

# **BREAKING GROUND ON A NEW ERA**

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**Animals Asia Review 2022**



# THANK YOU



Together, we're building a home for Vietnam's very last bile bears. Thank you for joining us in this important work.

Dear friends,

**You made 2022 a very special year. Together, we broke ground on our beautiful new sanctuary for Vietnam's very last bile bears.**

Because of you, these 300 desperate bears will soon feel a love they never knew existed. It's your kindness that's allowing Animals Asia to work with the government to end bear bile farming in Vietnam forever.

And **it's your kind heart that brought 14 precious bears home** to our existing sanctuary in Vietnam. In China too, our lovely geriatric bears, dozing on their specially lowered hammocks, feel the warmth of your love every day.

Other animals too felt your kindness in 2022 – literally **millions of dogs and cats were saved** from meat markets and lives on the street and **thousands of wild animals were set free or given much needed care**. All because of you.

Please never forget just how important you are to Asia's animals, and what a profound difference you're making.

Jill Robinson MBE, Dr med vet hc, Hon LLD  
Founder and CEO



*'It's thanks to you that Animals Asia has weathered another year of storms and challenges.'*

*'Your generosity in this difficult time of Covid, conflict and economic hardship is appreciated more than we can say.'*

*'You changed the lives of countless animals in 2022 – these beautiful souls, formerly Asia's most desperate, are now enjoying lives they couldn't have imagined.'*

*'And in Vietnam, 300 precious moon bears still trapped on bile farms will soon be living in paradise. All because of you. Thank you from the bottom of our hearts.'*

**Anneleise Smillie**

## BOARD MEMBERS

(December 2022)

### Anneleise Smillie

#### Chair

Anneleise has over 20 years' experience working in the non-profit sector. She was formerly Animals Asia's Education Director, and in this role she founded Professor Paws, our popular dog therapy program for schools. Anneleise is currently based in the Netherlands.

### Jonathan (Joe) Hancock

#### Vice-chair

Joe is a former senior finance executive and long-term Animals Asia supporter. He lives in the UK and now works with his wife, Angela, at the health and wellness company she founded.

### Michelle Lombard

#### Treasurer

Michelle is a corporate executive, qualified accountant, and experienced non-executive board member who supports, advises and repositions organisations for growth. She is co-founder of an intellectual property and content consultancy group. Michelle has lived in Asia since 2006.

### Celine Zhang

#### Secretary

Celine has over 20 years' experience across wealth management, investment and corporate banking and corporate development. She began her career by qualifying as an accountant for a Big 4 firm.

### Stephen Lee

Stephen is an experienced lawyer and has been involved in animal welfare and advocacy since 2003. He has held senior roles in Australia, Singapore and Hong Kong, and is currently practising at an international law firm.

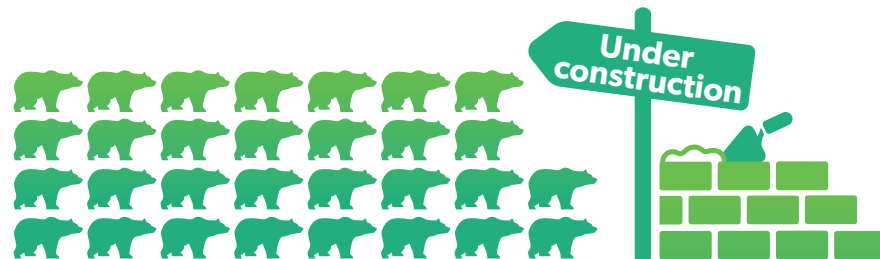
### Noëlle Gahan

Noëlle has over 20 years' marketing experience having held senior roles with global public relations companies and in-house marketing and sales roles with multinationals. She has three engineering degrees and an MBA.

# YOU'RE THEIR LIFELINE

Your kindness saved millions of animals from slaughter, abuse and imprisonment in 2022. *Thank you from every one of these precious souls.* Here are just some of the ways you brought love and joy into their lives.

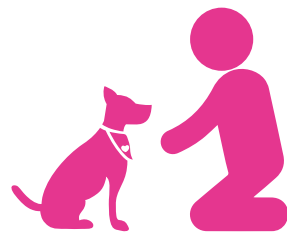
Animals Asia started construction of our second sanctuary in Vietnam – home to the country's **300** remaining bile bears



Our Trap, Neuter, Return educational video was watched over **11 million** times in China, potentially preventing billions of cats from being born into misery



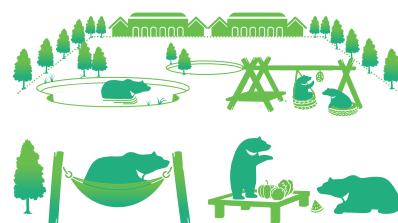
Our Dr Dog and Professor Paws therapy dogs shared their unconditional love with **9,535** people in hospitals, elderly homes and schools in Hong Kong and Mainland China



We reached over **26,000** Vietnamese people through our animal welfare events



We provided world-class care for the **320** bears living peacefully in our sanctuaries, 120 in China and 200 in Vietnam



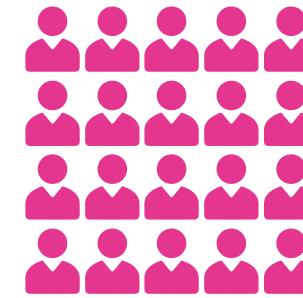
We rescued **14** beautiful bears and brought them home to our Vietnam sanctuary



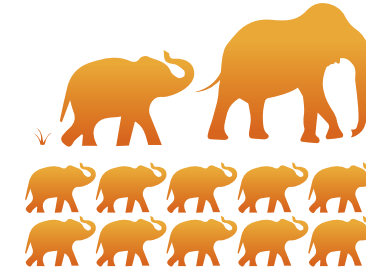
**109** educators in China benefited from our online training session on the delivery of our animal welfare education resources



Over **200,000** people saw our free LED screen ads for our Trap, Neuter, Return projects for cats and our China-wide children's painting competition in Chengdu's underground train stations



We managed the care of **12** of the 72 elephants believed to be in captivity in Vietnam



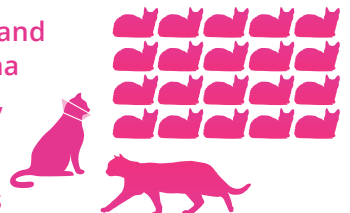
Our vets performed **230** full-body health checks under anaesthesia and 31 surgeries on our rescued bears



**31** rescued bears took their first steps on grass at our sanctuaries, some for the first time in over **20** years



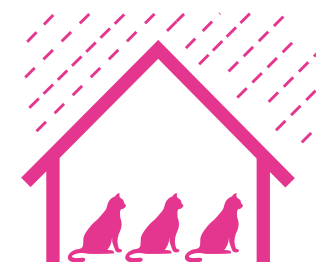
We helped **17** NGOs and volunteer groups in China implement Trap, Neuter, Return projects, directly benefiting **227** cats



Our "One Life – Animal Emotions" poster exhibition at Fuzhou Zoo in China reached **500,000** people



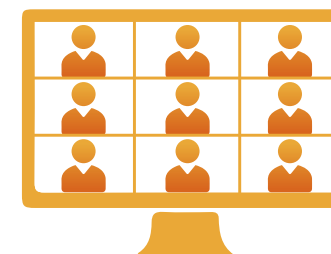
We helped two Chinese cat shelters build adoption centres, which will benefit over **3,000** cats over the next five years. Both centres train volunteers and potential adopters



We continued our partnership with the authorities to reduce human-bear conflict in **China**



We developed **6** online webinars, delivering animal management advice to over **12,800** animal managers in Chinese zoos



We worked with the Vietnamese authorities to identify **12** places where "meat" dogs are sourced and the route used to transport them to the capital, Hanoi





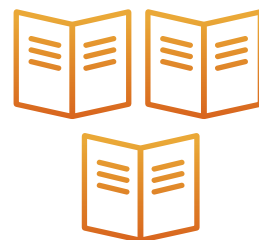
We provided online veterinary welfare training to thousands of vets and vet assistants in China

with **56,000** page views on our Chinese educational platforms from September 2021



We gave

**3,000** booklets to Vietnamese children, highlighting the welfare issues associated with the illegal trade in wild-caught birds in Vietnam



We developed

**85** fact sheets and presentations on the social, emotional and cognitive capacities of animals for our education programs in China and Vietnam

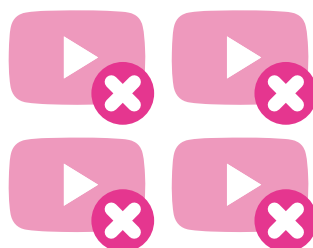


Over **100,000**

people joined our **26** cat and dog public awareness events in China



**44** dog meat videos and dog meat items for sale were removed from 3 popular Chinese platforms after our complaints



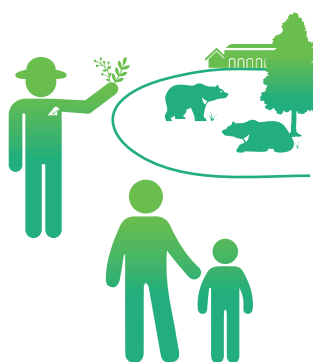
In Vietnam, we provided bear care training to

**3** groups – zoos, wildlife rescue centres and government veterinarians



We raised awareness of the moon bear's natural habitat by running

**12** free sessions (one a month) at our China bear sanctuary to educate parents and children about the local flora and fauna



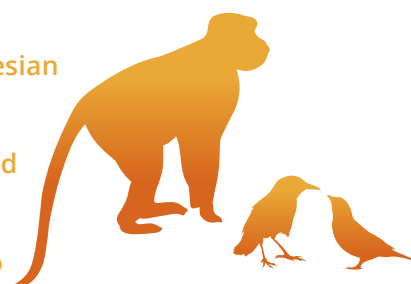
We provided an electric vehicle to bring tourists to our Ethical Elephant Tours (which a popular Vietnamese newspaper listed

among its Top **20** best places to visit in Vietnam)

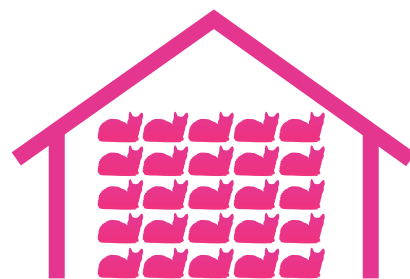


We helped 3 Indonesian NGOs release

**91** macaques and **25,000** songbirds back into the wild



**250** cats benefited from our help to rebuild a fire damaged shelter in China



# OUR BEAUTIFUL BEARS



Photo: Winter



# THANK YOU FOR IT ALL

You made 2022 an incredible year for Asia's bears – more precious souls brought home to safety, our new sanctuary in Vietnam well underway, and you, *our wonderful supporters*, right by our side through it all. Thank you.

Your kindness not only helped us provide world-class care for the 320 rescued bears at our sanctuaries, it rippled far and wide through our education and outreach projects, environmental initiatives and our growing impact on social media. (Who wouldn't love watching a smiling bear on a swing?)

We've also been busy preparing for our 2023 celebration of Animals Asia's 25th anniversary. We're expecting to reach 20 million people, both in person and online.

Animals Asia rescued 14 bears in 2022, bringing to **671** the total number rescued in China and Vietnam at the end of 2022.

Our Vietnam bears received over **69,900** doses of medicine in 2022. These were helped down with treats like fruit shakes, banana chunks and jam.

## LOVED FROM DAY ONE

Because of you, we welcomed 14 more beautiful moon bears home to our Vietnam sanctuary in 2022.

Tragically, two of these bears, Paddington and Plum spent just weeks in our care and Lavender five months before their broken bodies gave out.

Each of these poor bears had been caged since they were cubs.

But with your kind help, their short time with us was precious, every day filled with love and tender care.



Paddington was rescued from Nam Dinh in northern Vietnam where she'd spent 17 years in a bile cage. She was ravenously hungry.



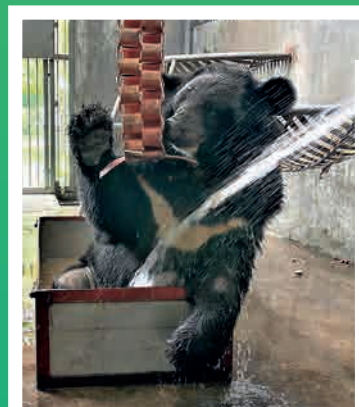
We made sure that the 14 days Paddington spent in our care were magical and that she knew she was loved to the moon and back.



Plum was trapped a small bile cage in Son La on the Vietnam-Laos border for 15 years. She was overweight, her fur was sparse, her skin was itchy.



Plum had five weeks of loving care. We learned she liked cucumbers and pumpkins, and loved strawberry jam.



Lavender was in a cage in the backyard of a family home for over 20 years. He arrived thin and very hungry. He had liver surgery and gained weight.



And he got to go outside. Lavender loved hose showers and baths... and jam and peanut butter. Thank you for giving this gorgeous bear five special months in paradise.

Gorgeous little An was one of the 14 bears your kindness brought home to sanctuary in 2022. Meet the other beautiful bears (including An's twin brother, Tango) in the following pages.



# YOU GOT THEM HOME TO SAFETY

The lucky bears you helped bring to sanctuary in 2022, feel your caring heart every day.

Some arrived as tiny cubs terrified and missing their mums. Others came from years on bile farms, broken in body and spirit.

But all of these brave and beautiful bears are recovering from their terrible past and thriving in their new sanctuary home – all because of you.

Meet our 11 courageous survivors, and see how your kindness changed their lives forever.

## Our babies

Tango and An, and adopted sister Sweep, were tiny cubs when they were snatched from the wild. They probably saw their mothers killed as they would have fought fiercely to protect their babies.

Sweep was found in a garden on the Vietnamese border with Laos, alone and distressed in the rain. When we arrived to bring her home, two other cubs had been confiscated. Forestry officials believed that Sweep had escaped from Tango and An's trafficker who had just been arrested.



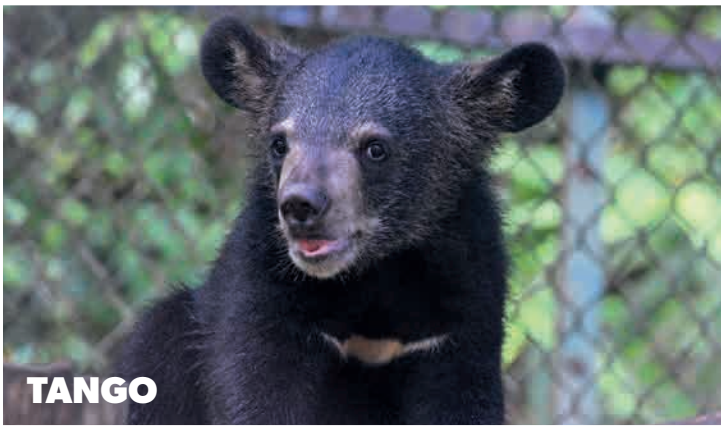
They were tiny, fragile cubs and they faced a long trip home, so we smuggled them into a hotel room to keep an eye on them overnight and make sure they were well rested for the next day. Here, Sweep laps up her bedtime drink of formula while her devoted carers, Junior Veterinary Surgeon Dr Thai Le (left) and Bear Team Manager Nguyen Van Hiep delight in her every move.



Left to right, An, Sweep and Tango were tiny and vulnerable when they arrived with us.



Today, Sweep is a gorgeous, playful bear who loves her toys...



... Tango is cheeky and mischievous...



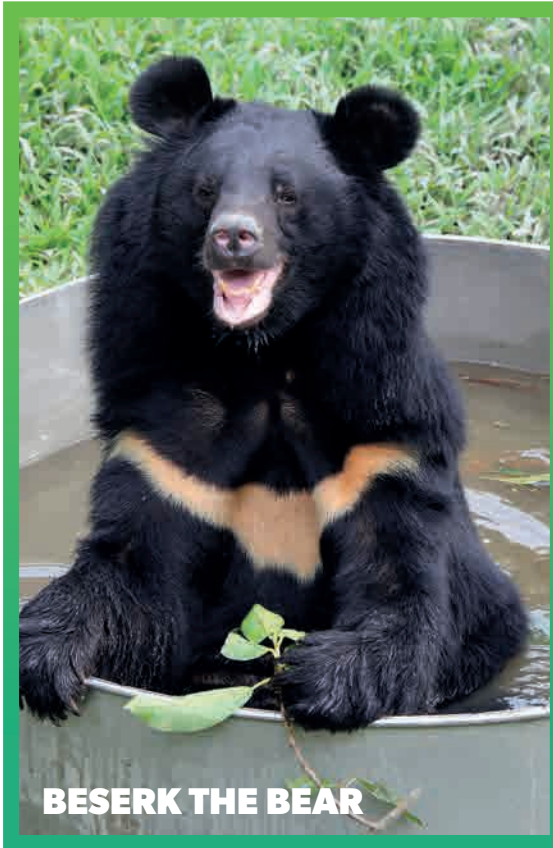
... and his brother, little An, couldn't get any cuter.

## All alone, until there was you

Beserk the Bear was caged in a household in the bear-farming hotspot of Phung Thuong for *seven years*. He arrived with a painful broken tooth and high blood pressure.



Beserk the Bear was frowning and fearful when he came to our sanctuary.



Today, thanks to you, this precious boy just can't stop smiling.

## Two decades too long

They spent *20 long years* in bile cages in the backyard of a family home – our handsome boys, Scarlett, Stanley, Perry and KING DARBS, and gorgeous girls Zana and Robin. Lavender (RIP) was also part of this rescue. The bile farm was in Phung Thuong district of Hanoi, where Beserk the Bear had been held.



This is where we found these precious bears. The heat was stifling and the stench overwhelming.



At the farm, Zana was trembling, her eyes wide with fear. Today her beautiful eyes are wide with wonder.



Stanley was so traumatised we had to anaesthetise him to get him out of his farm cage. Today, he spends his days soaking in the pool and playing with best friend Beserk the Bear.





ROBIN

Today, Robin starts her mornings by skipping happily outside to forage.



SCARLET

Scarlet has learned how to smile...



PERRY

Perry's been practising his smile for a while.



KING DARBS

And KING DARBS has claimed his rightful inheritance to live as the majestic bear he was born to be.

*"We shook the bile farmer's hand. Our message to him and other farmers is that we'll happily take their bears without judgment or embarrassment, and so encourage a movement of kindness that sees more bears released from the farms."*

**Jill Robinson MBE**  
Founder and CEO

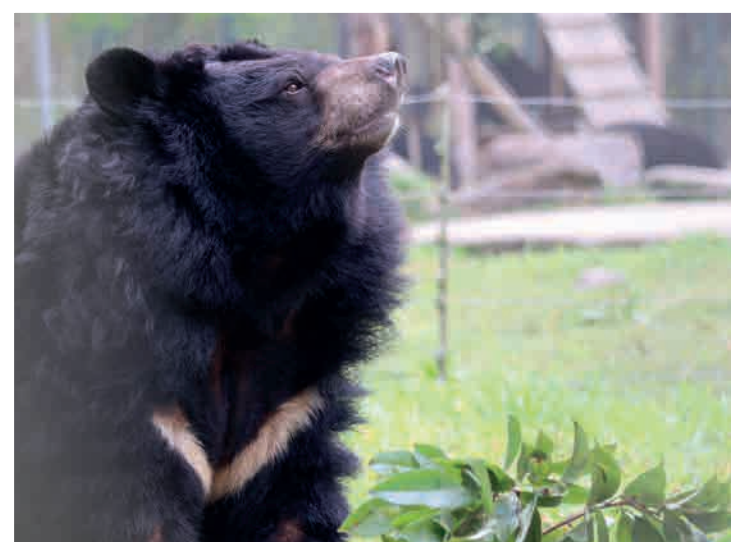
## One more happy ending

After 17 long years locked in a bile cage in Hanoi, our lovely Marmalade arrived with wounds under her front paws and two painful fractured canines from clawing and biting at her cage.



MARMALADE

Poor Marmalade had high blood pressure and her paw pads were thick, cracked and tender from standing on hard-edged metal bars.



Today Marmalade couldn't be happier. She's on hypertension meds, she's had two root canals and her paws have healed beautifully from walking outdoors on the grass.

*'It's such an amazing experience to see our new sanctuary finally rising from the ground. I can't wait to see happy bears rolling on the green grass, climbing their wooden structures and swimming in their pools.'*

**Thuy Hoang, Bach Ma**  
Sanctuary Manager

# BREAKING GROUND

**With your generous help, in 2022 we started building our second bear sanctuary in Vietnam – along with a new era of kindness.**

This will be home to around 300 bears – **the country's very last bile bears**. After a number of frustrating delays due to the pandemic, Phase One of our sanctuary in Bach Ma National Park is now well underway.

Here's a sneak peek at where we are at print time.



Our quarantine area is basically finished. This is where all newly arriving bears will stay for their first 30 days of sanctuary. It will have large cages open to the air while sheltered from the rain and sun. The bears will be spoiled rotten in quarantine, their carers showering them with love. They'll get ever-changing treats, toys and browse, cooling hose showers when it's hot, and lots of kind, encouraging words.



Our bear hospital is on schedule. This will be a world-class facility modelled on the existing hospital at our Tam Dao sanctuary and designed with the close cooperation of our vet team. Sadly, we expect our hospital will see a lot of use in its lifetime. We don't know what condition our new arrivals will be in, but we're preparing for the worst.



Most of the bears coming to Bach Ma will have been in cages for many years, some for decades. And most will never have seen a vet in all that time. They're likely to suffer from a range of conditions, from vision loss, dental decay and mobility issues to diseased gall bladders from repeatedly being jabbed with unsterile needles to extract their bile.





This is one of two double bear houses nearing completion. It has two rows of study brick and concrete dens opening to enclosures either side. Once the bears complete their quarantine period, and are physically and mentally able, they'll move into a den of their own. The dens will have metal basket beds that they can turn into comfy nests with browse like straw and giant banana leaves. Some beds will be low to the ground for bears with mobility issues. In their dens, the bears will also have hanging toys, puzzle feeders and treats to forage for.



Our impressive-looking water tank is almost complete. We just need to finish the pipes from the tank to various parts of the sanctuary. The tank will save money on water bills and preserve precious water resources. It will take advantage of the heavy rains that fall in the national park and can hold 200,000 litres of water. The water will be used by both bears and humans for drinking and washing. It will also be used to clean the sanctuary and fill the bears' all-important swimming pools.



And here's our second double bear house. Work on two more bear houses will start in 2023. The outdoor enclosures, with the stunning backdrop of Bach Ma's thickly forested mountains, will be furnished with everything a recovering bear needs – high and low wooden climbing platforms, hammocks, swings and swimming pools.



Bach Ma sanctuary manager Thuy Hoang is currently based at our Tam Dao sanctuary where she's learning the finer points of keeping hundreds of bears and staff happy. But she makes regular visits to Bach Ma to check on progress. From our vets and bear carers to our PR and education teams, the new sanctuary will be staffed entirely by Vietnamese people.



Our all-important nutrition area will soon be up-and-running and ready to help with the bears' recovery. On the bile farms, their diets are completely inappropriate, usually just a rice-based gruel. At Bach Ma, they'll enjoy a variety of fresh fruit and vegetables every day. Their new diet will help with everything from high blood pressure and heart disease to cleaning years of tartar from their teeth.



And this photo just in, right on press time! Our next Review will include images of happy bears at play in their new sanctuary.

# OUR AMAZING VET TEAMS

**Thanks to your incredible support, our vets and vet nurses in China and Vietnam gave their all for the bears in 2022.**

Our vets performed an incredible 158 full-body health checks under anaesthesia and 28 surgeries on our rescued bears.

This is despite critical staff shortages because of Covid visa restrictions. (We've only just welcomed Veterinary Surgeon Fernando Alegre to our China sanctuary after a three-year wait.)

And not only that – our vets also shared their skills with other rescue facilities.

They performed 22 surgeries on bears at the Hanoi Wildlife Rescue Centre (21 led by Junior Veterinary Surgeons who trained at our sanctuary) and participated in at least 10 at Four Paws, another organisation rescuing bears.

And as you'll see in the next story, they shared their skills and compassion far and wide throughout the veterinary community in China.



Our vet teams performed 50 surgeries on rescued bears in 2022, some lasting up to eight hours.

## Putting 'welfare' into vet training

Our Vet Welfare Training Program headed by Senior Veterinary Trainer, Mandala Hunter-Ishikawa, and her team of two, provided online veterinary welfare training to tens of thousands of vets and vet assistants in China in 2022.

Our Chinese-language program had 56,529 page views from September 2021 to December 2022 (60 weeks) and an average of 235 visitors a month (new and returning).



Here's Mandala and her rescue cat, Gin. With the easing of Covid restrictions, Mandala hopes her team can soon offer in-person training in Chengdu and that they'll be able to resume speaking at veterinary conferences. Photo credit: Pascal Nimal

**Our enormous gratitude to Zoetis for funding our China vet welfare training for the past 3 years.**



# BUILDING CAPACITY

**Four more veterinary interns successfully finished their training at our Tam Dao sanctuary in 2022.**

Congratulations, Junior Veterinary Surgeons Dr Thai Le, Dr Ly Mai Han, Dr Huong Pham and Dr Ngan Tran!

They join a growing number of young Chinese and Vietnamese people who have successfully completed veterinary internships at our sanctuaries.

Han and Ngan, who share a passion for veterinary medicine, will soon be taking their life-saving skills to our new sanctuary at Bach Ma.



Thai is not only an invaluable member of our veterinary team, he also helps train outside vets.



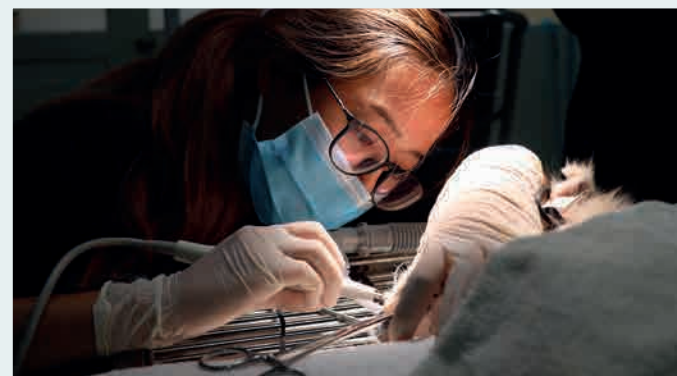
At Bach Ma, Han (pictured here) and Ngan will be at the frontline of our mission to end bear bile farming in their country.

Our rescued bears received **2,000** hessian sacks in 2022. They played with them, ripped them, chewed them, and used them as comfort blankets or to make nests.

In 2022, **31** rescued bears took their first steps on grass at our sanctuaries, some for the first time in over **20** years.



Huong (here with Freddie) is already able to handle difficult surgeries like gall bladder removal.



The bears will be in good hands with Ngan (pictured here) and Han.



Dr Bear has been getting quite a workout in resuscitation training sessions at our Vietnam sanctuary. Did you know "CPR" is now called "CPCR"? The method is the same, but CPCR, or cardiopulmonary *cerebral* resuscitation, acknowledges that the brain, as well as heart and lungs, is a focus of resuscitation.

# THANK YOU DR CEDRIC

**We were thrilled to welcome veterinary specialist Dr Cedric Tutt back to our Vietnam sanctuary in 2022 after a break of three years.**

He would have come earlier but for the pandemic restrictions. Cedric, who donates his time to help the bears, treated a number of patients during his visit.

Blind Grace was the first bear to benefit from his kindness and expertise. Cedric gave her a permanent root canal, saving a precious canine tooth and ensuring it will never cause her pain again.

Cedric also trained our Senior Veterinary Surgeon, Shaun Thomson, in performing permanent root canals.

*And now Grace is in training herself!*

She's joined our Cooperative Care Program where bears choose to participate in their own healthcare by learning certain behaviours like presenting their paws for claw trims.

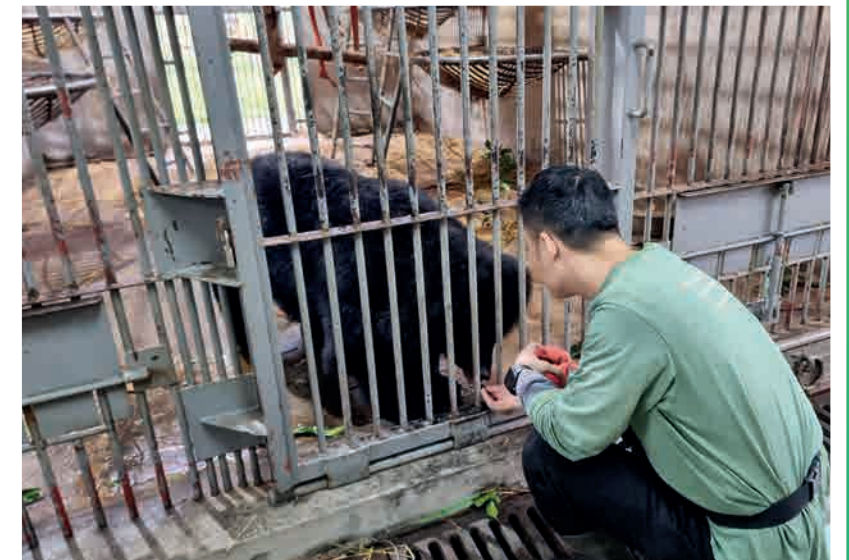
Our ultimate goal for Grace is that she'll learn to open her mouth and allow us to clean her teeth. First she's learning some basic behaviours like "wait" and "follow".

How do we get a blind bear to "follow"? Let's ask Grace's carer Nguyen Van Hiep:

*"I trained her to 'focus', then 'wait', but getting her to 'follow' was tricky. So I came up with the idea of walking as noisily as possible. I put my feet down heavily when I step and scuff them as I walk."*



Our thanks to Dr Cedric, for keeping our gorgeous Grace smiling.



Clever Grace is learning to help our vets keep her teeth clean. Hiep rewards her with treats and soft, kind words to encourage her.

**83,400** generous individuals donated to Animals Asia in 2022. Thank you for making the world a kinder place for animals most in need of your help.

We're partnering with the authorities in Sichuan Province where our bear sanctuary is located to reduce human-bear conflict.



# THE ULTIMATE COMFORT BLANKETS

**Our enormous thanks to the small army of knitters and crocheters who kept our bears warm and safe in 2022.**

These unsung heroes, including the UK's Penny Thompson, play an essential role whenever one of our bears has a health check or surgery.

We need to keep the bears' temperature at an even 36 degrees Celsius (97 degrees Fahrenheit) while they're under anaesthesia. So the lovingly crafted blankets and mittens sent to our sanctuaries by Penny and other fabulous supporters are essential "medical equipment".

And it's not only the bears benefiting from Penny's beautiful blankets but also cats and humans.

*"Our sanctuary cats (Freddie, Fergus, Beo and Gilbert) also enjoy Penny's blankets. And they bring so much handmade charm and brightness to the sanctuary. They truly are works of art."*

**Heidi Quine, Vietnam Bear and Vet Team Director**

*"I have a lovely fuzzy feeling inside knowing that the blankets are helping the bears and the staff at the sanctuary and also the cats and kittens."*

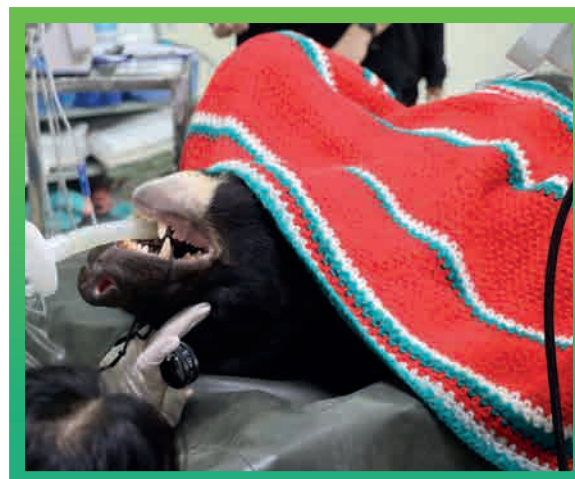
**Penny Thompson**



Thank you Penny – and all our talented knitters and crocheters – for every life-saving stitch.



Cute little P.J. stayed warm and safe with his gorgeous hand-crafted blanket and mittens.



For Star's initial health check, first he wore mittens and later we added a rug to keep his temperature steady.



Here's Star again, rocking his eclectic look with some beautiful mix-and-clash mittens.

## IT'S NEVER TOO LATE

**Our rescued bears never fail to surprise us, and that's just what friendless old Bailey did at the start of 2022.**

After more than seven years at our Vietnam sanctuary, moon bear Bailey finally let another bear into her heart and made a good friend.

This grumpy older lady, who's had to be separated from other bears in the past, has fallen head over heels for handsome Friday. To see her today, blissfully playing on the grass with her much younger beau, you'd never believe she was the same bear.

Their relationship wasn't always plain sailing though. Bailey was indeed a grump when they first met. She'd growl at Friday quite often. But he always responded in a gentle manner by stepping back or sniffing her. He finally won Bailey over, and since then they've been inseparable.

It's love stories like this that confirm we should never give up on a bear. Over the years, Bailey has been introduced to many other bears, but after the trauma of 13 years in a bile cage, she just wasn't ready to open her heart and make a best friend. Meeting Friday has been life-changing.

*"Sometimes Friday and Bailey are so into playing they even forget to go out and forage. Blossoming friendships are always a joy to witness, but theirs is especially touching. It's wonderful to see Bailey so, so happy after all this time."*

**Sarah van Herpt, Senior Bear Team Manager**

Our China sanctuary prepared almost  
**140,000** meals  
for the rescued bears in 2022.



Bailey (right) and Friday are just the sweetest couple.



They spend every waking moment together.



Proving that age doesn't matter (and that it's never too late to find love), Bailey (left) and toy boy Friday couldn't be happier.



It's thanks to you that these precious lovebirds have such a happy life together.



# DIVERSITY AND INCLUSION

**Supporting local women and creating a happy, diverse and equal workplace were paramount at our Vietnam sanctuary in 2022.**

Gender equity took centre stage with our own Bear Team Manager, Amy Saunders, creating and running a course for women in leadership roles.

Sixteen women took part, attending seven sessions with topics including communication, giving and receiving feedback and dealing with conflict.

Importantly, the sessions were also designed to build the women's confidence. After completing the program, 100% said they felt more confident in their leadership skills and in giving feedback to team members.



We want to inspire Vietnamese women to be confident leaders.



Amy said it was wonderful to see the women's confidence grow with each session.

Women make up **65%** of Animals Asia's staff globally, they fill 62% of leadership positions and 40% of senior management roles.

## Going local

At the end of 2022, 301 full-time employees worked at our bear sanctuaries – 154 in China and 147 in Vietnam. They include a small number of expats from various countries, like Australia, New Zealand, Spain, the UK and US, but 90% of our staff are local people. This employment is great for the local communities and also helps with Animals Asia's acceptance as part of the community.

## FAREWELL OLIVIA



In 2022, we bid a very sad farewell to lovely Olivia Newton-John after her long and brave battle with cancer. Olivia was a much-loved long-time supporter of Animals Asia and one of the loveliest celebrities we've ever had the pleasure of working with. Rest in peace, Olivia and thank you to the moon and back for all your kind and moving words on behalf of Asia's bears.

A huge shout out to the **40** major celebrities who joined Animals Asia in 2022 to speak for the voiceless. These include **Ricky Gervais** and **Alicia Silverstone**.

# SPEAKING OF DIVERSITY

**As well as moon bears, we also have Malayan sun bears and Tibetan brown bears living at our sanctuaries.**

## Our two brown bears

Sister and brother Poupouce and Benji were found as cubs by Chinese monks living in western China. The kind monks kept them in a pit to save them from a nearby bile farm and contacted us when they heard about our Chengdu sanctuary.

These beautiful bears kept us busy last year with their favourite pastime – digging! Senior Bear Team Manager Molly Feldman explains:

*"Basically they excavated a really nice den in their enclosure and we've been trying to maintain it for them. But it was getting so big that we needed to build a wall to stop them from making it any bigger while still allowing them to go inside there safely."*



Poupouce (back) and Benji LOVE to dig, but sometimes their favourite pastime can lead to problems.



Last year, they dug so far into their self-made cave, that they made it unstable. So our maintenance team was called in to build sturdy new walls to keep it safe.

## Our 13 sun bears

Our sun bears, who are smaller than moon bears, live at our Vietnam sanctuary. They have soft, velvety fur and ears that look like miniature hobbit houses.

One of them, gorgeous, goofy David, kept us on the edge of our seats last year watching his determined (but sadly so far unsuccessful) attempts to woo new arrival Angel.



Friendly David is popular among the other sun bears and has lots of friends like Goldie (right).



But poor David isn't having much luck with the main object of his affections – little Angel (pictured). Try as he might, she still refuses to play with him.



# LUCA'S LIVING HIS BEST LIFE

**A combination of chance, teamwork and your incredible support saw moon bear Luca joining in his own healthcare while getting more fun out of life in 2022.**

Luca has mobility issues and he's been having regular physio sessions with his carer Hiep. With the help of lots of sweet treats, Hiep has been patiently target training his reluctant student – to place his nose to a tennis ball on top of a moving stick – so he'd move his head and neck up and down and from side to side.

That was until Vet Rachel Sanki noticed another bear, Jonathan, playing happily with a ball on a bungee cord. He was moving just how we wanted Luca to move. So Rachel suggested Hiep try this with Luca.

*"It worked! Now Luca is moving his head and neck exactly as we want him to, and he's having lots of fun too! Sometimes it's the smallest things that make the biggest difference."*

**Nguyen Van Hiep, Bear Team Manager**



Luca's physio sessions will help ensure he has many more days in the sun.

We received **139** gifts from trusts and foundations in 2022. Thank you. Your funding is vital to the lives of thousands of animals.

## Education is the key

Your kind support allowed us to continue our education programs throughout China and Vietnam in 2022.

The children at Dan Phuong Primary School were among the thousands of students to benefit from our work. Their school is within walking distance of Hanoi's Phung Thuong district, a bear bile farming hotspot with over a hundred bears still in cages.



Thank you for helping us show the children of a bile-farming hotspot that bears are lovable and need our protection.



Over 800 students at the school joined our moon bear drawing competition.



We also helped the school create a new herb garden that grows alternatives to bear bile.

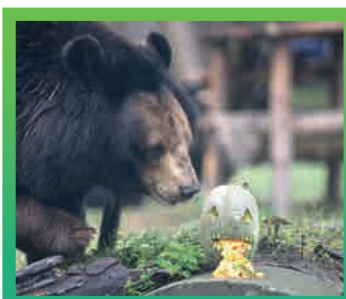
## Some ghoulish fun for the bears

Our China bears had a frightfully good time when we helped them celebrate Halloween in 2022. Naturally they chose delicious treats over tricks and our team made sure they had plenty of them!

It's not only on special holidays that our rescued bears get healthy treats like this. Every day they can forage for tasty pieces of fruit and veggies around their enclosures and they get hanging toys and puzzle feeders filled with treats like dried fruit and nuts. And each day it's different – not just their treats, but their toys and natural browse too.



Our devilish translator Mandy Li joined in the Halloween fun.



Martin went straight for his ghastly treat and demolished it in seconds.

# CLEANING UP OUR ACT

**In 2022, we switched all the cleaning products used at our Tam Dao sanctuary to environmentally friendly versions.**

The hand soap, dish-washing liquid, floor cleaner and clothes washing liquid also now come in big refillable bottles so we're not using so many small bottles. They are from an ethical Vietnamese brand, and they're made from waste pineapple skins.

Even our toilet paper and garbage bags are now environmentally friendly thanks to our Purchasing Officer, Thanh Tam. She also switched many of our enrichment items, like jam and strawberry sauce, to bigger bottles.



All the cleaning products at our Vietnam sanctuary are now eco-friendly and come in large, refillable containers.

Our China bears chomped through nearly **100,000kg** of cabbage, carrot and pumpkin in 2022.

Our Vietnam bears enjoyed **62,400kg** of browse like straw and banana leaves. They play with it, chew it, and make nests with it.



And here's what we use for the bears' all-important bubble baths. Don't worry little Star, your bubbles will be ready soon!



Not a cage in sight! We thought you might like to see this recent shot of the former bile farm at Nanning where our China sanctuary's latest 101 rescued bears were held for many years.



John John, like all the survivors of our historic Nanning rescue in 2021, has settled beautifully into sanctuary life.



# FAREWELL OUR BRAVE WARRIORS

**As well as moon bears Paddington, Plum and Lavender, whose time with us was far too short, we lost 20 other family members in 2022.**

Most were older bears whose final years were filled with love and lived with dignity. In China: Abracadabra, Blueberry, Byng, Coco, Dayley, Kibou, Mimi/Moonbeam, Oscar, Ria, Siyna, Snoopy, Sonnenschein, Sunshine, Ursula and Wilberforce. And in Vietnam: Dream Mischa Tebs, Hartley, Humphrey, LeBON and Mai. Sleep well our beautiful bears. You'll always live on in our hearts.

## **You gave sweet Snoopy two decades of love and care**

Snoopy came to our China sanctuary in 2003, along with dozens of other bears from bile farms.

Years of poor nutrition had caused cataracts in her eyes, completely obscuring her vision.

Poor Snoopy was frantic when she arrived, desperately rocking back and forth in her cage. Her head was covered in wounds from banging against the bars.

Early on, our vet team ruled out cataract surgery as far too risky, so Snoopy learned to compensate, relying on an amazing sense of smell and hearing. She was so full of life, waking each morning to sniff out new treats (she loved dried pineapple) and listening intently to the goings on of the bears in the next enclosure.

Snoopy was kept separate within the special-care enclosure. She still interacted with her neighbours, but essentially she preferred to live alone. Our founder, Jill, was also next-door neighbour to Snoopy for many years. The big, reinforced window in her room looked directly out to Snoopy's garden.

*"I was always aware of her presence... whether it was waking me in the middle of the night by happily and loudly playing with her toys, or suddenly jumping up at the window curiously trying to bite the glass - and causing me palpitations!"*

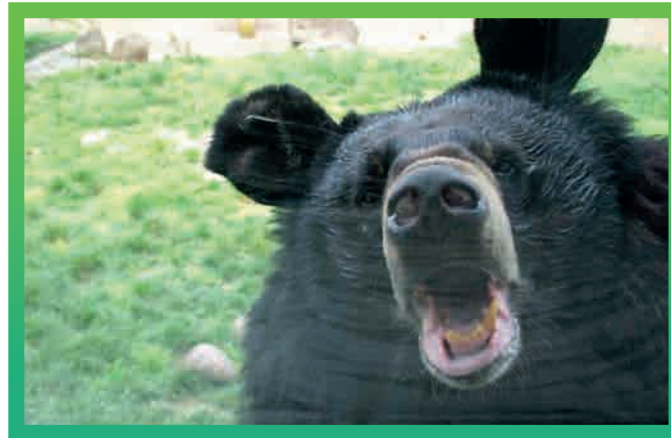
A few years after Snoopy joined us, lovely veterinary ophthalmology specialist Dr Claudia Hartley, who's

volunteered at our sanctuaries for years, restored some of Snoopy's sight!

To see Snoopy at play, watching with joy as she tossed her toys in the air, you'd swear she was the happiest bear in the world.



Snoopy arrived blind, but later some of her sight was restored.



She liked to suddenly jump up and say "Hi" to Jill at her window. No wonder Jill had palpitations!



Thank you for giving this precious bear an incredible 19 years of happiness and joy at our sanctuary.

*'I was one of those kids who crossed the street to play with dogs or cats. I wasn't allowed to have one at home until I was 12.'*

**Jill Robinson MBE, founder and CEO**

Please see over for more about Jill's childhood.





# THE EARLY YEARS

**We all know Jill as the amazing woman she is today. But what shaped her, gave her strength, and brought her to where she is now?**

## When and where were you born?

In 1958, in an RAF camp in Nottingham, England (my dad was a squadron leader in the British Royal Air Force).

## Any siblings?

My sister, Anne, who's a year younger than me. We did everything together as kids. We've always been close and whenever I'm in the UK, I spend time with Anne, her husband Steve and my niece Nicole. And they've visited me in Hong Kong and at our bear sanctuaries in Chengdu and Tam Dao.

## What do you remember most about your mum and dad?

Sadly, I don't remember my mum. I was 20 months old when she died from septicaemia – a painful condition that's taken the life of many of our bears. My dad always said mum was "the best woman in the world". He was devastated when she died. Anne and I went to live with his brother, Uncle Les, and his wife Auntie Floss for several years and moved back in with dad when I was nine. By then he had a steady job in a bank. Dad wasn't a hugger and he told it like it was – "your mother died in agony". I still shudder when I remember the lime green and orange crimplene outfits he dressed Anne and me in, but he was a good man with strong values. He brought us up to be tenacious, ethical and kind. Anne and I kept him on his toes – we could be very mischievous and naughty. Dad died around 22 years ago.

## What were your favourite subjects at school?

Sociology, music and drama. I loved singing and my school choir sang weekly on a couple of BBC radio programs at Broadcasting House in London – "Time and Tune" and "Singing Together".

## Who was your first companion animal?

When I was 12, my dad finally gave in to my pleading and we got a black and white cat called Aze. Aze was the best friend a child could have. He was a sociable cat, friendly with all the neighbours, and he waited for Anne and me at the end of the road after school and walked us home. He snuggled on my bed at night.

## When did you know you had an affinity with animals?

Before I could even say the word "animal"! I've *always* loved animals. I remember when I was three or four straining on my walking reins to go and pet a dog or cat. And yes, I've always had a special thing for bears.



Jill (left) with her sister, Anne. The two were inseparable as children – and very naughty!

# OUR COMPANIONS





# THEY FEEL YOUR LOVE EVERY DAY

Cats and dogs in shelters across China are safe, cosy and dry... and they're all ready to meet their new families. All thanks to your kindness.

Because of you, Animals Asia was able to help two Chinese NGOs build new adoption centres – Wen Nuan Ta in Henan and One Meter More Love in Hebei.

Both shelters offer training to volunteers and potential adopters. These two projects will benefit over 3,000 lucky cats in the next five years and they can be models for other shelters.

## Keeping them safe

Over 450 cats and dogs in China are feeling your love after we helped repair their damaged shelters.

Thanks to you, we were able to help refurbish shelters for Liuzhou Small Animal Protection Association (fire) and Family of Hope (heavy rain and flooding).

After the floods, Family of Hope took in more strays affected by the floods as well as the animals from three nearby shelters that were struggling.



Their new home is so lovely that the cats won't want to be adopted! One Meter More Love is one of two new adoption centres you helped build in China in 2022.



Family of Hope before your help. First flooded with water, then with more animals in need of care.



And after your help. Dogs (and cats) now safe and warm while they wait for their forever homes.

# CHINA'S CATS THANK YOU

This was your most lasting gift to our feline friends in 2022.

Your generous donations allowed us to help 17 NGOs and volunteer groups in China undertake Trap, Neuter, Return (TNR) programs, with 227 cats vaccinated, de-sexed and de-wormed. Each of these cats is now cared for in their local community.

Since 2008, we've provided TNR training to 52 NGOs, 24 university groups and 514 volunteers in China. We've also funded 38 groups to carry out TNR projects for more than 2,800 stray cats.



Given that one cat could have over 150 kittens in her lifetime, TNR is the best way to manage street populations and prevent the suffering of strays.

We support more than **250** NGOs in China. Over 90 of them received funds and training in 2022.



We donated de-worm tablets to 441 dogs and cats through 7 NGOs in Guangxi, China during Lunar New Year.



We visited 12 shelters in 7 Chinese cities to assess their problems and plan how best we can help them. Their problems are similar – lack of funds and manpower, few adoptions, and too many animals.



# LOVE WITH NO BOUNDS

Because of you, in 2022, thousands of people felt the special healing love that only our best friends can give.

Our registered therapy dogs (like lovely Dr Sanji, our cover boy on page 27) visited thousands of students and people in care. We run our Dr Dog and Professor Paws programs in Hong Kong and four mainland Chinese cities, including Chengdu – home of our China bear sanctuary.

**107,960** people in China joined 26 public activities promoting cat and dog welfare and responsible companion animal care.



Dr QQ (left) and Dr Feibi were perfect ambassadors at our World Animal Day event in Chengdu, China.

# A FIRST IN CHINA

Our pioneering Dr Dogs are easing the pain for Chinese mental health patients in a project that's the first of its kind in China.

Tail-wagging Dr Li Dabao (big treasure) and Dr Xue Gao (ice cream) are now much-loved visitors to Chengdu No.4 People's Hospital, a major mental health centre.

After agreeing to a trial visit, the doctors were so impressed that our Dr Dogs now visit once a week.

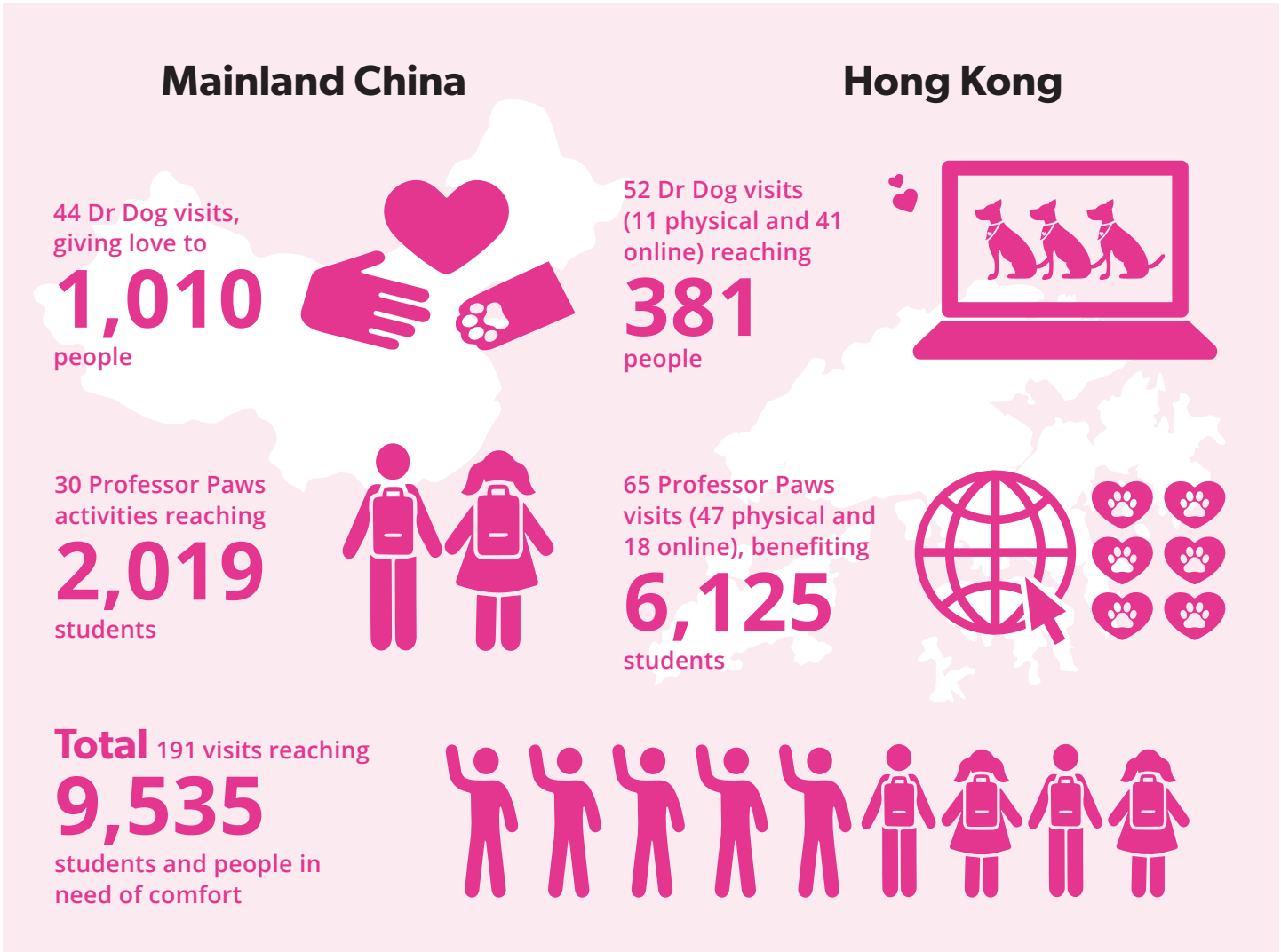
They shared the story of a suicidal boy. Dr Li Dabao seemed to sense the boy's depression, repeatedly placing his head in his arms. The boy was deeply moved and felt that Dr Li Dabao had guided him to cooperate with the doctors.

Thankfully the boy recovered and he's been discharged.

Good girl, Dr Li Dabao!



Dr Li Dabao shares her love with some of her clients. This is the first time in China that dogs have been used in therapy for mentally ill patients.



Since our founder, Jill Robinson, started Asia's first animal-assisted therapy program in 1991, our lovely Dr Dogs and Professor Paws have visited over **690,000** people.

Our grateful thanks to Pedigree for pledging to support our dog and cat welfare activities for the next three years and for the special price we pay for dog kibble for our rescued bears.



Dr QQ was happy to help when we joined NGOs in Chengdu, China on World Autism Day to raise awareness of children with the condition.



# TARGETING THE SOURCE

Your kind donations allowed us to help the authorities stop illegal dog meat traders in China and Vietnam.

In China, we focused on illegal hotspots in five major cities – a slaughterhouse, a large farmers’ market, dog meat restaurants, a poultry market and a “meat dog” transit point. And in Vietnam, we worked in Dak Lak Province identifying the source and transportation used by illegal dog traders.



This little heartbreaker is one of 300 dogs and cats who received free rabies vaccinations at our World Rabies Day events in three Chinese cities.

After public tip-offs and our complaints, **34** restaurants in 22 Chinese cities stopped selling dog meat and removed “dog meat” from their signs.

And **31** dog meat items and 13 videos were removed from three popular online platforms.

There are now **NO** dog meat restaurants in Zhuhai, a Chinese city of almost 1.9 million people. Before our work to end their trade, there were nearly **50**.

Our comprehensive research reports on China’s dog meat industry have been shared widely online, with over **50m** views and over 10,000 re-posts.

In 2020, dogs were removed from the official livestock list in China, making it illegal to sell dogs for consumption and saving **millions** of dogs. But sadly the trade continues.

**4,000** people heard Suki Deng, our China Director of Cat and Dog Welfare, speak at China’s 2022 Rabies Conference.

# PROGRESS IN INDONESIA

As a member of Dog Meat Free Indonesia (DMFI), we saw some important achievements for our best friends in 2022.

Indonesian capital Jakarta banned the trade, and a number of other Indonesian cities banned the sale of dog meat.

Animals Asia is a core member of DMFI, a coalition of international and national animal protection organisations committed to ending the dog meat trade in Indonesia.

Here are some of the remarkable wins you helped achieve for Indonesia’s dogs in 2022:

- Jakarta – Indonesia’s capital – issued a directive banning the dog meat trade. DMFI investigations suggest that in Jakarta around 340 dogs are killed for the meat trade every day
- 14 cities and regencies nationwide passed regulations prohibiting the dog meat trade following meetings and lobbying by DMFI. These include Central Java’s provincial capital city, Semarang.
- Medan in North Sumatra banned the dog meat trade. This is a huge breakthrough as Medan city is considered the biggest dog trafficking hotspot in the country.
- The Animal Husbandry Department of East Java Province called on provincial leaders to end the dog meat trade throughout their jurisdictions, and the department plans to ask the governor to enact a province-wide ban.



Happily, the poor dogs in this photo were rescued by DMFI moments after it was taken.



# REACHING MILLIONS

Thanks to your support, our public awareness campaigns promoting better welfare for dogs and cats reached more people than ever in China in 2022.

We ran 26 campaigns, with nearly 108,000 participants. In one campaign, we partnered with Tmall.com, China's biggest online shopping platform, to make a short video to promote TNR for stray cats. The video had over **11 million views!**

And over **38,400** people received our leaflets and learned about the difficulties stray animals face.



Your kind gifts helped 18 university student groups join our TNR campaign with materials for public events and a webpage for online promotions.



Dr Xue Gao in Chengdu starred in a show about our Dr Dog program for CCTV9, China's main documentary channel. See page 31 for more about Xue Gao.



7-year-old Wang Chuhan's winning entry in our 2022 China National Children's Painting Competition. Wang Chuhan was one of 455 children from 30 cities who entered, designing a board game with the theme, "The Stray's Great Adventure!"

**3,400**  
people in 8 cities around  
China watched our  
educational video "Cat  
and Dog Welfare around  
Us" in 2022.

**1,550**  
cat and dog guardians  
and shelter volunteers  
have learned better  
animal care through  
online training we started  
due to Covid in late 2019.

# OUR WILD FRIENDS





# WELCOME H'BLU AND PLO

Two more beautiful seniors joined our elephant family in Vietnam in 2022.

Females H'Blu, 62, and Plo, 60, had been forced to carry tourists day after day in the heat and humidity, their backs aching under their heavy wooden "saddles". Today they're under our care – free from pain and free to roam the forests.



Calm and gentle H'Blu (left) now lives in Yok Don National Park, where she's happy with her new best friend, Kham Phanh.



Lovely Plo is enjoying her retirement in nearby Lak Lake, a privately owned elephant riding centre. The centre agreed to stop using Plo to carry tourists and now allows her to forage for her food in a forested area. Animals Asia is monitoring her care.

At the end of 2022, Animals Asia directly managed and provided advice on the daily care and welfare of **12** of the estimated 72 elephants in captivity in Vietnam.



Elephant-sized thanks to the **Olsen Animal Trust, The Elephant Sanctuary** and to **you, our wonderful supporters**, for funding this life-changing project.

## Vietnamese hotspot now helping us end the practice

Dak Lak Province – the centre of elephant riding in Vietnam, which has committed to phasing it out by 2026 – is now working with us to ensure this promise is kept.

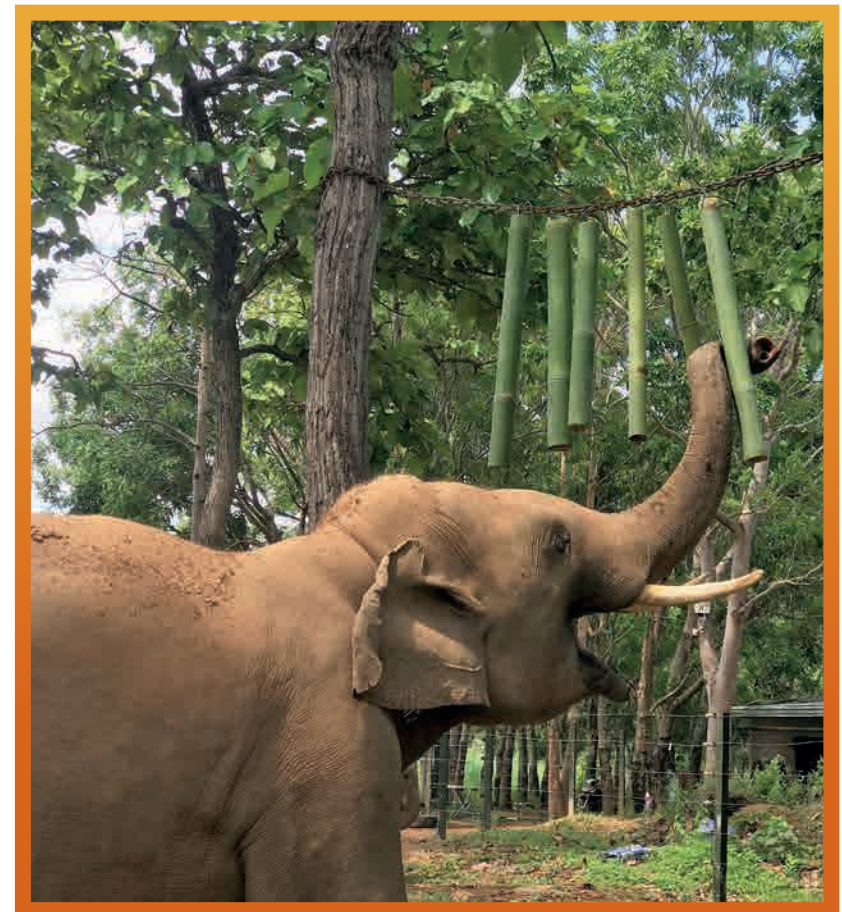
Over the next three years, the government of Dak Lak will use an Animals Asia fund to compensate the mahouts and owners who lose their income, help others move to our Ethical Elephant Tours model, and subsidise the care of elephants at sanctuaries.

# MUSIC TO THEIR EARS

**Jun and Gold now have acoustic instruments along with giant leaves, sturdy toys and places to display their natural behaviour.**

Our expert team works with Vietnam's Elephant Conservation Centre to ensure these longtime Animals Asia family members have the best care we can give them.

Other new items your kindness provided them with in 2022 include a mud wallow and shade roofs. You're also helping with continuing vet care – Jun for his injured foot and Gold for his broken tusk.



Jun loves his new chimes. Thank you for adding more joy to his life.

## Clever girl, H'Plo

H'Plo has joined our Cooperative Care program where animals choose, through positive reinforcement, to participate in their own healthcare.

H'Plo (not to be confused with Plo) first learned basic behaviours like "stay" and "follow" before moving on to the more difficult behaviour of opening her mouth so we could check inside without having to anaesthetise her. Her age (48) and previous diet mean her teeth need regular checks.

Our webinars delivered animal management advice to over **12,800** animal managers in Chinese zoos.



H'Plo was one of three elephants learning to help with their own healthcare in 2022.



# SANCTUARY ANIMALS SEND THEIR THANKS

**Thanks to your caring heart, wild animals in rescue centres throughout Vietnam enjoyed better lives in 2022.**

We continue to support the care of bears, pheasants, civets, porcupines, crocodiles, gibbons, pangolins and other animals at the Hanoi Wildlife Rescue Centre and other sanctuaries.

Animals Asia's experts redesign enclosures, create enrichment calendars with different toys and treats each day, and teach disease prevention and screening, record keeping, veterinary and behavioural management, nutrition and development planning.



These babies – confiscated from traffickers – were among a number of leopard cats brought to the Hanoi Wildlife Rescue Centre last year.

We developed **85** fact sheets and presentations on the social, emotional and cognitive capacities of animals for our educational programs in China and Vietnam.



Their enclosure needed a total redesign. So with your help, we got to work, making scratching posts, climbing platforms and hammocks.



In total, we redesigned seven enclosures for the centre's leopard cats in 2022. We made sure they had places to climb, jump, scratch and hide.

# ZOO ANIMALS FEEL YOUR LOVE TOO

**500,000** people saw our "One Life: Animal Emotions" poster exhibition at Fuzhou Zoo in China.

**Your support in 2022 brought joy to thousands of wild animals in Chinese zoos.**

After attending our workshops on the care and behavioural management of their animals, animal keepers in zoos made many positive changes. These are just a few:

- Elephants at Chengdu Zoo are playing with barrels and getting muddy in piles of dirt
- Tigers at Guangzhou Zoo are climbing up logs and scratching on wooden posts
- Bears at Liuzhou Zoo and Taiyuan Zoo are swimming in new pools
- Big cats and gibbons at Jinan Zoo are playing with new boomer balls

**You're helping to free Indonesian animals**

Thanks to your support our partners, Sumatra's Scorpion Foundation and Jakarta Animal Aid Network, released a total of 91 rescued macaques into protected wild areas in 2022.

FLIGHT, another organisation we support, rescued over 26,000 trafficked songbirds destined for sale as caged "pets". Nearly all were released back into Indonesia's forests.



As well as being a key member of our Vietnam sanctuary vet team, Junior Veterinary Surgeon Dr Thai Le now shares his skills with staff at other rescue centres. Thai, who interned at our sanctuary, is the perfect example of the ripple effect in action. And the ripple of kindness starts with you.



Our Ethical Elephant Tours in Yok Don National Park hit the headlines in Vietnam in 2022. Popular news site Thanh Nien ranked the tours among their Top 20 best places to visit in the country. And a national news channel also featured our tours. Our pioneering tourism experience allows visitors to watch former working elephants roam free in the forest from a safe and respectful distance. Most of the elephants had been forced to carry tourists for decades.



# SHARING IS CARING

Your generous support meant the world to thousands of wild animals in captivity in 2022. Thank you.

Much of our work was focused on sharing with children, teachers, communities, vets and animal keepers the concept that animals have needs and emotions just like ours.

Importantly, we're working with teachers who bring these messages to many thousands more. After we showed 109 educators in China how to use our education resources, 85% said their attitude towards animals had changed.



We give children the key to make lasting change for wild animals.



Our new education programs in China encourage awareness of wild animals in local communities. "Wild Animal Encounters" sees people watching and recording the wild animals in their daily lives. "Our Swallow Neighbour" focuses on wild birds and their protection.

## Meet our champion for Hong Kong's wild animals

Our Animal Welfare Education Manager, Karina O'Carroll works with officials and other NGOs on issues affecting wild boar, feral cattle and macaques, who are often at risk of harm from road accidents, trapping, scavenging or being fed.

Hong Kong's wild boars and macaques can become territorial if humans get too close or if they've grown to expect food.

Raised in Hong Kong, Karina gives presentations at schools on appropriate and compassionate behaviour around these local animals. She also advises the government on animal welfare education, humane population management, genetic diversity and preservation of Hong Kong's biodiversity.



Karina is our woman on the ground for animal welfare in Hong Kong. In her limited free time, she likes being outdoors and taking long walks with her latest rescue dog, Rova.

Our partner organisations, Freedom for Animal Actors and China Cetacean Alliance, publicly exposed over **250** cases of poor welfare and animal suffering in circuses, ocean parks and zoos across China.

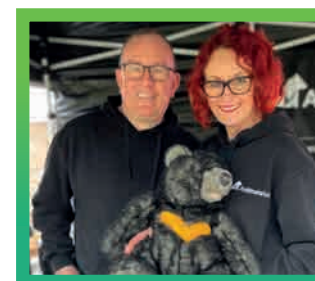
# YOU'RE ALL SUPERSTARS TO US

Enormous thanks to all of you who worked so hard and gave from the heart to help the bears and other animals last year.

And a **very special thank you** to the wonderful winners of our Moon Bear Hero Awards for 2022.

## ANDREW SUPERSTAR AWARD

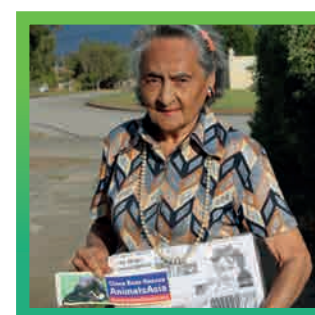
Inspired by moon bear Andrew, the very first bear we rescued in China



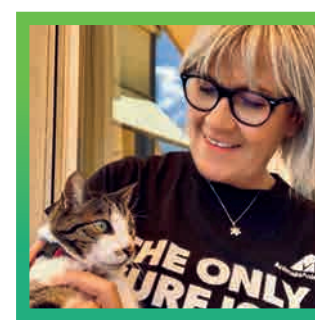
Meet the UK's **Sarah and Ray Dawson** (and their mascot Dave the moon bear). Long-time supporters, Sarah and Ray raise funds and awareness wherever they can, including holding a hugely successful Bear BQ last year. Along with celebrating Animals Asia's 25th year in 2023, Sarah and Ray are celebrating their own 25th anniversary! Congratulations you lovely, kind people, and the biggest bear hugs for all that you do.



Our enormous thanks to **Gong Jun's International Fan Club** in Singapore. Fans of Chinese actor Gong Jun responded with their hearts when the star asked them to support good causes. They chose Animals Asia and last year held a hugely successful fundraising and awareness drive to celebrate Gong Jun's 30th birthday. Thank you so much. You guys are awesome!



Australia's **Maureen Gordon** has been fundraising for the bears since the 1990s. She started Western Australia's first support group, raising funds and awareness from raffles, stalls and giving talks to local groups. Even now at age 90, Maureen still does whatever she can for the bears. Thank you to the moon and back, Maureen.



**Nora Klein Trinca** from Switzerland has been a loyal supporter since 2008 when she saw a documentary about bear bile farming. She was horrified, but she didn't turn away from the suffering. Instead she's devoted much of her life to the cause. Nora gives generously from the heart and constantly spreads the word via social media. She's also a long-time sponsor of Bonny, Jarvis and Layla. Nora, thank you for being the kind and compassionate person you are.

## COURAGE IN ACTION

Inspired by Cubby Leo, our brave little sun bear who overcame her fears

Scott Powrie, Hong Kong  
Johanne Rhodes, UK

## EMPATHY IN ACTION

Inspired by moon bear Smudge, the last bear born at the Nanning bile farm we closed down in 2021

Aya Fujisaki, Japan  
Gruppo Di Supporto Di Animals Asia - Roma, Italy  
Annie Hughes, Australia  
Bronwyn Hughes and Mary Graham, Australia  
Vanessa Carla Platt, UK

## RESPECT IN ACTION

Inspired by moon bear Tuan, whose rescue was a result of diplomacy and cooperation

American International School, Hong Kong  
Beserk, Australia  
Giuliana Gabriella Corea, Italy  
Ann Markowe, UK

## TENACITY IN ACTION

Inspired by brown bear Oliver, who spent 30 years in a bile cage before enjoying four years of sanctuary

Fiona Aston, UK  
Dulwich College Seoul, South Korea  
Anne Ockwell, Australia  
Elena Sanna, Italy  
Rita Zucca-Pater, Luxembourg



# BUILDING OUR ORGANISATION

## How we're future-proofing Animals Asia

We're using every means available to build our organisation and grow our supporter base – everything from asking celebrities to post to their millions of fans, to providing our volunteers with leaflets to hand out at local events.

Building our supporter numbers and donor base ensures we can plan ahead and budget for the future. Our programs are long term and so is our vision.

Our gorgeous cubs could be with us for 30 years... our many geriatric bears will need more care as the years go on... and 300 bears from Vietnam's very last bile farms will soon be moving to our brand new sanctuary.

These are just some of our important commitments that will depend on the growth of our income and careful management of funds.

Caring for our rescued bears is a lifelong commitment and for little ones like Sweep, this could mean 30 years of love and care.

## Achieving growth in a difficult climate

You, our amazing supporters, helped us through another challenging year in 2022, and we welcomed a steady stream of new supporters.

Here are some highlights. At the end of 2022:



**We had over 4,300 new individual donors.** Bear hugs of welcome to our new family members!



**23 wonderful people became Bear Guardians and named a bear,** bringing to 198 our number of Bear Guardians at the end of 2022. Your generosity is appreciated more than we can say.



**Our supporters and support groups held 135 fundraisers.** These activities and events, and *you*, the wonderful people who organise them, are the backbone of Animals Asia. Thank you.



**Over 9,100 people followed their hearts and became monthly donors.** Thank you. Your gifts help us plan ahead and prepare for extra expenses – like replacing swings and hammocks that the bears love to break!



**250 lovely people sponsored a bear.** Big bear hugs to all our lovely sponsors. Your gifts mean the world to your special bears.



**109 kind individuals pledged to leave a gift in their Will.** Thank you to each of you lovely people. Your caring heart is creating a kinder future for the animals we love.



# THE YEAR WE BROKE THE INTERNET

**Animals Asia totally smashed it online in 2022, boosting support and changing the world for the animals most in need.**

Our Communications Team worked around the clock to increase our impact on social media, reaching over 100 million people. Traditional media too showcased our work – to *billions* around the globe.

In short, you helped us break the internet. Just look at these phenomenal figures!

- Animals Asia achieved a reach of **103 million** people on all global social media platforms
- Our work featured in traditional media publications around the globe with a reach of just under **6 billion people!**
- Videos of our rescued bears were watched over **40 million** times
- 66,000 people began following our social media channels, bringing our total followers to **595,000**
- Our website's news, education and blog pages were viewed over **250,000** times
- Celebrity supporters sharing our stories engaged over **155 million** people globally



A short video of Cocoon (formerly Wonder) taking a bubble bath was enjoyed around the world, reaching **10.6 million** people.

# MERGERS OF THE HEART

**Our sincere gratitude to all the wonderful companies that partnered with us to help the animals in 2022.**

From small to medium sized companies like Cocoon to large corporations like Pedigree, your donations and awareness-raising were life-changing.

Our fabulous corporate partners donated over US\$226,000 in 2022. From funding vet welfare training to building a home for Vietnam's last bile bears, your support had a profound impact. Every dollar you gave brought a smile to a furry face. Thank you.

We welcomed 44 exciting new partners in 2022, including Vietnam Airlines, vegan skin care company Cocoon and ethical travel company, Adventure World.



Sweet little Sugar is the latest of many animals to benefit from the long-standing kindness and generosity of Italian vegan bag and accessories company **Miomojo**. They became Sugar's Bear Guardian in 2022, marking 10 years of loyal support for Animals Asia. Thank you to the moon and back for your amazing support, Miomojo!



We're thrilled to welcome on board Vietnam Airlines, which kicked off our new partnership with surprise Mid-Autumn Festival gifts on a flight from Hanoi to Ho Chi Minh City. Passengers received moon cakes from Vietnam Airlines and our Moonie teddy bears. The event was covered widely by the Vietnamese media, reaching over 39 million people.

If you'd like to learn about becoming a Bear Guardian and naming one of our rescued bears, please contact Janet Dettleul at [bearguardianship@animalsasia.org](mailto:bearguardianship@animalsasia.org).



Vegan skin care company **Cocoon** was one of over 40 new partners to join our Animals Asia family in 2022. Cocoon, which sources its products from Ben Tre in Vietnam, became Bear Guardian to Cocoon who lives at our Tam Dao sanctuary.

If you'd like to talk with us about your business supporting Animals Asia, please contact [corporate@animalsasia.org](mailto:corporate@animalsasia.org).



# TRAVEL WITH PURPOSE

Our most exciting new partner from 2022 is ethical travel company Adventure World who are working with us to end bear bile farming in Vietnam.

Adventure World, whose motto is “Travel with Purpose”, has committed to donating US\$300 to Animals Asia from every booking that lands in Asia. They hope to raise US\$1.5 million over the next three years.

Adventure World’s managing director, Neil Rodgers, says the rescue and care of Vietnam’s very last bile bears is particularly close to his heart. “I’m obsessed with animals and animal welfare.” Neil says he wants to “enable travellers to have a positive impact on the world”.

Adventure World celebrated their new partnership with Animals Asia by becoming Bear Guardian to lovely Stanley who lives at our Tam Dao sanctuary. And they’re offering travellers a unique opportunity to meet Stanley and friends with a bespoke tour that includes a visit to our sanctuary.



Adventure World’s Neil Rodgers (here with our founder, Jill Robinson) says the bears’ cause is close to his heart.



As well as pledging their very generous support over the next three years, Adventure World has become Bear Guardian to sweet Stanley who spent 20 years in a bile cage.



Our rescued bears can live for 30 years. A gift in your Will can help ensure they get the special care they need every day of their lives. If you’d like to learn more, and receive our simple “how-to” pack, please visit [animalsasia.org/yourwill](https://animalsasia.org/yourwill) or email [giftsinwills@animalsasia.org](mailto:giftsinwills@animalsasia.org).

# FINANCIAL OVERVIEW

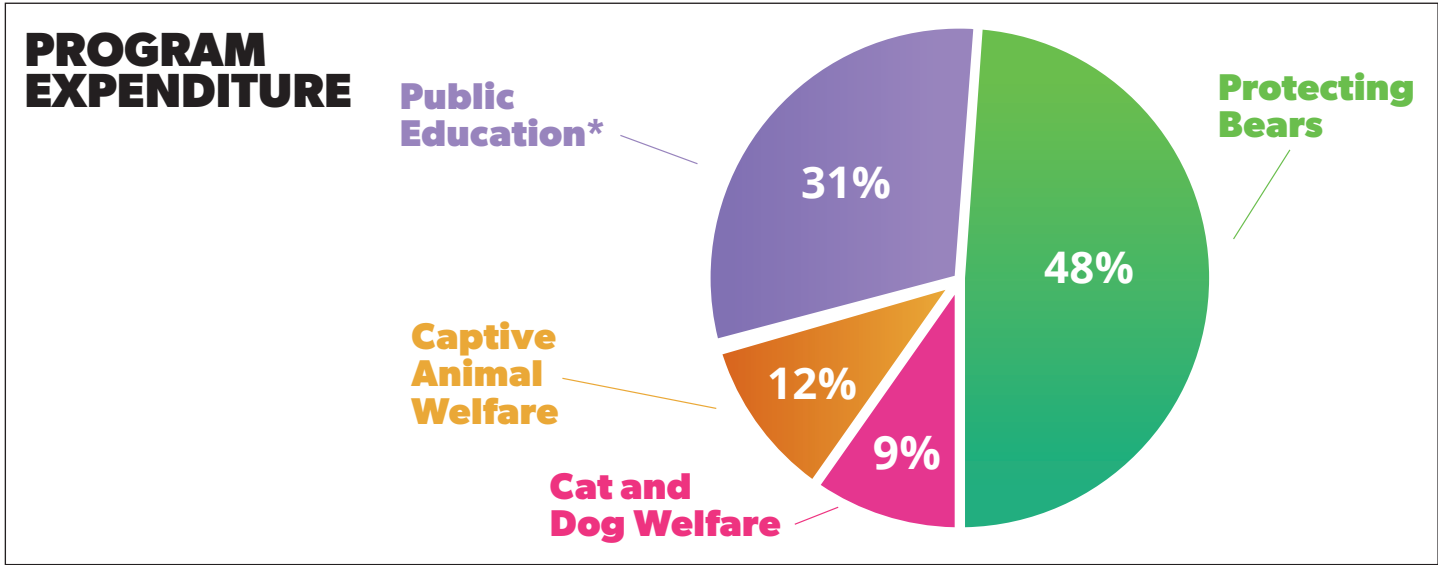
Because of you, our amazing supporters, Animals Asia weathered another year of storms and challenges in 2022 and made much progress for the bears and other animals.

Your loyalty shone through in a year darkened by conflict, high inflation and the ongoing pandemic.

You gave almost US\$19 million last year, allowing us to continue and expand our programs, and most importantly, start work on our second sanctuary in Vietnam for the country’s very last bile bears.

Thank you for standing with Asia’s most desperate animals. These precious souls, whose lives you’ve turned around, feel your compassion every day.

## GLOBAL INCOME \$18.913m (all amounts in US\$)

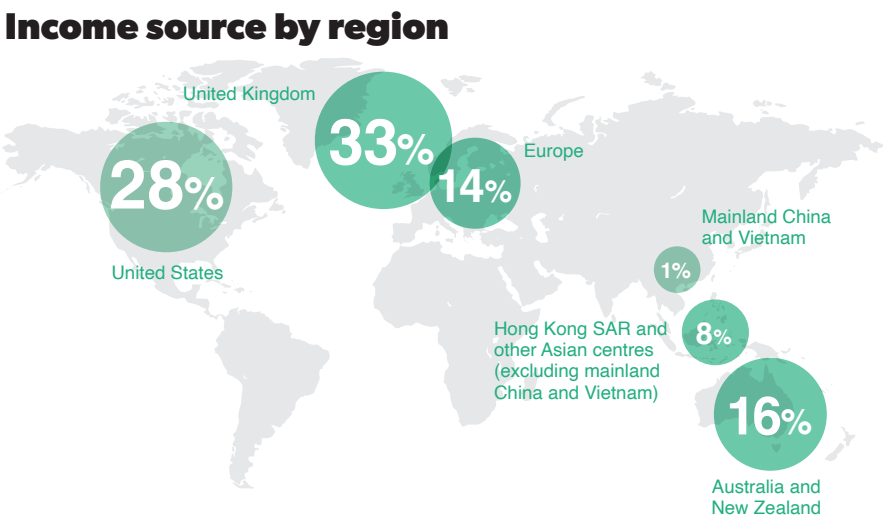


**Capital expenditure**  
**\$1.152m**

Equipment	17%
Construction	77%
Sanctuary refurbishment	6%

**Running costs**  
**\$18.4m**

Programs	63%
Income generation	34%
Administration and governance	3%



\* Supporting our three main programs is our critical community education work, which is changing hearts and minds throughout Asia.



*'Your kindness touches  
every one of the precious  
animals in our care.  
You keep them safe,  
you fill their tummies,  
you shower them with love.'*

Jill Robinson MBE, founder and CEO

**COVER BOY:** Handsome Bumble Bee II might be missing most of his teeth, but he has charm and charisma to burn. He lives at our Vietnam sanctuary and his best friend is Song Be.

**BACK COVER BOY:** Tibetan brown bear, our beautiful Benji, has lived at our China sanctuary with sister Poupouce for 18 years. Before then, caring monks had kept them in a pit to save them from bile farming.

Donations to **Animals Asia Foundation** are tax-deductible in Australia, Germany, Hong Kong, Italy, Luxembourg, the UK and the US.

Follow us      

Contact us [info@animalsasia.org](mailto:info@animalsasia.org)

[animalsasia.org](https://animalsasia.org)

