



AnimalsAsia

Kindness in action

YOUR KINDNESS ON EVERY PAGE

Animals Asia Review 2025



THANK YOU FOR 2025

Dear friends,

What an amazing year it was! Eight moon bears home to our sanctuaries, three elephants free from the tourism industry, and countless wild and domestic animals with brighter futures, *all because of you.*

Inside, you'll meet our newly rescued bears freed from cages and our newly released elephants thundering through the forest after living in chains.

Last year was incredible for another reason too. We saw an extraordinary – extremely rare – rise in income. This means that *finally* we can truly future-proof our organisation, as well as carry out urgent, long-delayed work at our Chengdu and Tam Dao sanctuaries. (Please see page 41 for details of this very welcome 'outlier' financial result.)

An injection of this kind, alongside our growing fundraising program, not only keeps our current projects safe and sound, but – for the very first time – allows us to contemplate how else we might be able to have an impact in Asia. Exciting times, and I'm so thrilled that you're on this journey with us.

Last year was also a year of sadness and reflection with the loss of our dear friend and champion for all animals, pioneering primatologist Dr Jane Goodall. (Please see our tribute to this very special woman on page 34.)

Love and gratitude,

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

'We spent the year cheering on from the sidelines as Animals Asia exceeded all expectations with a 30% rise in income in 2025. While we understand that last year's circumstances were unique, this one-time boost to funds comes as a direct result of years of hard work. Now, with a solid foundation, the organisation can continue to grow strong and sound, always with the welfare of Asia's animals at its core.'

Anneleise Smillie

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* Animals Asia Foundation Limited (Hong Kong)
** Michelle joined Animals Asia as Chief Operating Officer in April 2025.

LOOK WHAT YOU DID FOR ANIMALS

Your kindness had a profound impact on so many animals last year. On your behalf, in 2025, we:

Rescued 8
moon bears.

Took in and cared for 2
tiny bear cubs.

Cared for 275
bears at our sanctuaries.

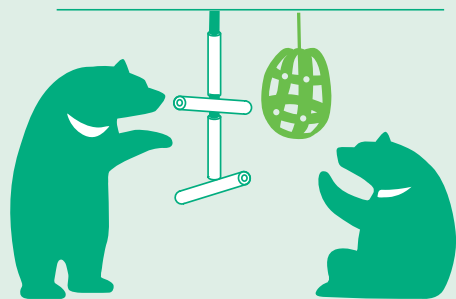
Helped over 7,000
dogs and cats in 37 struggling shelters.

Reached 16,000
people in China with our cat and dog welfare leaflets.

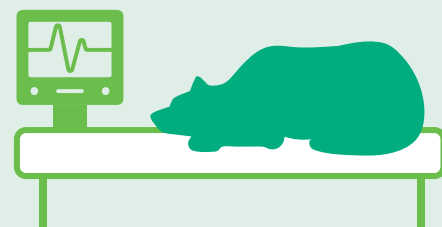
Saved 3
elephants from riding tourism.

Started our 2nd
Ethical Elephant Tours.

Provided our bears with **834** physio sessions.



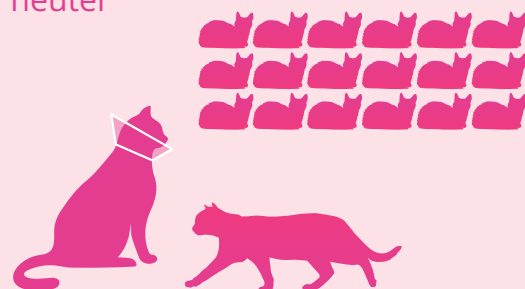
Performed **243** health checks on our rescued bears.



Played matchmaker for **56** bears who made new friends.



Helped neuter **207** cats in China.



Supported **400** Chinese NGOs that help dogs and cats.



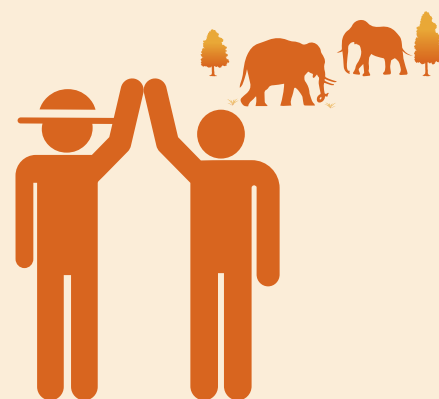
Brought smiles to over **15,000** faces with our Dr Dog and Professor Paws visits.



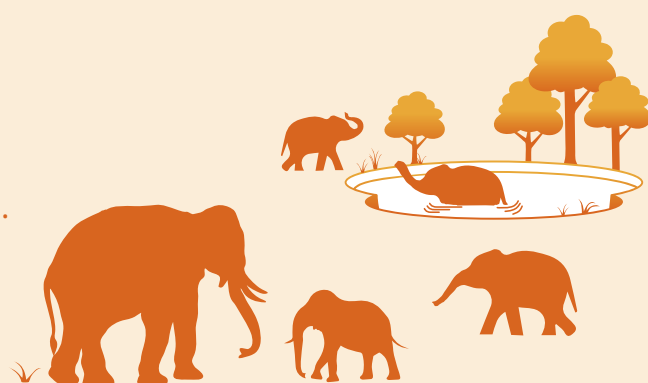
Ran **32** cat and dog public awareness campaigns in China.



Trained **44** elephant managers across China.



Provided care for **15** rescued elephants.



Helped rescue and release **30,000** songbirds.



OUR BEAUTIFUL BEARS

It took time for Valerie to learn how to smile, but she got there in the end, and it's all thanks to you.



LOOK WHAT YOU DID FOR BEARS

In 2025, your love and kindness drove our projects to protect and care for bears in China and Vietnam. With your support, we:

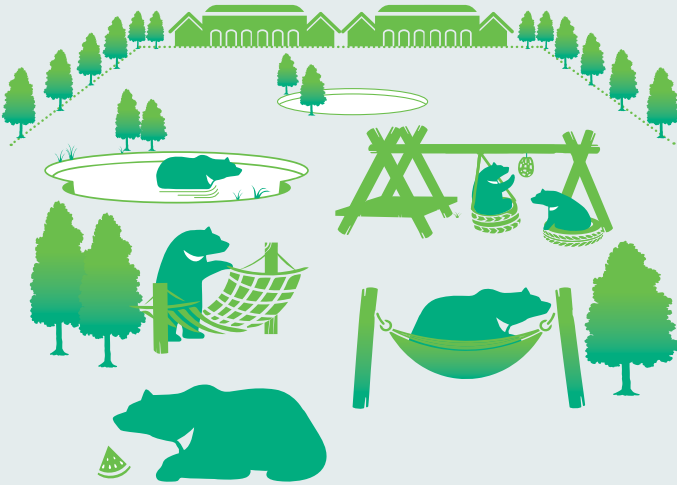
Rescued 8 moon bears in Vietnam and gave them a home for life.



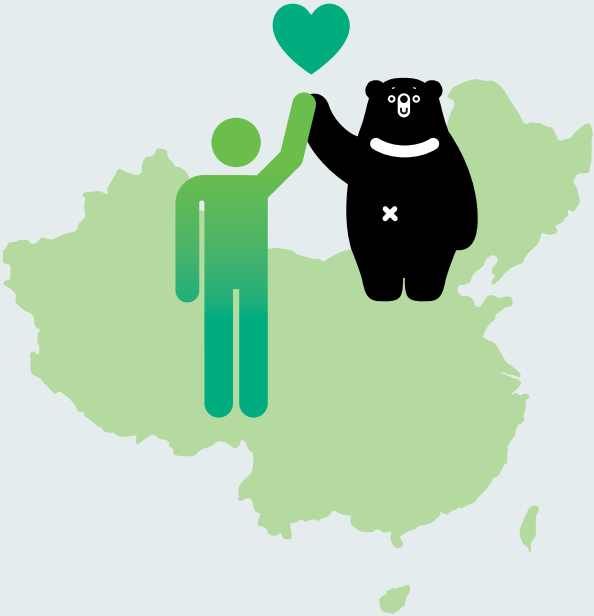
Took in and cared for two cubs rescued from traffickers in Vietnam.



Provided world-class care for 275 bears at our sanctuaries in Chengdu, China and Tam Dao and Bach Ma, Vietnam.



Continued our work with Chinese authorities to reduce human-bear conflict.



Gave all the bears at our Vietnam sanctuaries physiotherapy assessments.



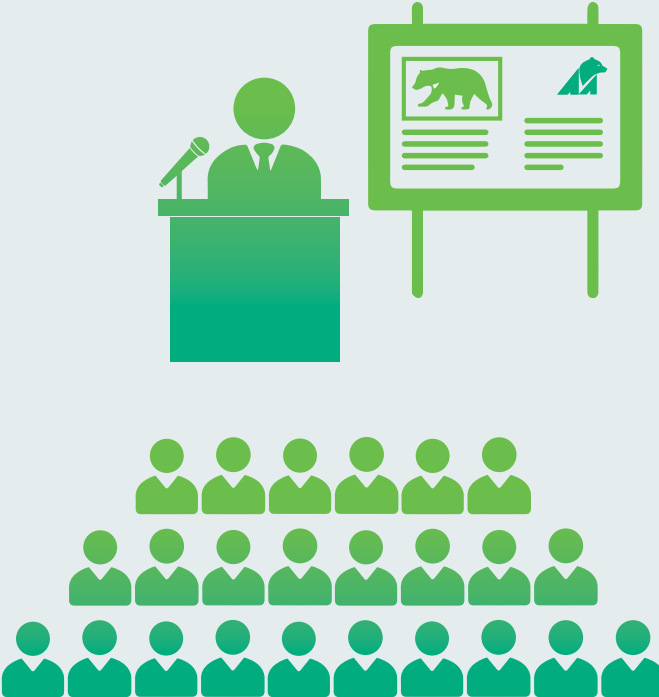
Performed 243 health checks on our rescued bears, 16 of which were major surgeries, including 5 gallbladder removals.



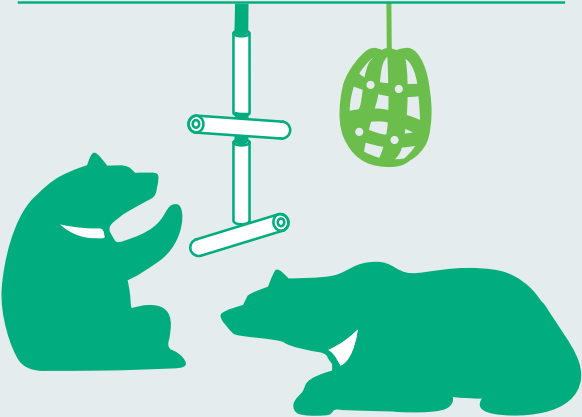
Played matchmaker for 56 bears who made new friends through integrations.



Ran 98 in-person education activities in China, teaching over 8,000 people about bears and biodiversity.



Provided 834 physio sessions across our sanctuaries for 42 bears with mobility problems.



OUR BRAVE SURVIVORS

In 2025, your kindness shone a light on eight precious moon bears suffering in the shadows. Your compassion brought them home.

Each of these poor bears spent around two decades in a small cage on a Vietnamese bile farm. They were snatched from the wild as tiny cubs and most likely saw their mothers killed for trying to protect them.

When we came for them, they were weak and malnourished, they were riddled with arthritis, their teeth were terrible, their paw pads were painfully cracked and dry, some had infected gallbladders and, tragically, two survived just weeks in our care.

Wynken, Blynken and Nod

These gorgeous girls endured 23 years in bile cages in Phung Thuong, Hanoi – a notorious bear farming hotspot.



It took time and lots of loving care from the vet team and her carers for shy little Wynken to start coming out of her shell. Finally, she found her paws on the grass and today she spends her days with the sunshine warming her back and the breeze riffling through her fur.

Lovely, laidback Blynken soon settled in to sanctuary life. Today she loves pottering around the outdoor enclosure searching out treats. We often see her lying on her back after she's eaten, satisfied little tummy on show to the world.

Nod was the bravest of the three – our little adventurer. She amazed us all with her confidence when she took a dip in the pool on her very first day of outdoor access. She's always the first to investigate any new enrichment toys or furniture.

Sen

Sen spent an unimaginable 27 years in a bile cage in Nghe An, near the border with Laos.



When we came for Sen, he was shockingly thin. Without your love, he surely wouldn't have lived much longer. Now this special boy enjoys a fresh and healthy diet, rich in fruit and veggies. He's still a small bear, but his depleted body has filled out and his wasted muscles are growing stronger every day.

Rizzo

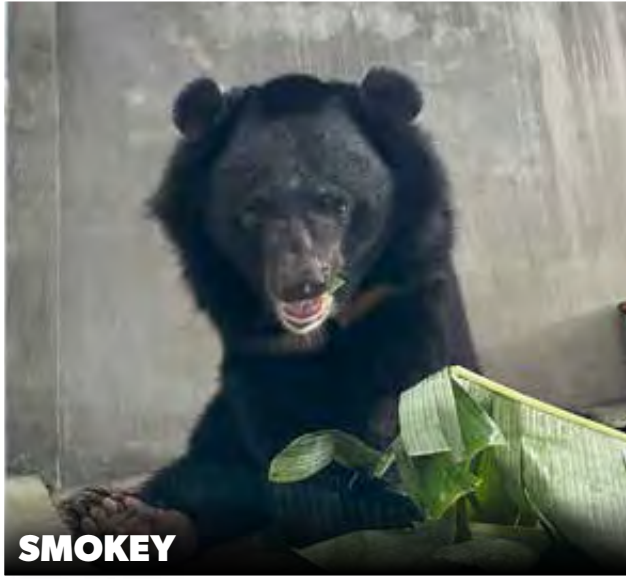
Rizzo was caged in a trash-strewn backyard in the north-eastern province of Hai Phong for 17 years.



Rizzo's farm cage had little shelter from the elements and he had to endure the odour of rotting garbage. Today this gorgeous boy loves playing outdoors with his new best friend, Sen, and sniffing out his favourite food – watermelon.

Smokey

Poor Smokey was all alone in a cage inside a dank and dark warehouse in Hai Phong Province. When we came for him, he'd been there for 22 years.



Smokey had bald patches on his forehead where he'd rubbed against the bars of his cage in frustration and despair. But now this sweet bear loves every minute of his new life. We often see him dragging a big banana leaf into his den to play with.

Nova and Lyra

These two courageous boys waited 20 years in darkness on a bile farm in Yen Bai Province, their cages covered in cobwebs.

Two months after their rescue, Nova's health declined suddenly. He passed away peacefully surrounded by people who loved him. Tragically, Lyra joined his friend just a few weeks later.

While their time with us was heart-wrenchingly short, Nova and Lyra finally felt the warmth that comes with genuine love and care. For that, we can't thank you enough.



Broken in body, but not in spirit, Nova finally felt the sun on his back and the breeze in his fur. His special weeks in our care were a precious gift from you.



Gentle Lyra didn't make it outdoors, but he loved his time in a den, finding comfort in his low basket where he'd snuggle up with his favourite hessian sack, his comfort blanket.

STRAW DIPLOMACY

Last year, local villagers donated 35 big bags of straw to our bear sanctuary in Chengdu.

This generous act was a clear sign of the strong, positive relationship we've built up with the community over the years.

Each autumn, we buy straw from the farmers, providing them with a small, but welcome, income.

This straw is essential for our bears, providing warmth throughout the winter and nest-making material year-round. Many of the bears love to play with straw too, happily rolling in it and throwing it in the air.



Local villagers donated 35 bags of straw to the bears last year.



We also paid for around 20 truckloads...



... all so bears like our gorgeous Beau can stay warm and cosy.

Moving made safer

Our Tam Dao sanctuary's vet team has invested in a forklift to make moving bears for weighing, health checks and relocation to other bear houses more efficient and safer for both humans and bears. After we'd created poles to replace the original forks, and after many, many practice sessions with a fake life-sized bear and 160 kilograms of dog food, an anaesthetised Marmite, who was due for her health check, became our first test pilot.

Our precious bear family

At the end of 2025, we had 275 beautiful bears under our care in three sanctuaries – one in Chengdu, China, and two in Vietnam – in Tam Dao National Park and Bach Ma National Park.

CHINA		
Rescued: 418	Living: 87	Released: 1
VIETNAM		
Tam Dao		
Rescued: 271	Living: 175	Released: 0
Bach Ma		
Rescued: 019	Living: 013	Released: 0
Rescued: 290	Living: 188	Released: 0
ALL SANCTUARIES		
Rescued: 708	Living: 275	Released: 1

Beautiful Calissa is one of our lucky rescued bears to receive their very own forever name. And this gorgeous, athletic bear is already living up to hers. Her Bear Guardian, Denmark's **Susanne Hulbaek Damgaard**, says 'Calissa' refers to a strong she-bear in Arcadian mythology. After visiting Calissa at our Tam Dao sanctuary, Susanne was inspired to make gifts that are helping to transform the future for Animals Asia. *Susanne, it was an absolute joy welcoming you on site and we look forward to seeing you here again soon. For your incredible kindness and generosity, we simply can't thank you enough.*



WHEN IT'S TOO HOT TO BEAR

Summer at our Chengdu sanctuary can be unbearably hot and humid for both bears and staff. So, in 2025, we made some changes to beat the heat.

Bears that are particularly affected by the heat – and past the age of frolicking in the pool – got their own cooling systems. And for our bear carers, we installed two huge sunshades over the areas where they carry out their daily husbandry tasks.



Lovely old Finty suffers terribly in the heat, so we installed an air-conditioner in her special glassed-in den.



Our sweet Amiga is also badly affected by the hot weather. Seeing the relief on her face when she got her own fan is why we do what we do.



And for our bear carers, we installed two giant sunshades. Using existing frameworks, this was simple, inexpensive and very effective.

The sunshades make the entire area significantly cooler, and it's now easier and safer for our hardworking bear carers to do their jobs. This isn't only better for their physical health, but also their efficiency and morale, which can only benefit our bears.'

Amanda Goble, Bear Team Manager, China

Advancing veterinary science

Our Tam Dao sanctuary bears are part of a ground-breaking study of Whitmore's disease, which can be fatal for people, bears and other animals living in the tropics. The study is ongoing, with the researchers analysing blood and urine from almost every bear's health checks. Over the years, our bears have been involved in many similar studies.

'It appears that the bears are a good model for human populations and are better than human patients at getting their follow-up tests performed.'

Dr Shaun Thomson, Senior Vet Surgeon

THANK YOU

Our grateful thanks to **Buddies for Paws**, our very first cryptocurrency corporate partner. As well as raising funds for the animals, they're also Bear Guardians to gorgeous moon bear Dew at our Tam Dao sanctuary. *Thank you, team. You truly are special buddies to the bears and other animals.*

THINKING INSIDE THE BOX

Surprisingly, cages (for bears and humans) provided some innovative solutions last year.

We need to be ready for anything at our sanctuaries so we can act quickly as new situations arise – whether it’s an emergency situation endangering staff, or a nervous bear too frightened to step into a cage.

Keeping people safe

In 2025, we installed safety cages in the outdoor enclosures at our Tam Dao sanctuary.

These enclosures have just one entrance/exit for staff. So, if someone found themselves trapped in an enclosure and a bear was blocking their way to the exit, they’d have no way of escape.

While this scenario is *highly unlikely*, it is possible. A den slide could be opened accidentally, mechanical failure could stop a slide from closing fully, or someone could fall from the roof.

Also, paragliders fly over nearby Tam Dao Mountain. Last year, we did a drill with the scenario of one crashing into one of our enclosures as there are times of the year they often go overhead.



Our Tam Dao sanctuary has installed safety cages for humans unexpectedly finding themselves in the dangerous position of being trapped in a bear enclosure.

Keeping bears happy

Understandably, many of our bears are afraid to walk into a cage, which makes it difficult when we need to move them for health checks and weighing.

We encourage them with their favourite treats, but sometimes this isn’t enough. So we’re desensitising nervous bears to cages.



We’re now putting open-ended ‘desensitisation cages’ in the enclosures so nervous bears can get used to being in and around them. While James isn’t one of our anxious bears, he’s found the perfect spot to spend some ‘me time’ and reflect on his amazing journey.

In 2025, **67** bears chose to spend at least one night sleeping under the stars instead of in their dens.

All three of our sanctuaries follow emergency protocols for fire, floods and typhoons. We’re also developing a specific protocol for lightning strikes at our Bach Ma sanctuary, as the area is particularly prone to electrical storms.

NOTHING IS WASTED

Our bear sanctuaries save costs wherever they can, and one way is by recycling.

Each year at our Tam Dao sanctuary, in preparation for the new banana crop, we cut down the old trees that have produced fruit and keep the young shoots to replant. The trunks become fertiliser and the leaves go to our bears to play with, nest with, and chew on.

Last year, soil loosened by the crane during the excavation of the old plants was used to fill holes and level the enclosure of our Little Toy Bear House, home to elderly bears and those with mobility issues.



Our elderly and mobility-challenged residents will have a safe, level surface thanks to our recycling efforts.

THANK YOU

A massive shoutout to our wonderful **volunteer support groups** and **individual fundraisers** right across the globe. Together, these everyday heroes are making a huge contribution to our work – and having a profound impact on the lives of countless animals. *To each and every one of you lovely people, thank you beyond words.*

In 2025, we distributed almost 4,300 jars of herbal balm through 13 major activities. The balm, an alternative to bear bile, was developed with our partner, Cocoon, as part of our public awareness efforts in Vietnam.

A king-size snooze anyone?

In China, thanks to our long-term Bear Team Manager, Feng Min, our bears have another option for play and comfy snoozes outside.

Lately, we removed many of the metal basket beds from the dens because our ageing bears and those with mobility problems struggled with their height and shape. As we replaced them with lower, softer hammocks, we had a growing pile of old basket beds.

Feng Min had the idea of modifying and reusing the baskets outdoors where our more able-bodied bears could enjoy them. She’s seen to it that they’re now dotted around the enclosures.

‘I love this idea so much! Not only does it provide more furniture options for the bears, but it’s a great way to save money and is a really wonderful example of creativity from our bear care team. And our bears love them too.’

Molly Feldman, Senior Bear Team Manager

Our reinvented outdoor furniture cost nothing and will last a lifetime. And to a bear, what could be more inviting?



OUR TWO TINY ARRIVALS

In April 2025, we welcomed two adorable moon bear cubs to our sanctuary in Tam Dao.

Brothers Trang Tron (Full Moon) and Trang Khuyet (Crescent Moon) came into our care after the rescue centre at Hoang Lien National Park reached out to us for help in raising them. At the time, the cubs were malnourished and each weighed no more than 3 kilos.

These two mini mischief-makers are now doing fabulously well in their new home, growing bigger, stronger and cheekier by the day.

'These little ones were confiscated by the authorities in Dien Bien Province, a region where several trafficked cubs have been intercepted in recent years. Hoang Lien National Park acted swiftly and responsibly – reaching out to us even before they returned with the cubs to their rescue centre.'

Heidi Quine, Vietnam Director

We have a good relationship with the Hoang Lien rescue centre and we're now in discussions with them about extending the cubs' stay with us, and hopefully keeping them permanently.

The back story

A young boy found the cubs on the side of the road when he was herding buffaloes in Dien Bien Province near the border with Laos. He took them home.

After a few days, the Dien Bien Forest Protection Department learned about the cubs and called Hoang Lien National Park to come and collect them (a nine-hour journey one way), and they in turn called us for help.

The authorities believe the cubs were probably in the forest alone because their mother had been killed.



Trang Tron, our little explorer, is always eager to discover new ways to have fun. He likes to eat all kinds of fruit and vegetables, especially apples, bananas and freshly picked corn.



Trang Khuyet also enjoys his fruit and vegetables, particularly sweet, ripe mangoes and jackfruit. He especially loves playing in the water.



Trang Khuyet (back) and Trang Tron have settled right in at our Cub House, where the swings, climbing frames, swimming pool and tubs are all cub-sized.



We're working closely with Tran Van Tu, pictured here with Heidi. Mr Tu oversees the rescue centre at Hoang Lien National Park, and he's an advocate for the cubs' welfare.

BACH MA: WE'RE ALMOST THERE!

Thanks to your generous support, we made good progress on the final construction phase at our Bach Ma sanctuary in 2025.

And by the time you're reading this – all going well – the work should be complete.

As you know, our third sanctuary, in Vietnam's mountainous central highlands, officially opened in 2023, but there was much work still to be done.

Because of your kind and generous gifts, we were able to start on the second and final phase of construction in September last year.

This includes an education/visitor centre, viewing tower, public toilets, eight staff bungalows with a common kitchen, maintenance workshop, and infrastructure like roads, drainage and power supply.

Soon we hope to see our beautiful Bach Ma sanctuary filled with happy bears. It's going to take patience, persistence and passion, qualities we value – and thankfully qualities you have in abundance. At the end of 2025, we'd welcomed 19 gorgeous bears to our new sanctuary. Now we're ready to welcome people as well as all of Vietnam's remaining bile bears.



Education remains key

Of all our work, perhaps the most far-reaching and impactful long term are our education and outreach projects.

With you by our side, in 2025, we went into ever more schools and communities, fundamentally changing the way children and adults see bears and other animals.



Children at Viet Trieu Kindergarten in Hanoi learned about bears while making paper lanterns for the Autumn Moon Festival.

In China, we stretched World Bear Day to a week – after all, they deserve it! Teaming up with Beilei, an innovative, pedestrian-friendly community close to our sanctuary in Chengdu, we held various events, including a sanctuary tour for the local children. Other activities included a presentation on bear protection, a bear quiz game, and an exhibition – aimed at passers-by – of posters with moon bear facts and photos of our gorgeous bears. After visiting our sanctuary, or hearing our presentation, 12 children from the community offered to help us spread the word at our exhibition.



We worked with three more Vietnamese schools to create herbal gardens for their students. The children plant and look after the herbs, which are all alternatives to bear bile. Currently we have 36 herb gardens at 34 schools. We also have herbal gardens at all three of our sanctuaries as part of our education and awareness program.

THANK YOU

To each and every one of **our amazing supporters** who donated to us last year, thank you from the bottom of our hearts. *Your gifts – large or small, one-time or monthly – mean the world to animals who previously had no hope.*

FREEING THE FINAL BEARS

Unfortunately, most of Vietnam's remaining bile farmers are reluctant to hand over their bears.

And they're allowed to keep them as 'pets' as long as they don't extract their bile.

We've learned that some of the farmers are afraid to entrust their bears to us because they think that no one knows them or how to care for them as well as they do.

So, in 2025, with around 150 bears still in cages, we stepped up our work in five key areas:

- We teamed up with local authorities to urge the bear farmers to release their bears into our care voluntarily, assuring them that their bears would be well looked after. We also assured them there would be no public embarrassment for them – only gratitude, respect and discretion.
- We met with many different government bodies to negotiate a solution – highlighting the practical challenges under the current approach that make confiscation difficult for our government partners. At the end of the year, these talks were ongoing.
- We worked with former bear farmers to produce a video aimed at encouraging other farmers to hand over their bears.
- We launched an ongoing social media campaign, Free the Final Bears, with celebrities championing our cause to bring home the last of the bile bears. Their posts were viewed by millions of followers and

showed the government of Vietnam that people around the globe supported their efforts.

- We expanded our education projects through our growing network of schools, many in bile farming areas.

In 2017, we signed an agreement with the Vietnamese government to rescue all remaining bears by 2026. With you by our side, we intend to bring home every single one.

Our focus now is on how to make this commitment work in practice – so it's clearly, properly enforced and in line with Vietnam's existing laws.

'Many of the bears awaiting rescue are older, struggling with physical and psychological wounds, and we know only too well that time is running out. But progress depends on patience, trust and careful (often invisible) conversations with the government, diplomatic partners and the bear farmers themselves.'

This is the way Animals Asia has worked in Vietnam for almost 30 years. Long-term, long-lasting, genuine change. And above all else, a promise to never give up on a bear simply because winning their freedom is complicated.'

Heidi Quine, Vietnam Director



Mr Vuong – now one of our most ardent supporters – is one of the former bear farmers who worked with us to produce a video that we'll use to convince other farmers to hand over their bears. Mr Vuong speaks from the heart, having made his own difficult decision to transfer his much-loved bear, QQ, into our care. After experiencing how we worked and how we cared for QQ, he was happy to encourage other farmers to do the same.



Moon bear Smokey's farmer, Auntie Hon, had wanted to give him up for a while. She'd even thought about zoos, but she was scared he might be killed and didn't know who to trust. Then she saw our rescue of moon bear Hai Phong on TV – how kind and respectful it was and how good our facilities were. She immediately reached out to her local forestry officials to start Smokey's transfer process. Here, she sits in on his health check before we left her residence.

THANK YOU

A huge THANK YOU to **Ricky Gervais** and *all* the wonderful celebrities who supported us in 2025. Ricky not only got behind our 'Free the Final Bears' campaign, he also donated a very generous Christmas gift to the bears. *You're a star in every way, Ricky!* Also stepping up to support our campaign were TV presenters **Michaela Strachan** and **Kirsty Gallacher**, wildlife artist **Sophie Green**, author and producer **Jane Fallon**, and actors **Peter Egan**, **Jimmi Simpson** and **Lesley Nicol**. *Where would we be without wonderful people like you? Thank you.*

THE RIPPLE EFFECT

Our main corporate partners, destination experts Adventure World, are showing the way in ethical travel.

And we hope to see ripples of kindness spreading from their own ethical tours, which include visits to our Tam Dao bear sanctuary.

'The travel industry has immense influence, and it can be a tremendous vehicle for change for the better by focusing on ethical experiences for travellers.'

Jill Robinson, founder and CEO

In 2025, our long-time supporters and Bear Guardians, wonderful Sue Roberts and Steve Finlow, were among those who took a bespoke tour organised by Adventure World.

'We heard Neil Rodgers of Adventure World present an impassioned speech about the work Animals Asia does and his company's commitment to providing eco-friendly travel. From the moment we contacted Adventure World, their staff were extremely helpful. We gave them the dates we'd like to travel, and they provided us with a suggested itinerary for both Vietnam and Cambodia.'

'Our trip was fabulous, with the highlight being the sanctuary. A staff member showed us around and included a visit to the graveyard where our previous sponsor bear, Dotti, was buried. And of course, we got to meet our current sponsor bear, Stella. We were also fortunate to see a health check on one of the bears. This was amazing to experience.'

Sue Roberts, long-term supporter



Sue and Steve say the best part of their trip was visiting the bears... and the best part of visiting the bears was spending time with their special girl, Stella.



They even got to offer her some comforting words when poor Stella was bitten on her paw by a bee!



As well as donating a generous sum to the bears and other animals each year, the team at Adventure World are Bear Guardians to precious little Journee who lives with us at Tam Dao. Journee joined our family in 2023. Today, she loves playing with her friends, soaking in the pool, and snoozing on her favourite hammock.

What are you waiting for?

Adventure World offers bespoke trips tailored to your preferences. This means you can visit the bears at our sanctuary in Tam Dao National Park as well as immerse yourself in Vietnam's fascinating history, culture, and food scene.

To learn more and to book this unique travel experience, search for 'Adventure World – Animals Asia Bear Sanctuary Visit', or scan the QR code.



THANK YOU

We're incredibly grateful to **Neil Rodgers** and **all our corporate partners** for their kind support in 2025. You're creating a brighter future for Asia's animals.

OUR COMPANIONS

Thank you for sending your healing love to Asia's precious dogs and cats.



LOOK WHAT YOU DID FOR CATS AND DOGS

Countless companion animals felt your love and compassion in 2025. With your support, we:

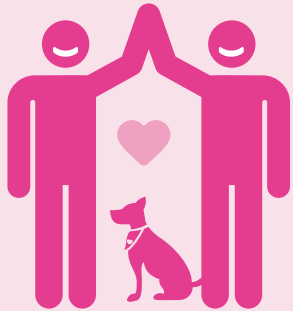
Helped over 7,000 dogs and cats in 37 struggling shelters in China and Vietnam.



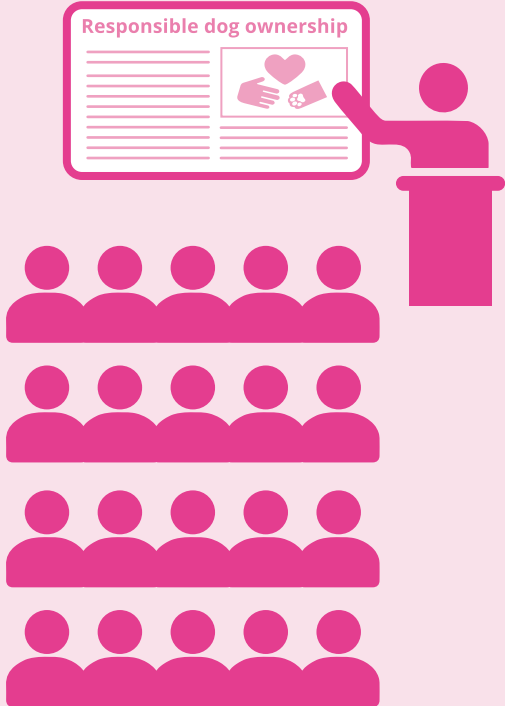
Distributed 5,363 cat and dog welfare leaflets, reaching over 16,000 people in China.



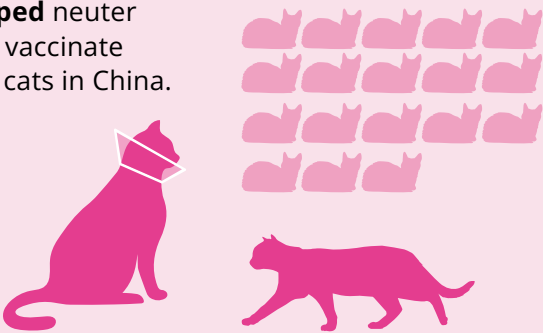
Brought smiles to over 15,000 faces with our Dr Dog and Professor Paws visits.



Reached over 20,000 people in Guangxi, China with our campaign to promote responsible dog ownership.



Helped neuter and vaccinate 207 cats in China.



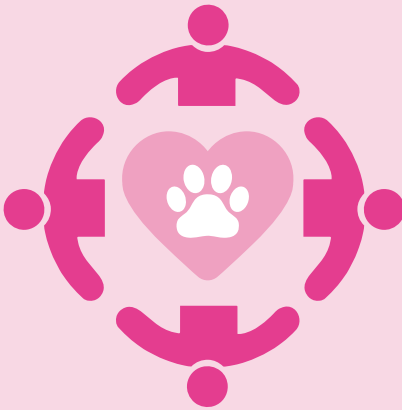
Worked directly with seven Vietnamese provinces to fight the dog meat trade.



Gave food aid to 26 shelters in Vietnam.



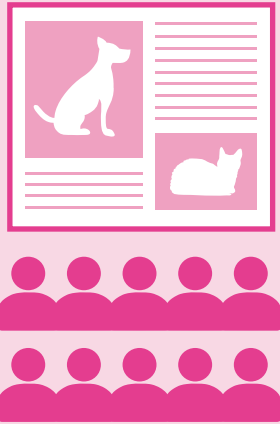
Supported 400 Chinese NGOs that help dogs and cats.



Removed 11 dog-meat products from popular online platforms and stopped 18 restaurants and stalls from selling dog meat.



Ran 32 cat and dog public awareness campaigns in China.



Influenced tens of thousands of people with our rabies awareness campaigns.



NOW THEY'RE WARM AND DRY

The dogs and cats at Hechi Jinchengjiang Stray Animal Shelter in China are among 7,267 shelter animals who felt the warmth of your love last year.

Hechi was one of 36 struggling shelters we supported in China and Vietnam in 2025. Because of you, we were able to offer support to their animals who, despite the shelter's best efforts, were living in misery.

'Newly-rescued puppies shivered in cardboard boxes during winter. Every heavy rain meant all-night roof repairs.'

Hechi shelter volunteer Lao Li

With your support, we fixed their leaking roofs, built new isolation rooms, provided monitoring equipment, revamped (and made higher) all gates and guardrails, rewired electrical circuits, improved their lighting, paved muddy areas, and installed new mop sinks and shelving.

In China, we helped 11 shelters and 2,120 companion animals – 1,158 dogs and 962 cats. Support included providing food and vaccines, neutering and shelter refurbishment.

In Vietnam, we saw 5,147 shelter animals get the help they so desperately needed – 3,254 dogs and 1,893 cats. We delivered over 7.5 tonnes of food to 26 shelters, 25 of those with help from our partner, vegan cosmetic brand Cocoon.



Over 5,000 dogs and cats in 26 Vietnam shelters received our food aid in 2025. Here, a carer at Hanoi Pet Adoption shares some love with two of their rescues. The shelter currently cares for around 400 rescued dogs and cats, including around 100 residents who are unlikely to be adopted due to age, health conditions and past traumas.

Over the past 10 years, we've helped 64 shelters across 37 cities in China with refurbishment, reconstruction and new construction.



Eighteen vets from small animal clinics around Vinh Yen in Vietnam attended our presentations on basic dentistry for cats and dogs. Presenting were two of our senior vets, Dr Shaun Thomson and Dr Mandala Hunter-Ishikawa. We also held a workshop focusing on abdominal ultrasound for dogs and cats. We're proud to say that this workshop was presented by Dr Diem, who is a graduate of our veterinary internship program. She and her husband now manage two veterinary clinics in Vietnam.

THE WAGGY TAILS THAT NEVER FAIL

Our friendly canine doctors and professors made almost 300 visits to children and adults in hospitals, care homes and schools in 2025.

Operating in Hong Kong SAR and four mainland Chinese cities – Chengdu, Guangzhou, Nanning and Shenzhen – our Dr Dog and Professor Paws programs have brought comfort and smiles to 740,140 children and adults since 1991.

Bringing smiles in 2025

Mainland China

Dr Dog

Visits:

116

People visited:

4,608



Professor Paws

Activities:

37

Children visited:

3,555



Hong Kong SAR

Dr Dog

Visits:

54

People visited:

2,780



Professor Paws

Activities:

81

Children visited:

2,780



Total number of people visited:

15,143



Still making inroads

Showing that persistence, patience and respect eventually pay off, in 2025 – for the very first time – our Dr Dogs were invited into a hospital in Guangzhou, once known as the dog-eating capital of China.

We've been running our Dr Dog program in the city for 20 years, visiting the elderly and children in care homes. But it wasn't until Foresea Life Insurance Hospital Guangzhou agreed to our visits that our dogs had ever been inside a hospital in the city.

Having heard about the benefits of our Dr Dog program, the hospital's newly opened mental health department was keen to start sessions with its teenage patients. And, of course, our canine doctors were more than happy to help.



Dr Bobby makes a friend at the opening ceremony of the hospital's mental health department.



We funded seven Chinese NGOs' trap, neuter, release programs, benefiting 207 cats. They were also de-wormed and vaccinated.

TACKLING THE DOG MEAT TRADE

In Vietnam, it's not illegal to eat dogs, so to end this terrible trade we're focusing on areas that *are* illegal.

We're working with the government to catch and prosecute traders who routinely break the rabies quarantine regulations. Basically, we want to make it such an expensive and complicated process for the traders, that it's not worth their trouble.

The source of the problem

Most of the country's 'meat dogs' are sourced in Dak Lak in the south. Before the dogs leave Dak Lak, they should spend a week in quarantine. Then they're driven 745 miles (1,200 kilometres) north to Thanh Hoa where they're sold on to markets in Hanoi.

Each province along the way has its own quarantine station, where the traders are required to submit permits and other paperwork. We're working with these provinces to step up enforcement.

Warning the traders

We're also using the media to get the message across to the traders that the government is serious about rabies and will no longer turn a blind eye to breaches of the law.

'Hopefully, the dog meat traders will stop once they know it's not economic if they comply with the law.'

**Tuan Bendixsen, Director
Cat and Dog Welfare, Vietnam**



Most 'meat dogs' are stolen from their families or snatched from the streets.



They endure shocking conditions on the way to market.



Some don't make it alive to Hanoi. Those that do, face a terrible fate.

HIGHWAY TO HELL

An estimated 5 million dogs are killed for their meat each year in Vietnam.

With your kind help, we're working with the authorities to disrupt the trade and tackling the traders where it hurts most – their pockets.



YOU'RE THE VOICE OF THE VOICELESS

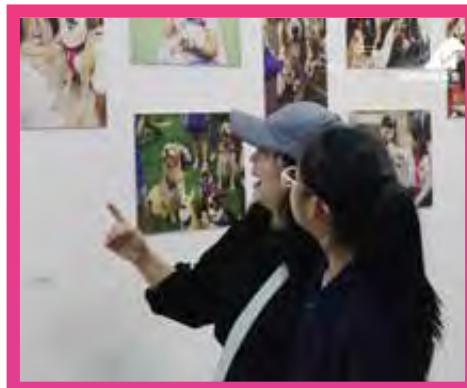
Thanks to your kind heart, in 2025, we were able to spread the word for our four-legged friends right across China.

We held 32 cat and dog welfare public awareness campaigns, sharing the message far and wide that our furry companions really are our best friends.

Activities ranged from a major photo exhibition to coordinated rabies awareness events in five major cities. *Importantly, we also shared our knowledge of how to run such campaigns with NGOs from around the country.*



Ten local NGOs from six cities joined our campaign to promote responsible ownership in the southern region of Guangxi. They organised their own events and activities, all sharing our guidelines and designs for materials like banners and posters. Overall, our activities reached tens of thousands of people in Guangxi.



Our Chengdu photo exhibition, Love is the Only Cure – Dr Dog Retrospective, featured testimonials and almost 60 heart-warming images from our Dr Dog and Professor Paws visits. During that period, we had foot traffic of roughly 75,000 people.



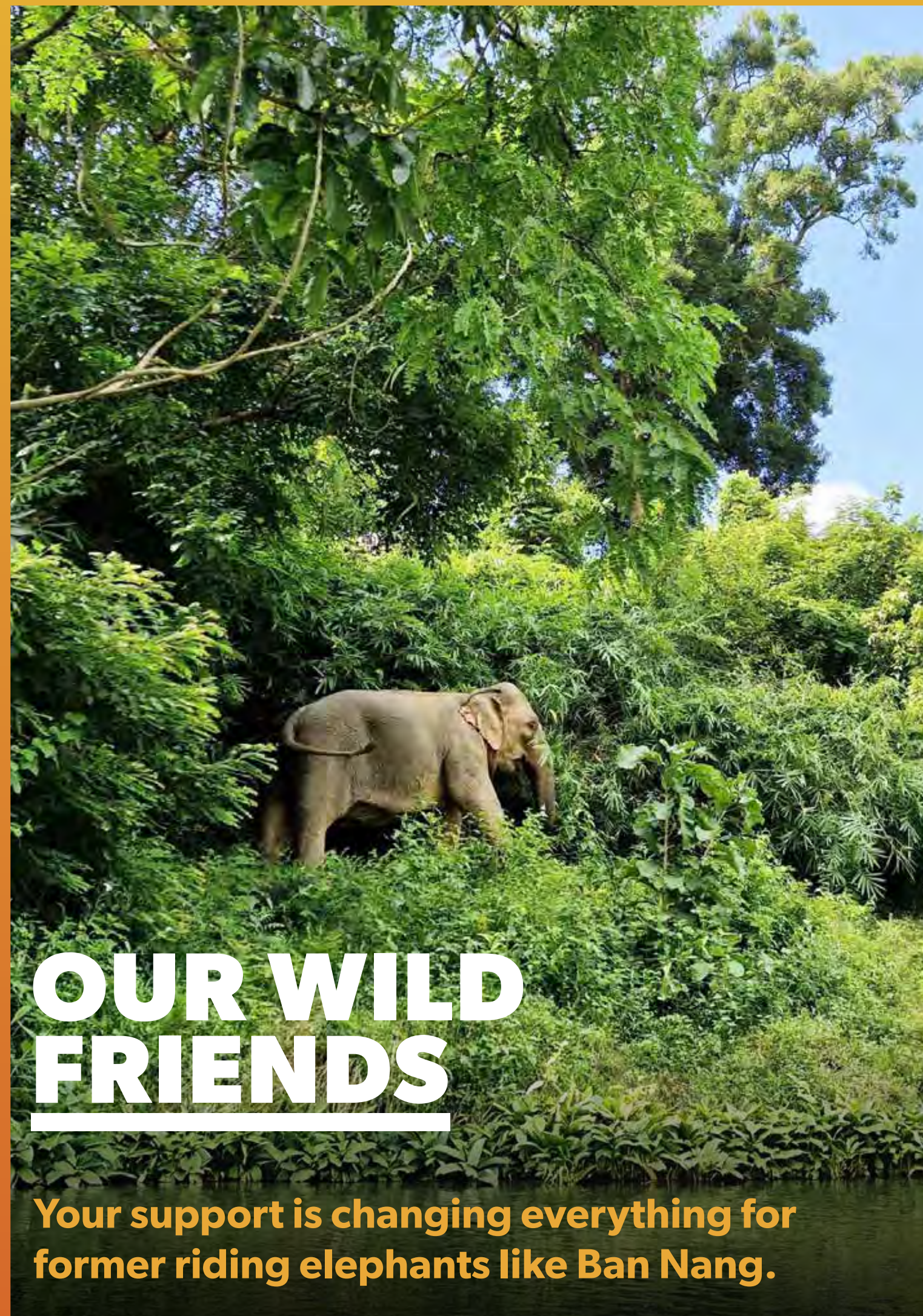
Our Rabies Awareness Campaign, spanning several consecutive months, reached tens of thousands of people in five Chinese cities with knowledge about rabies prevention and control.



Eighty representatives from NGOs around China attended our online training session, 'How to Plan an Engaging Community Outreach Event'. One of the NGOs immediately applied what they'd learned and designed posters to promote their donation drive (see pictured). To date, our 23 online courses have provided training to 4,416 group leaders/key volunteers from more than 230 organisations.



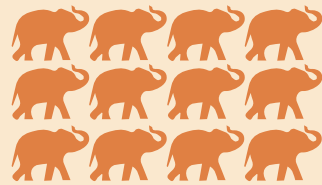
Known for its infamous dog meat festival, China's southern city of Yulin was the site of our cat and dog welfare poster campaign. We displayed our posters at 21 residential complexes, each with roughly 2,800 households. This was the third year we engaged with residents of Yulin.



LOOK WHAT YOU DID FOR WILD ANIMALS

Here are just a few ways your kindness changed the lives of wild animals. Thanks to your generous help, in 2025, we:

Oversaw the care of 15 of the 69 elephants believed to be in captivity in Vietnam.



Reached almost 180,000 children and adults in person in China and Vietnam with our animal sentience and welfare messages.



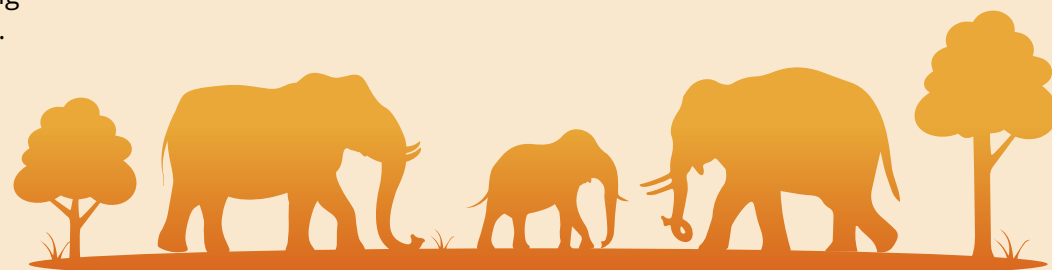
Trained 44 elephant managers from 12 zoos and safari parks across China.



Attracted 4,950 entries from Vietnamese students in our poster design competition, 'Stop Elephant Riding'. And saw over 77,000 online engagements.



Rescued 3 more elephants from elephant-riding tourism in Vietnam.



Supported our Indonesian partner, FLIGHT, in their rescue and release of over 30,000 songbirds.



Helped feed 14 macaques previously released onto an island in Vu Quang National Park, Vietnam.



Worked with 3 government rescue centres across Vietnam to improve the welfare of their wild animal residents.



Saved around 1,200 birds by convincing Chinese farmers to switch to humane crop-protection nets.



Advised our Indonesian partner, Scorpion Foundation, on their ongoing macaque socialisation prior to release.



Started our second Ethical Elephant Tours program in Vietnam's Dak Lak Province.



HOME SWEET HOME

Three more beautiful elephants were welcomed into our family in Vietnam in 2025.

First was gorgeous girl, Ban Nang, who at age 47, was rescued from carrying tourists around Lak in Dak Lak Province.

She's now the very first elephant to join our second Ethical Elephant Tours started in Lak in 2025. (Our first ethical tours, currently with eight elephants, is at Yok Don National Park.)

Next came two more lovely girls, Ja Vac, 42, and Ja Tuc, 41, also former riding elephants. They'd previously been transferred into the care of forestry officials in Dong Nai Province, but a lack of staff and experience in elephant care saw them simply chained in the forest. Their chains were switched to a different leg just once a month, leaving both with leg injuries.

Ja Vac and Ja Tuc now live happily at the Elephant Conservation Centre, also in Dak Lak, where they roam free under our care.

Finally, Ja Vac (left) and Ja Tuc (right) can socialise after being chained 50 kilometres apart.



Ban Nang is already attracting visitors who can observe her behaving naturally in the forest. This gentle girl can now bathe in the river, take mud baths and forage for grasses and leaves.

Our elephant family

In 2025, your kind donations allowed us to care for 15 elephants in Vietnam's Dak Lak Province. That's 15 of the country's 69 known captive elephants.

- 8 in Yok Don National Park.
- 1 at Lak Lake.
- 6 at the Elephant Conservation Centre.

What's next?

Along with our government partners, we're working with elephant-owning families in Lake Lak to encourage them to place their elephants into our care.

Why Lake Lak?

Now that Buon Don and other areas have stopped elephant riding, it's now the main centre for tourists wanting to ride elephants.

'Even a seemingly harmless activity like feeding or bathing means the elephant has been subjected to negative – often brutal – training methods to make them compliant.'

Pham Xuan Quynh
Ethical Elephant
Tourism Supervisor

A very special thank you to the **Olsen Animal Trust** in the UK for their wonderfully kind support. The trust generously supports our work to end elephant riding and bear farming in Vietnam.

HOW YOU'RE BRINGING JOY

Bak Kham and Khun have much brighter futures thanks to your kindness.

Staff at Hanoi's Bao Son Zoo were doing their best to care for their two elephants, but faced limited space and resources. So, they did the best thing they could for them – they reached out to Animals Asia's experts for help. As a result, in 2025, the zoo:

- **Adopted our nutritional diet plans** for the elephants.
- **Covered most of the concrete enclosures with earth and sand.** This minimises foot and nail problems, encourages play, and helps with sun exposure and insect protection.
- **Added enrichment items like tyres and hanging buckets filled with grasses.** These items encourage natural behaviours like foraging and digging.
- **Installed electric fencing around the enclosures,** allowing Bak Kham to roam safely.
- **Learned from our experts** foot care techniques, how to give health checks, and how to train their elephants with positive reinforcement.

As well as Bak Kham and Khun, we provided welfare support for three elephants at Vietnamese tourism sites last year – two at Van Long Elephant Farm in Buon Ma Thuot and one at VinWonder Safari in Hai Phong.

In 2025, we worked extensively with the China Association of Zoological Gardens (public education) and Chengdu Zoo (elephant care training for staff).



When we met Bak Kham, he was highly aggressive, borderline obese, and had serious foot and nail problems. He was chained and hobbled in a small space. He'd almost worn away his one remaining tusk from rubbing it against the walls. Now, after treatment, Bak Kham can roam around his enclosure on a long chain. And he's receiving training for his aggression issues. He's already a much happier boy.



When we met Khun, she was blind in her right eye and she had major problems with her legs, feet and nails, mostly because she had to stand all day on hard concrete. Slow-moving and timid, she walked with a limp and had an abnormal posture. Today, Khun has soft ground to walk on and lots of interesting enrichment items to keep her happy and entertained.

INVESTING IN THE FUTURE

Your generosity in 2025 allowed us to equip thousands of children in China and Vietnam with the knowledge and skills needed to become wildlife warriors of the future.

Our culturally sensitive wildlife and biodiversity programs target children in areas where elephant riding is prevalent.

In 2025, we worked with nine schools in Lak, Vietnam’s main elephant-riding centre, teaching children through fun activities the importance of protecting their native Asian elephants.



Our ‘Stop Elephant Riding’ poster competition was one of many activities we held in Vietnam to promote wild animal welfare. Almost 5,000 students entered.

‘Children who grow up understanding animal sentience and environmental responsibility are more likely to influence their families, communities and future policies. Investing in their education today is an investment in the survival of Asia’s wildlife.’

Hue Nguyen, Education Officer, Vietnam



We’re also working with schools in China. Here, students at Chengdu Jinxi Middle School perform in a play that explores issues around poaching, stray dogs, and farm animals.



In 2025, 1,485 tourists joined our Ethical Elephant Tours at Yok Don National Park, and 91 took our newly launched tours at Lak. Currently, nine elephants over the two sites roam free in the forest while visitors observe them from a safe and respectful distance. Tourists get to see them engaging in natural behaviours like foraging for leaves high up in the trees, rolling in the mud and bathing in the river.

In 2025, we started physiotherapy for the elephants at Vietnam’s Elephant Conservation Centre.

We said a sad goodbye to two of our precious elephants last year – Plo and Y’Khun. We take comfort in the fact that they felt your kindness every day.

Vietnam now has fewer than 200 wild elephants scattered across several provinces, with the southern province of Dong Nai being a key area.

OUR FEATHERED FRIENDS

Our mission to convince farmers in China to switch from using mist nets that trap and kill birds to using humane nets saw much progress in 2025.

- We distributed 345 humane bird-proof nets to farmers across China.
- The nets covered 4 hectares, which will save around 1,200 birds in just the first year.
- As more bird-proof nets are adopted, many more birds will be saved.

We also saw growing government support for the change, including a statement from the national-level State Forestry and Grassland Administration that bird-proof-nets would not only prevent birds from eating crops and causing losses to farmers, but would also ‘ensure that birds would not be accidentally injured or killed’.

With the kind help of volunteers across the country, we’re continuing to collect data on mist nets as well as farmers’ views on the efficiency of bird-proof nets. (So far, their feedback has been very positive.)

While bird-proof nets are initially more expensive than mist nets, the investment pays off because

they’re much better at keeping birds away from crops.

‘When individual farmers ask for our help, we can provide them with humane nets. When it’s a large operator, we help them devise a payment plan so they can change to bird-proof nets over a period of years. We do the maths and show them that it’s a sound financial decision long term.’

Wang Hui (Komi), Animal Sentience and Welfare Manager, China



Thanks to sponsorship from TanHuiTianfu, a low-carbon behaviour rewarding platform, we were able to provide 30 bird-proof nets to cherry farmers at the foothills of the Longquan Mountains, Chengdu, where the deadly mist nets were widely used.



Last year, our Give Nature a Bear Hug project held 12 eco-education activities in Chengdu, China, bringing families closer to nature. Around 700 people joined the public events that were kindly sponsored by Fanmao Education Group.



Another win for Lan. Swayed by our years-long campaign, in 2025 Long Phu Tourism in Nga Trang stopped forcing their elephant Lan to carry tourists. This comes a few years after the company agreed to stop using her in circus performances. Sadly, she’s still used as a prop for selfies, so our work isn’t quite finished yet.

In 2025, we supported our Indonesian partner FLIGHT in rescuing and releasing 30,306 songbirds from the illegal wildlife trade. They included 510 birds who were treated for exhaustion or minimal wing damage from poachers’ traps before their release.

HELP FOR WILDLIFE CENTRES

In 2025, we helped four government-run wildlife rescue centres in Vietnam with advice and practical support.

This included training for veterinarians, enclosure design, advice on bear cub care, provision of food, and training for animal carers in husbandry techniques such as biosecurity and safety.

The centres are at the Elephant Conservation Centre in Dak Lak and in Hoang Lien, Vu Quang and Phong Nha Ke Bang national parks.

Primates most in need

Highly trafficked primates, especially macaques, are the most common animal at the rescue centres, so this is where we focus much of our work. Support includes designing facilities to house and aid integrations, developing managed release protocols, diets, husbandry, and veterinary and behaviour management plans.

Our investigators in Vietnam are also gathering information on the illegal capture and trade of wild macaques for pets and entertainment (circuses and online video platforms) by following traders' routes.



Our design for a new macaque enclosure at the Elephant Conservation Centre enhances both animal welfare and staff safety. Next, we'll design a quarantine facility and enclosures for small carnivores, reptiles, and birds.



With trafficking of macaques booming, our work for rescue centres has never been more important.

Remembering Jane

Dr Dame Jane Goodall, legendary primatologist, conservationist and changemaker, passed away in 2025. She leaves behind an extraordinary legacy of love.

Jane was 91 and still doing all she could for the planet and its wild inhabitants. Known for her ground-breaking work with chimpanzees, she was also a champion of our work, a long-time supporter and a dear friend to our founder, Jill, and our bears.

Shortly before she died, Jane became Bear Guardian to a bear she named 'Robinson' in honour of Jill. Previously Jane had named another bear, 'Mandela'.

'Whether people or animals or plants, Jane preached love and kindness and our duty in healing our most beautiful, fragile earth. She was my mentor and my friend, who championed and helped our bears for decades.'

'After one of her speeches, I gave her a tiny plush moon bear as a travelling buddy for luck. Immediately, she pulled out of her bag a little plastic chimpanzee for me. She kissed him on the nose for luck. His name is Tarzan, and I've never travelled without him since.'

Jill Robinson, founder and CEO



Jill (left) with Jane and her bear, Mandela. Jane was a long-time supporter of Animals Asia.



Jill's treasured mascot, Tarzan, a gift from Jane, has been her travelling companion for over 15 years.

HEALING AT ITS BEST

Our amazing veterinary and behavioural experts are leading the way in animal care. And best of all, they're sharing their knowledge and skills across Asia and beyond.

Our teams are pioneering innovative, humane methods of care, presenting at international conferences, publishing ground-breaking academic research, and training tens of thousands of animal health providers.

Without you, none of this important work would be possible.

Bringing in experts

We arranged for 13 international veterinary specialists to give in-person training sessions to vets and vet students in various Chinese cities. Topics ranged from dermatology and dentistry to cardiology and chronic kidney disease, with the focus on pain management and general patient welfare.

Local graduates

Two more Junior Vets graduated from our veterinary internship in 2025. Dr Bui Tien Dat (Dat) and Dr Dinh Dieu Linh (Nola) were soon putting their training to good use at our Tam Dao sanctuary. And our very first Vet Nurse Intern, Lam Thi Huong (Huong), is due to graduate in mid-2026.

'We want to spread veterinary best practice right throughout the country. Some of our former interns are now leaders in their field and sharing their knowledge with others in the profession.'

Dr Shaun Thomson, Senior Vet Surgeon



One of the visiting experts, US veterinary neurology specialist Dr Sean Sanders, ran a two-day training course for 120 senior vets from eight cities across China. For years, Sean has offered his advice to our vets on neurology cases in our bears, and on this trip, he was able to visit some of his remote patients. Thank you for all that you do, Dr Sean!



Dat (left) and Nola bring to 13 the total number of local Junior Veterinary Surgeons to have completed our internship in China and Vietnam. Here, they're giving lovely Amara a health check.

THANK YOU

A very special thank you to all the **wonderful veterinary and behavioural consultants** who give so generously of their time and expertise to help the bears in our care.

UPSKILLING VETS

Our Veterinary Welfare Training Program is having a profound effect on the animals under both domestic and commercial care in China and Vietnam.

In China

In 2025, our 118 online posts were accessed by over 500,000 vets and vet students. We also delivered 10 in-person training sessions, reaching over 1,900 vets.



In 2025, our Senior Veterinary Trainer, Dr. Mandala Hunter-Ishikawa, gave three talks at conferences, with an overall audience of 243,000.



Dr. Vanessa Barrs, the world's top feline medicine specialist, shared her expertise with senior vets in Guangzhou, China. Her session was also live-streamed to vets in six other cities across the country.

In Vietnam

We gave six in-person veterinary training presentations, reaching 25 local vets from 10 different clinics. Topics included small animal care, understanding medications, and anaesthetic monitoring.

Senior Vet Nurse Pia Dodd and Junior Vet Dr. Ngan Tran spent a week upskilling the vet team at Phong Nha Wildlife Rescue Centre. They taught a range of skills, including scrubbing techniques, catheter placement, and taking blood samples.

The practical elements they tried over and over again until they had nailed each skill – it was great to see them all excited about what they were learning.

Pia Dodd, Senior Vet Nurse



It's your kind gifts that fund training sessions like this one for Phong Nha Wildlife Rescue Centre's vet team.



Congratulations to 'our' Dr. Max Wang Jing, winner of the 2025 World Small Animal Veterinary Association's Teachers Scholarship, which supports vets dedicated to advancing education in anaesthesia and pain management worldwide. In 2014, Max was the very first vet intern at our Chengdu bear sanctuary. Currently, she plays an active role in veterinary education in China, speaking at conferences and leading training sessions on ethics, anaesthesia and pain management.

THANK YOU

Our enormous thanks to lovely veterinarian **Desiree Chen** of Canada whose incredible generosity and kindness in 2025 is already making a profound difference to the lives of the bears and other animals. One bear in particular has stolen Desiree's heart. In 2025, she became Bear Guardian to Valerie at our Tam Dao sanctuary. You can see this gorgeous bear on the cover (along with Tuan). Valerie is also the cover girl for our bear section (page 5). Thank you, Desiree. You're a true friend.

OUR CLEVER BEARS

Our world-leading Cooperative Care Program is not only helping our vet teams provide better physical healthcare – it's also making life less stressful for the bears.

The program involves the bears learning tasks like opening their mouth so we can check their teeth and putting their arm in a metal sleeve so we can take their blood pressure or give them a shot. They learn by positive reinforcement – lots of treats and kind, loving words.

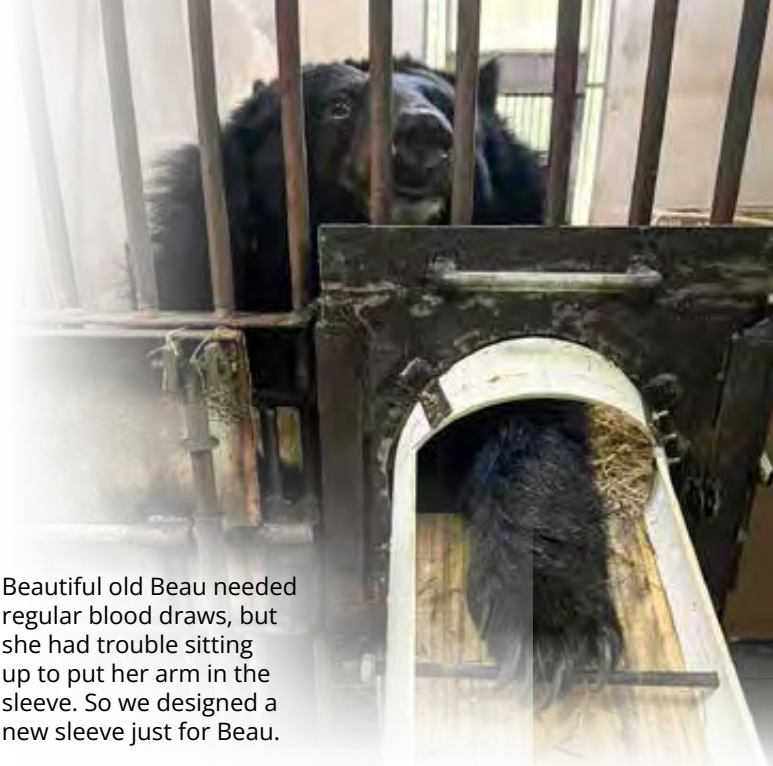
Meet some of the star students from our Class of 2025:



Before Uorsin had surgery to correct his irritating inward-turning eyelids, he learned to allow us to wipe his eyes. So, post-operation, he was already relaxed about the procedure.



Precious little Moon has arthritis in her hips and back ankles, as well as increasing lameness in her right hind leg. To monitor her, without using anaesthetic, we designed a special chute and taught her to allow conscious X-rays right in her den.



Beautiful old Beau needed regular blood draws, but she had trouble sitting up to put her arm in the sleeve. So we designed a new sleeve just for Beau.

We also have a Cooperative Care Program for the **ELEPHANTS** under our care.



Our poor Gillian is a very nervous bear, so when she needed anaesthesia for two health checks and an urgent course of antibiotics, her many months of training to take a hand injection more than paid off.



When our lovely Fu An needed regular checks on her liver, she learned to sit at the bars of her den and allow us to use ultrasound. Fu An also has a nice arm rest for her right forearm, which is riddled with arthritis.

YOU'RE MAKING DREAMS COME TRUE

A very special thank you to our wonderful Golden Crescent Club members – those of you who've kindly left a gift in your Will – your generosity will touch the lives of countless animals into the future.

Bears like Chom Chom and Gero will feel your love after you're gone. Elephants like Kham Pham will know what freedom feels like. And dogs like QQ and Feibi will find the kindness and care they need, and continue their important work as ambassadors for all animals.

Last year, our bequest income rose by a phenomenal 40%. While we know this was an extraordinary result, unlikely to be seen again for quite some time, it came as a wonderful relief with so much critical work needing to be done.

This boost in funding shows what a profound effect legacy gifts can have.

Animals Asia has grown very quickly over the past 28 years. Your precious bequests will ensure we're ready to succeed over the next three decades, too.

In an average year, our gifts in Wills fund one in six of our projects.

'I decided to remember Animals Asia in my Will as I know that rescue is only the beginning. Care of the animals is lifelong and must be costly.'

Sue Berry

'Plenty of people give to people causes, and animals are left behind when it comes to charity. Animals feel love, pain, in fact all the feelings humans do, so why should they be treated any differently.'

Mary Armit

'We don't know what the future holds, and I wanted to make sure my help goes on for years to come.'

Frank Lomas

'We both love all animals. By leaving a gift in our Wills, we feel that we can actually help more than we can now.'

Sheila Tucker



CHOM CHOM AND GERO



KHAM PHAM



DR QQ AND DR FEIBI

Are you thinking of writing your Will?
We've created a guide just for you.

Did you know you can write your Will for free?

We've partnered with Will-writing services in Australia, the UK and the US to make this possible.

Scan here



IN BIG FOOTSTEPS

'Sadly, many tourists believe that an animal as large as an elephant won't be affected by a few people on its back.'

Pham Xuan Quynh (Quynh) runs our Ethical Elephant Tours in Vietnam. He loves all animals – big or small!

What's the best thing about your job?

I love following the elephants and taking their photos, and this helps me share their stories with our visitors. But of course the best thing is being able to help former riding elephants.

How do you start your day?

With a cup of coffee and a chat with colleagues and partners about the elephants and the forest.

Where do you live?

I live in Buon Don, a town 12 kilometres from Yok Don National Park where I work. My parents live in a village close by.

Have you ever had a nickname?

Some former colleagues – Western teachers – called me 'Andy' because they couldn't pronounce 'Quynh'. (Before joining Animals Asia in 2020 I was a manager at an English learning centre. Before that, I was a tour guide at Yok Don National Park.)

So how should we pronounce your name?

It's easy, actually. 'Quynh' sounds the same as 'Quinn'.

Do you have a favourite elephant?

I love them all, but the freest elephant to me is Kham Phanh. She's a naughty and playful girl who never stops surprising me. [Kham Phanh is pictured above on the right, with H'Blu, left.]

Do you have a favourite animal?

Before joining Animals Asia, I loved birds and their songs. Now I love elephants the most, but I still love birds and enjoy birdsong.

What do you do to relax?

I listen to pop music or watch comedies. Sometimes I read a comic.

Tell us something interesting about yourself.

I enjoy tasting wild herbs in the forest. I like to encourage tourists to try them too, and many are willing to and delighted by the forest flavours.

HAPPY STAFF HAPPY ANIMALS

Looking after our sanctuary staff – many of whom live on site – is not only crucial to their well-being but also to the welfare of the bears and other animals.

Throughout 2025, we held various workshops, courses and events for employees at our three bear sanctuaries – some serious and some purely for fun – but all aimed at keeping staff happy and motivated.

Activities included lantern-making workshops, lessons in companion animal care and dog socialisation, calligraphy classes and hilarious bonding sessions. We also provided free veterinary care for staff with cats and dogs.

‘Our rescued bears’ welfare is always my top priority. Providing them with the highest standard of care depends on having a supported, respected, and motivated team.

Our staff work with dedication and compassion every day, often in challenging conditions. I’m committed to fostering a workplace culture where people feel valued, listened to, and supported. Because when our staff are cared for, they’re better able to care for the animals who depend on us.’

Niki Wu, Bear and Vet Team Director, China

In 2025, we installed two giant sunshades to protect our Chengdu bear carers as they go about their work. On hot days we remind all staff who work outdoors to take as many breaks in the air-con as they need.



China sanctuary staff enjoyed a series of short afternoon sessions on how to provide better care for their cats and dogs. The talks, by three senior staff members, included interpreting their animals’ body language, understanding their different behaviours, and the regulatory and veterinary requirements of responsible companion animal care.



Bear Team Manager Tran Thi Gai and best friend Gau were among 16 staff and their 19 dogs to benefit from dog socialisation courses for our Vietnam sanctuary staff. Senior Vet Nurse Pia Dodd who presented the courses said, ‘Gau was very timid around new people and dogs. She had a touch of fear aggression when approached by new dogs, but now she’s made friends and is much more confident when she’s away from her mum, which is huge progress’.



When the temperature soars, staff at our Chengdu sanctuary can look forward to ‘surprise’ afternoon treats and a welcome break in the air-conditioning. On offer are ice-cold drinks, fresh fruit or ice blocks to help them recharge and beat the heat and humidity.



At the end of 2025, Animals Asia had 414 full-time staff members, most of whom were employed at our bear sanctuaries. Here, some of our Bach Ma sanctuary staff enjoy a festive meal together.

FINANCIAL OVERVIEW

Financially, 2025 was an incredible year for Animals Asia – a year that saw our income soar by over 30%.

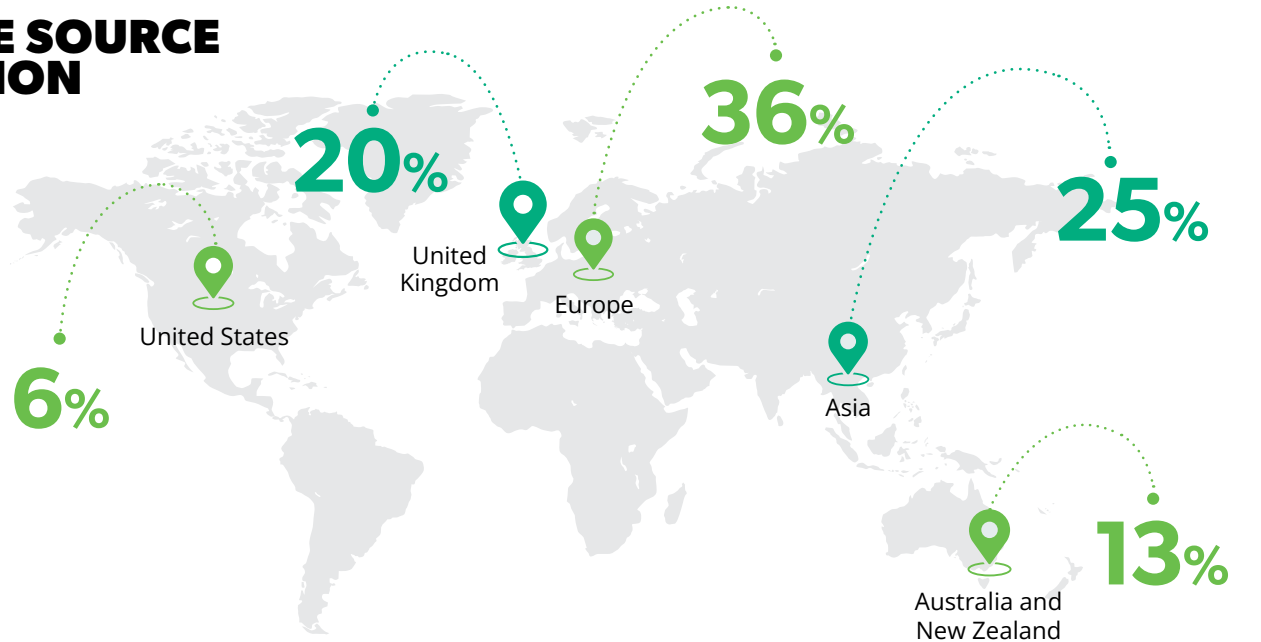
We received some incredibly generous, transformational donations, and our bequests rose from 15% of our income in 2024 to a staggering 40%. These, of course, are extraordinary circumstances, and will be a spike rather than a trend. But we also saw a considerable rise in income in the US after revising our fundraising model there, and this investment should continue to bear fruit as the years go on.

Last year’s exceptional injection of funds means we can implement critical work that’s long been on the back-burner. Finally, we can address urgent needs at our sanctuaries and invest significantly in the future of Animals Asia, keeping it safe for the animals we’re helping now – and those still to come. It means we can focus on growing our sustainable income to cover our running costs which have increased substantially since opening our third sanctuary.

Thank you beyond words for every precious gift you made last year. Whether you funded treats for recovering bears or a bear house, it’s your kindness that makes everything possible.

GLOBAL INCOME \$31.21M (all amounts in US\$)

INCOME SOURCE BY REGION



RUNNING COSTS \$16.73m

Programs	58%
Income generation	35%
Operations and support	7%

PROGRAM EXPENDITURE

We spent \$9.72m directly on our programs in 2025. Over two-thirds of this went to the bears.



Bear Protection 70%: More than two-thirds of our program spend was directed to our flagship program, allowing us to operate three bear sanctuaries and care for their 275 residents. This income also funded our campaigns and crucial government negotiations.



Animal Sentience and Welfare 7%: Our program to improve the welfare of captive animals and promote animal sentience focused on ending elephant riding and providing help and advice to zoos, safari parks and government rescue centres.



Cat and Dog Welfare 7%: Our work to help companion animals was wide-ranging – from supporting struggling shelters and campaigning to end dog and cat eating to working with officials and visiting schools and care centres with our ambassador dogs.



Public Education 16%: Our work to change hearts and minds focused on areas where it was needed most – bile farming hotspots, elephant-riding centres, dog-eating regions, and places that hold festivals that harm animals.

BEAR PROTECTION

Total spending on our bears was \$6.83m in 2025. This is where your precious donations went:



'Every perfect smile is a precious gift from you.'

Jill Robinson MBE, founder and CEO



FRONT COVER: When nervous little Valerie was new at our sanctuary, gentle giant Tuan (left) took her under his wing.

BACK COVER: Chilli-Bienchen (left) and best buddy Tieu are girls who just want to have fun.

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Animals Asia Foundation is a registered charity in Australia, Germany, Hong Kong SAR, Italy, Luxembourg, the UK and US. Donations are tax-deductible in all these countries.

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