection Society for their support of our campaign to end bear farming.
- The American College of Traditional Chinese Medicine for promoting traditional medicine practices that do not include endangered species products.
- New York fashion designer Lyn Devon for her support of our work to help dogs and cats in Asia.
- Our incredible volunteer groups throughout the US and Canada.
- Each and every person who donated to Animals Asia throughout the year.

Financial Performance 2011

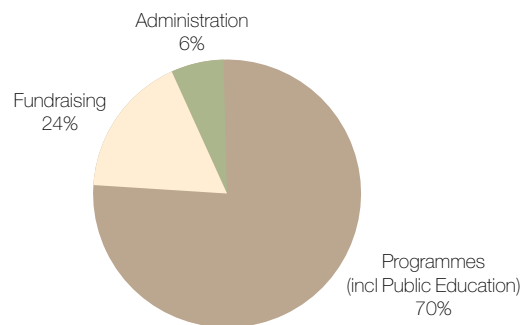
Animals Asia has grown, over the past 13 years, from a small group of committed individuals in Hong Kong to a global organisation with more than 300 employees and annual income of over US\$9 million.

- **2011 saw strong income growth** with revenue increasing 19% to US\$9.1 million.
- **Individual donations** accounted for 75.2% of income. The remaining 24.8% came from corporations, foundations and schools.
- **Major donations** accounted for the sharp rise in income in 2011.
- **United Kingdom and Australia** contributed US\$3.9 million (42.8% of total income).
- **Programme expenditure** accounted for 70.5% of income.
- **Bear rescue and related work** accounted for 78.6% of all programme spending (US\$4.3 million). There were 259 bears at Animals Asia's rescue centres in China and Vietnam at the end of 2011.

Operating expenditure

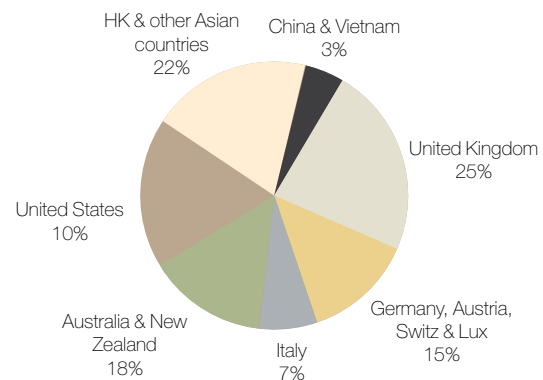
1 Jan to 31 Dec 2011 (US\$'000)
(Updated April 2012)

	2011
Income	9,133
Expenditure	
- Programmes (incl Public Edu)	5,431
- Fundraising	2,152
- Administration	538
	8,121
Balance carried forward for future years	1,012



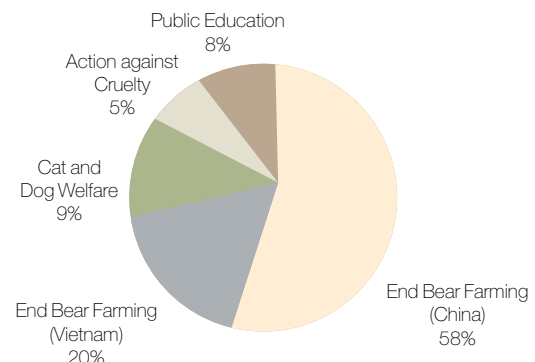
Global income by source

	2011
China and Vietnam	284
United Kingdom	2,253
Germany, Austria, Switz & Lux	1,323
Italy	637
Australia & New Zealand	1,678
United States	946
HK & other Asian countries	2,012
	9,133



Global programme expenses

	2011
End Bear Farming (China)	3,161
End Bear Farming (Vietnam)	1,111
Cat and Dog Welfare	480
Action against Cruelty	251
Public Education	428
	5,431



Note: The financial statements of the global offices of Animals Asia (including Head Office in Hong Kong) are subject to independent audit in each respective country. This is an unaudited summary of the latest financials of these offices.

How you can help

1 Befriend a Bear

Befriend one of our six ambassador bears — Freedom, Banjo, Irwin Junior, Mausi, Bodo or Emma — for a year. Your gift will provide the bears with treats like fruit ice blocks, rubber kongs, honey, nuts and tofu-filled bamboo shoots, as well as toys and outdoor furniture, which are essential for their rehabilitation. When you befriend a bear, you'll receive an adorable toy moon bear. Please go online for details of the full pack.

2 Buy gifts online

Go to our online Gift Shop for T-shirts, stationery, plush moon bears, scarves, key chains, note books (featuring some very handsome bears), mobile phone accessories, caps and bags.

3 Become one of our Champions for Change

Become a "Champion for Change" and help our community-based projects in China. Your gift will

support these projects that are bringing about long-term change from within and eventually end the torture and killing of cats and dogs for food. Please go online for details.

4 Spread the word

Tell your family, friends and colleagues about our work. Please "Like" us on Facebook (facebook.com/AnimalsAsia) and follow us on Twitter (twitter.com/animalsasia) and spread the word by sharing our updates with your friends.

5 Sponsor a Bear

Sponsor one of our rescued bears and help provide these intelligent, forgiving animals with all the basic care they need to recover and lead healthy and happy lives — good food, excellent veterinary care and an environment where they can climb and play as bears should. As a bear sponsor, you'll receive

an adorable toy moon bear. Please go online for details of the full sponsor pack.

6 Donate monthly

Give monthly to help us prepare for unforeseen emergencies and to maintain our long-term projects. Even small monthly donations add up and allow you to play a vital role in our progress. New monthly donors receive a Welcome Pack with information on our programmes, as well as regular updates.

Leave a bequest

Make an enduring gift to the animals by putting us in your will. Please contact your nearest Animals Asia office to talk with our staff.



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New Zealand Post Box PO Box 6679, Auckland, New Zealand Toll-free: 0800 728 323

Animals Asia is a registered charity in Australia, Germany, Hong Kong, Italy, the UK and USA. Donations are tax-deductible in all these countries. We also have offices and Moon Bear Rescue Centres in Mainland China and Vietnam.

Email: info@animalsasia.org

www.animalsasia.org

Cover boy: Woodley

Grateful thanks to photographers Ali Bullock and Annie Ditton.