

NATUREWATCH FOUNDATION

England & Wales · Charity number 1039679

Details

Other names NATUREWATCH EDUCATIONAL TRUST

Status Registered

Legal form Charitable company

Company number [02944372](#)

Registered 1994-07-22

Register [View on the Charity Commission register](#)

Contact

Address 49 Rodney Road
Cheltenham
GL50 1HX

Phone 01242252871

Email info@naturewatch.org

Website www.naturewatch.org

Activities

Objects: 1.TO CONSERVE PRESERVE PROTECT AND ENHANCE THE NATURAL HABITAT AND ENVIRONMENT OF WILDLIFE.2.TO PROMOTE THE STUDY OF AND RESEARCH INTO WILDLIFE AND ITS CONSERVATION.3.TO PREVENT CRUELTY TO ANIMALS AND TO PROTECT THEM FROM ILL USAGE SUFFERING AND DISTRESS BY PROVIDING FOR THEIR RESCUE CARE AND TREATMENT.

Activities: Aims to end animal cruelty and advance animal welfare standards around the world. The charity is committed to improving the lives of animals by: Campaigning peacefully against animal abuse, Lobbying to improve animal protection legislation, Raising awareness through education, Supporting the World Animal Day movement to raise the status of animals. More info - www.naturewatch.org

Classification

- **How:** Makes Grants To Organisations, Provides Human Resources, Provides Services, Provides Advocacy/advice/information, Other Charitable Activities
- **What:** Education/training, Animals, Environment/conservation/heritage, Economic/community Development/employment
- **Who:** Other Charities Or Voluntary Bodies, Other Defined Groups, The General Public/mankind

Geography

- Ukraine
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£720,160	£582,741	£1,359,999	11
2023-12-31	£672,999	£536,493	£1,222,579	11
2022-12-31	£558,724	£467,666	£1,086,073	11
2021-12-31	£448,994	£375,358	-	-
2020-12-31	£471,061	£282,733	-	-

Trustees

Name	Role	Appointed
Brian Arthur Allan Gibb	Chair	2013-11-13
Peter Mitchener		2026-01-07
Simon Davies		2015-07-01

NATUREWATCH FOUNDATION

England & Wales - Charity number 1039679

Accounts

Company Number
02944372
Registered Charity Number
1039679

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

Naturewatch Foundation

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

Introduction

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

The board of trustees are satisfied with the performance of the charity during the year and the position at 31st December 2023 and consider that the charity is in a strong position to continue its activities during the coming year, and that the charity's assets are adequate to fulfil its obligations.

Name, registered office and constitution of the charity

The full name of the charity is Naturewatch Foundation

The legal registration details are :-

Date of formation

The Principal Office is 49 Rodney Road, Cheltenham GL50 1HX

Charity Registration Number 1039679

The telephone number is 01242 252871

Objectives and Activities of the Charity

Public benefit that is provided by the charity

The charity provides public benefit by campaigning for the welfare of animals both in the UK and abroad.

An explanation of the charity's main objectives for the year.

Achievements and Performance of the Charity

Structure, Governance and Management

Nature of the Governing Document and constitution of the charity

The charity is constituted as a company limited by guarantee and is, therefore, governed by the memorandum and articles of association dated 10 June 1996.

The methods adopted for the recruitment and appointment of new trustees

The charity is always open to new trustees who are sympathetic to the aims of the charity and have appropriate skills and experience. New trustees are appointed by the existing

Financial Review

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

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

Specific changes in fixed assets

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

Naturewatch Foundation

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

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

B Gibb
S Davies

The members of the Board of Trustees of the Charity at the date the report and accounts were approved were:-

B Gibb
S Davies

Independent Examiner

E Conway
ACCA
3 Fairview Court
Fairview Road
Cheltenham
Gloucestershire
GL52 2EX

Statement of Trustees' Responsibilities

The Charities Act requires the Board of Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of the surplus or deficit of the charity. In preparing those financial statements the Board is required to :-

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.
- state whether applicable accounting standards and statements of recommended practice have been followed , subject to any material departures disclosed and explained in the financial statements;

The Trustees are also responsible for maintaining adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which are sufficient to show and explain the charity's transactions and enable them to ensure that the financial statements comply with regulations made under the Charities Act. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable

The trustees are also responsible for the contents of the trustees' report, and the responsibility of the independent examiner in relation to the trustees' report is limited to examining the report and ensuring that , on the face of the report, there are no inconsistencies with the figures disclosed in the financial statements.

Review of Activities

The annual review is attached as an appendix to the accounts.

Naturewatch Foundation

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

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

B Gibb
Director and Trustee

Naturewatch Foundation
Independent Examiner's Report to the trustees of the charity

Report of the Independent Examiner to the trustees
on the accounts of the Charity for the year ended 31 December 2024

I report to the trustees on my examination of the accounts of Naturewatch Foundation for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes.

Responsibilities and basis of report

As the charity's trustees (and also directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having established that the accounts of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for Independent Examination, I report in respect of my examination of the charity's accounts carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable directions given by the Charity

Independent examiner's statement

I have completed my examination. I can confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in, any material respect:

the accounting records were not kept in respect of the charity as required by section 396 of the 2006 Act; or the accounts do not accord with those records; or the accounts do not comply with the applicable requirements under section 396 of the 2006 Act other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination; or the accounts have not been prepared in accordance with the Charities SORP (FRS 102) I have no concerns and have come across no other matters in connection with the examination which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

E Conway
ACCA
3 Fairview Court
Fairview Road
Cheltenham
GL52 2EX

The date upon which my opinion is expressed is :-
05 September 2025

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

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

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

Naturewatch Foundation
Balance Sheet
as at 31 December 2024

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

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

B Gibb
Director and Trustee
Approved by the board of trustees on 5 September 2025

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

1 Accounting policies

Basis of preparation of the accounts

The accounts have been prepared on the accruals basis, under the historical cost convention, and in accordance with the Financial Reporting Standard 102 (effective 1 January 2016) and FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015 (as amended by the Bulletin issued in February 2016) published by the Charities Commission in England & Wales (CCEW), effective January 2016. (The SORP).

Accounting convention

The financial statements are prepared, on a going concern basis, under the historical cost convention

Incoming Resources

Incoming resources are accounted for on a receivable basis

Recognition of liabilities

Liabilities are recognised on the accruals basis in accordance with normal accounting principles, modified where necessary in accordance with the guidance given in the SORP.

Fixed assets and depreciation

All tangible fixed assets are stated at cost less depreciation.

All purchases in the year have been expensed to profit and loss account.

Depreciation has been provided at the following rates in order to write off the assets (less their estimated residual value) over their estimated useful economic lives.

Plant and machinery 25% straight line

Taxation

As a registered charity, the organisation is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the charity, and is therefore included in the relevant costs in the Statement of Financial Activities.

Finance and operating leases

Rentals payable in respect of operating leases where substantially all the benefits and risks of ownership remain with the lessor are charged to the Statement of Financial Activities as incurred.

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

Funds structure policy

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity. Such funds may be held in order to finance both working capital and capital investment.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

There is no formal policy of transfer between funds or on the allocation of funds to designated funds, other than that described above.

Any other proposed transfer between funds would be considered on the particular circumstances.

Accounting for Legacies

Legacies are accounted for on a receivables basis

2 Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

	2024	2023
Revenue Turnover from ordinary activities	719,082	670,977
and after charging:-		
Rentals under operating leases	6,200	6,200

3 Statement that no expenses were paid to trustees or connected persons

No expenses were paid to trustees. £5,040 was paid to Run Your Business Online Limited for bookkeeping and payroll services on normal commercial terms. I Gibb, the son of B Gibb, is a director of this business.

4 Detailed analysis of certain transactions required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005 and revised June 2008)

Various items of support costs and charitable expenditure which are required by the SORP to be disclosed in the notes to the accounts are set out in the Detailed Schedule to the Statement of Financial Activities.

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

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

Numbers of full time employees or full time equivalents	2024	2023
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Engaged on charitable activities	11	11
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There were no fees or other remuneration paid to the trustees
There were no employees with emoluments in excess of £60,000 per annum

6 Tangible functional fixed assets

	Plant, Machinery & Vehicles £
Asset cost, valuation or revalued amount	
At 1 January 2024	5,816
Additions	-
At 31 December 2024	<u>5,816</u>
Accumulated depreciation and impairment provisions	
At 1 January 2024	5,816
Charge for the year	-
At 31 December 2024	<u>5,816</u>
Net book value	
At 31 December 2024	<u>-</u>
At 31 December 2023	<u>-</u>

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

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

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

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

The individual funds included above are :-

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

Analysis of movements in funds as shown in the table above

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



WINTER

Welcome to our Review of 2024

Working all year round to help animals...



Launched Pet Rescue Grant.



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

SPRING



Op Recall Week of Action!



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



SUMMER



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



Lessons of Kindness for children in Ukraine.



Wildlife crime award!



UK General Election: New MPs briefed.



Moldova work begins!



Met Police campaign.



'Bullicat' breeding warnings.

AUTUMN



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



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



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



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



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

Read more about our animal welfare campaigns inside!

Dear reader,

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

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

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

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

Our animal welfare work in Eastern Europe

Ukraine

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

A refuge for animals affected by war

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



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

Helping heroes on the frontline

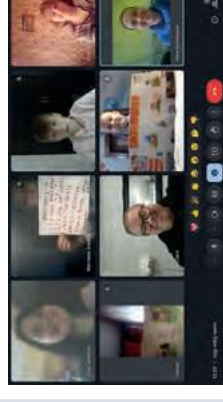
We are proud to support smaller, dedicated organisations like [Kharkiv Animal Rescue](#). This devoted team evacuates dogs, cats, goats, pigs, and other animals from the most dangerous areas, providing care and finding new homes across Ukraine. In autumn alone, they evacuated 854 animals.



Rescuing and rehoming

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

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



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

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

Moldova

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

Building new relationships

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

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

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

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

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

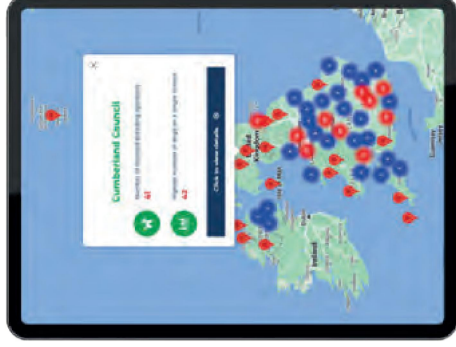
To create the map, we submitted Freedom of Information requests to over 300 local councils, compiling key data on dog breeding licences. Our comprehensive map empowers the public to make informed decisions and helps hold councils accountable for any oversights.

Map features:

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

breeders and the scale of breeding operations in their area.

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



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

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

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

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

By putting this information in the public

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

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

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



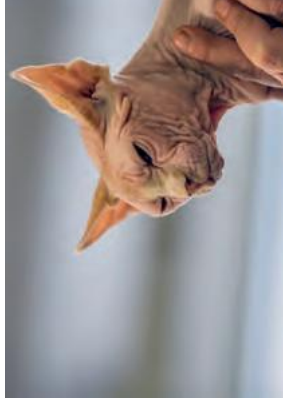
dumped by a pet seller, by dipping into funds reserved for critical cattery roof repairs. With a Pet Rescue Grant of £2,850, the charity completed the roof project in the summer, providing a safe, comfortable shelter for over 100 cats annually. Vulnerable cats like Bap are now enjoying secure, cosy facilities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

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

Exposing Bullycat breed

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

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



Case study – puppy

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

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

Upon execution of the warrant on the

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

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

Tackling wildlife crime

The Charity Awards 2024

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



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

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

Partnership working

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



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



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

Tell the Met Campaign

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

Operation Recall – Week

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



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

Wildlife crime invest

Our tenacious and experienced wildlife crime investigators were extremely busy in 2024, with several excellent results in the name of improving animal welfare. Sadly, reported wildlife crime has seen a rise over the last year. There are several factors that have seen this rise. The limited police resources, minimal understanding by some in the Crown Prosecution Service, the lack of judicial deterrent in the form of harsher prison sentences, the rise in social media 'notoriety', with negligible monitoring by those who use social media platforms.

Protect Animals. Protect People. Breaking the link

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

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

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

Police cooperation

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



Our political lobbying

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

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

A professional message

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

Breaking The Link, together

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



The beginning

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

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

Paint With Kindness, No

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

Our campaign focuses on three key

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

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



2024 was a huge year for the Compassionate Shopping Guide!

Improving our website

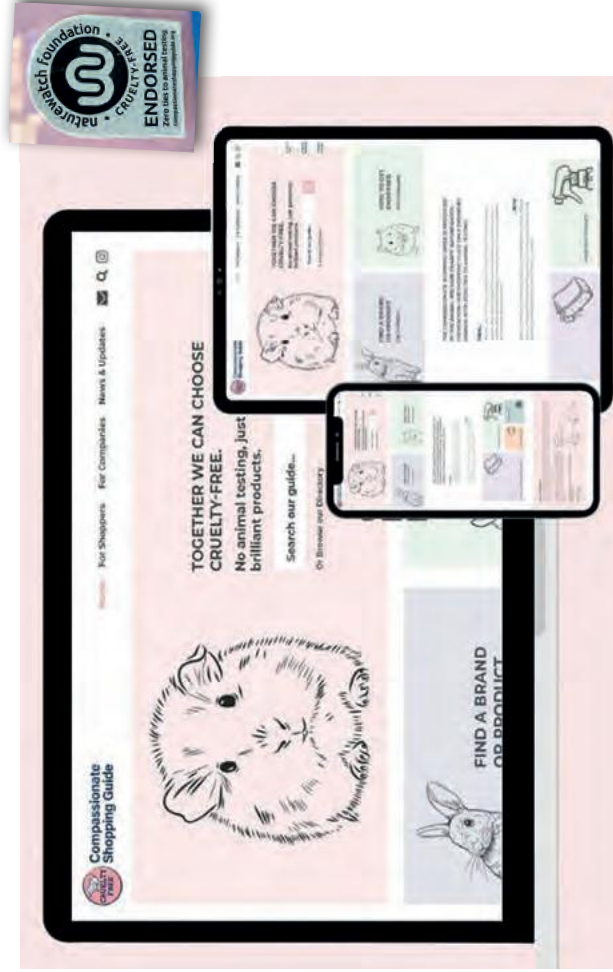
We've published our [Compassionate Shopping Guide](#) for over 30 years to help consumers find products that have zero ties to animal testing. In 2024, we made some big improvements to the award-winning Guide. We launched an [improved dedicated website](#), making it easier for shoppers to use our guide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

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

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

Window stickers in LUSH

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



Compassionate Shopping Guide events

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

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

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

Public affairs

#Win4Animals: Champio

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

Behind the scenes: Political

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

Wales:

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

Chemical testing:

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

World Animal Day in 2024

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

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

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



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

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

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

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

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

Australasia

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

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

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

Celebrations that spanned the globe!

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

Africa

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

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

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



Photo credit: Four Paws

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

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



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Europe

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

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

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



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

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

India The Department of Science at

World Animal Day at Naturewatch Foundation!

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

Donate-a-Dinner

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

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



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

Celebrating Animal Welfare in Wales

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



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

Mark's World Animal Day tour

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

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

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



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

To keep the Naturewatch Foundation

Our 2024 World

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

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

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

The main grant win

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



8 easy ways to support our animal welfare campaigns!



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

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

Contact us anytime

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

E: info@naturewatch.org

T: 01242 252871

Get involved offline

1. Recycle for a cause

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

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

Contact us for details on how to donate these items.

2. Sign our petitions

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

3. Share our leaflets

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

4. Display our community poster

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

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

5. Carry our reporting card

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



6. Involve your vet

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

vets4puppies@naturewatch.org

Support us online

7. Fundraise while you shop

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

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

8. Share our messages

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

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

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

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

Sign up for email

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

Naturewatch Foundation:
naturewatch.org/mailling-list

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

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



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

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

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

Free will-writing service

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

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

Registered charity number 1039679.

And finally...

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

With best wishes from Sarah and all the

NATUREWATCH FOUNDATION

England & Wales - Charity number 1039679

Accounts

Company Number
02944372
Registered Charity Number
1039679

Naturewatch Foundation

Report and Accounts

For The Year Ended

31 December 2023

Naturewatch Foundation

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

Introduction

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

The board of trustees are satisfied with the performance of the charity during the year and the position at 31st December 2023 and consider that the charity is in a strong position to continue its activities during the coming year, and that the charity's assets are adequate to fulfil its obligations.

Name, registered office and constitution of the charity

The full name of the charity is Naturewatch Foundation

The legal registration details are :-

Date of formation

The Principal Office is

49 Rodney Road, Cheltenham GL50 1HX

Charity Registration Number

1039679

The telephone number is

01242 252871

Objectives and Activities of the Charity

Public benefit that is provided by the charity

The charity provides public benefit by campaigning for the welfare of animals both in the UK and abroad.

An explanation of the charity's main objectives for the year.

Achievements and Performance of the Charity

Structure, Governance and Management

Nature of the Governing Document and constitution of the charity

The charity is constituted as a company limited by guarantee and is, therefore, governed by the memorandum and articles of association dated 10 June 1996.

The methods adopted for the recruitment and appointment of new trustees

The charity is always open to new trustees who are sympathetic to the aims of the charity and have appropriate skills and experience. New trustees are appointed by the existing board of trustees.

Financial Review

The Statement of Financial Activities show net incoming resources for the year of a revenue nature of £136,506 (prior year £92,058).

The total reserves, all free unrestricted liquid reserves, at the year end stand at £1,222,579 (prior year £1,086,073).

Naturewatch Foundation

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

Specific changes in fixed assets

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

The members of the Board of Trustees of the Charity during the period ended 31st December 2023 were :-

B Gibb
S Davies

The members of the Board of Trustees of the Charity at the date the report and accounts were approved were:-

B Gibb
S Davies

Independent Examiner

E Conway
ACCA
3 Fairview Court
Fairview Road
Cheltenham
Gloucestershire
GL52 2EX

Statement of Trustees' Responsibilities

The Charities Act requires the Board of Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of the surplus or deficit of the charity. In preparing those financial statements the Board is required to :-

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.
- state whether applicable accounting standards and statements of recommended practice have been followed , subject to any material departures disclosed and explained in the financial statements;

The Trustees are also responsible for maintaining adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which are sufficient to show and explain the charity's transactions and enable them to ensure that the financial statements comply with regulations made under the Charities Act. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable

Naturewatch Foundation

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

The trustees are also responsible for the contents of the trustees' report, and the responsibility of the independent examiner in relation to the trustees' report is limited to examining the report and ensuring that, on the face of the report, there are no inconsistencies with the figures disclosed in the financial statements.

Review of Activities

The annual review is attached as an appendix to the accounts.

This report was approved by the board of trustees on 23 September 2024.

B Gibb
Director and Trustee

Naturewatch Foundation
Independent Examiner's Report to the trustees of the charity

Report of the Independent Examiner to the trustees
on the accounts of the Charity for the year ended 31 December 2023

I report to the trustees on my examination of the accounts of Naturewatch Foundation for the year ended 31 December 2023 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes.

Responsibilities and basis of report

As the charity's trustees (and also directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having established that the accounts of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for Independent Examination, I report in respect of my examination of the charity's accounts carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable directions given by the Charity

Independent examiner's statement

I have completed my examination. I can confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in, any material respect:

the accounting records were not kept in respect of the charity as required by section 396 of the 2006 Act; or the accounts do not accord with those records; or the accounts do not comply with the applicable requirements under section 396 of the 2006 Act other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination; or the accounts have not been prepared in accordance with the Charities SORP (FRS 102) I have no concerns and have come across no other matters in connection with the examination which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

E Conway
ACCA
3 Fairview Court
Fairview Road
Cheltenham
GL52 2EX

The date upon which my opinion is expressed is :-
23 September 2024

Naturewatch Foundation
Statement of Financial Activities
for the year end 31 December 2023

	Unrestricted Funds	Restricted Funds	Total Funds	Last Year Total Funds
	£	£	£	£
Incoming resources			2023	2022
Voluntary Income	670,977	1,467	672,444	559,680
Interest received	555	-	555	44
Total incoming resources	671,532	1,467	672,999	559,724
Costs of generating funds				
Costs of generating voluntary income	122,494	-	122,494	112,116
Costs of charitable activities	412,532	1,467	413,999	355,550
Total resources expended	535,026	1,467	536,493	467,666
Net incoming resources before transfers between funds	136,506	-	136,506	92,058
Net movement in funds	136,506	-	136,506	92,058
Reconciliation of funds				
Total funds brought forward	1,086,073	-	1,086,073	994,015
Total Funds carried forward	1,222,579	-	1,222,579	1,086,073

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

Naturewatch Foundation
Balance Sheet
as at 31 December 2023

	Notes	2023 £	2022 £
<i>The assets and liabilities of the charity :</i>			
Fixed assets			
Tangible assets	6	-	-
Investments		400,000	400,000
Total fixed assets		<u>400,000</u>	<u>400,000</u>
Current assets			
Cash at bank and in hand		824,932	693,265
Creditors:-			
amounts due within one year	7	(2,353)	(7,192)
Net current assets		<u>822,579</u>	<u>686,073</u>
Total assets less current liabilities		<u>1,222,579</u>	<u>1,086,073</u>
Net Assets		<u>1,222,579</u>	<u>1,086,073</u>
<i>The funds of the charity :</i>			
Unrestricted revenue accumulated funds		1,222,579	1,086,073
Total unrestricted funds		1,222,579	1,086,073
Total charity funds		<u>1,222,579</u>	<u>1,086,073</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

B Gibb
Director and Trustee
Approved by the board of trustees on 23 September 2024

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2023

1 Accounting policies

Basis of preparation of the accounts

The accounts have been prepared on the accruals basis, under the historical cost convention, and in accordance with the Financial Reporting Standard 102 (effective 1 January 2016) and FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015 (as amended by the Bulletin issued in February 2016) published by the Charities Commission in England & Wales (CCEW), effective January 2016. (The SORP).

Accounting convention

The financial statements are prepared, on a going concern basis, under the historical cost convention

Incoming Resources

Incoming resources are accounted for on a receivable basis

Recognition of liabilities

Liabilities are recognised on the accruals basis in accordance with normal accounting principles, modified where necessary in accordance with the guidance given in the SORP.

Fixed assets and depreciation

All tangible fixed assets are stated at cost less depreciation.

All purchases in the year have been expensed to profit and loss account.

Depreciation has been provided at the following rates in order to write off the assets (less their estimated residual value) over their estimated useful economic lives.

Plant and machinery 25% straight line

Taxation

As a registered charity, the organisation is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the charity, and is therefore included in the relevant costs in the Statement of Financial Activities.

Finance and operating leases

Rentals payable in respect of operating leases where substantially all the benefits and risks of ownership remain with the lessor are charged to the Statement of Financial Activities as incurred.

**Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2023**

Funds structure policy

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity. Such funds may be held in order to finance both working capital and capital investment.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

There is no formal policy of transfer between funds or on the allocation of funds to designated funds, other than that described above.

Any other proposed transfer between funds would be considered on the particular

Accounting for Legacies

Legacies are accounted for on a receivables basis

2 Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

	2023	2022
Revenue Turnover from ordinary activities	448,984	559,724
and after charging:-		
Depreciation of owned fixed assets		245
Rentals under operating leases	6,200	6,200

3 Statement that no expenses were paid to trustees or connected persons

No expenses were paid to trustees. £5,040 was paid to Run Your Business Online Limited for bookkeeping and payroll services on normal commercial terms. I Gibb, the son of B Gibb, is a director of this business.

4 Detailed analysis of certain transactions required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005 and revised June 2008)

Various items of support costs and charitable expenditure which are required by the SORP to be disclosed in the notes to the accounts are set out in the Detailed Schedule to the Statement of Financial Activities.

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2023

5 Staff Costs and Emoluments	2023	2022
	£	£
Gross Salaries	319,995	279,049
Pension Contributions	8,299	7,464
	<u>328,294</u>	<u>286,513</u>

Numbers of full time employees or full time equivalents	2023	2022
Engaged on charitable activities	11	11

There were no fees or other remuneration paid to the trustees
There were no employees with emoluments in excess of £60,000 per annum

6 Tangible functional fixed assets

	Plant, Machinery & Vehicles £
Asset cost, valuation or revalued amount	
At 1 January 2023	5,816
Additions	-
At 31 December 2023	<u>5,816</u>
Accumulated depreciation and impairment provisions	
At 1 January 2023	5,816
Charge for the year	-
At 31 December 2022	<u>5,816</u>
Net book value	
At 31 December 2023	<u>-</u>
At 31 December 2022	<u>-</u>

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2023

7 Creditors: amounts falling due within one year	2023	2022
	£	£
Pension fund	1,678	1,439
PAYE and NI		5,753
	<u>1,678</u>	<u>7,192</u>

8 Analysis of the Net Movement in Funds	2023	2022
		£
Net movement in funds from Statement of Financial Activities	<u>136,506</u>	<u>92,058</u>

9 Particulars of Individual Funds and analysis of assets and liabilities representing funds				
At 31 December 2023				
	Unrestricted funds	Designated funds	Restricted funds	Total Funds
	£	£	£	£
Tangible Fixed Assets	-	-	-	-
Investments at valuation	400,000			400,000
Current Assets	824,932	-	-	824,932
Current Liabilities	(2,353)	-	-	(2,353)
	<u>1,222,579</u>	<u>-</u>	<u>-</u>	<u>1,222,579</u>
	£	£	£	£
At 1 January 2023				
	Unrestricted funds	Designated funds	Restricted funds	Total Funds
Tangible Fixed Assets	-	-	-	-
<i>Investments at valuation</i>	400,000	-	-	400,000
Current Assets	693,265	-	-	693,265
Current Liabilities	(7,192)	-	-	(7,192)
	<u>1,086,073</u>	<u>-</u>	<u>-</u>	<u>1,086,073</u>

The individual funds included above are :-

Funds at 2022	Movements in Funds as below	Transfers Between funds	Funds at 2023
£	£	£	£
<u>1,086,073</u>	<u>136,506</u>	<u>-</u>	<u>1,222,579</u>

Analysis of movements in funds as shown in the table above

Incoming Resources	Outgoing Resources	Gains & Losses	Movement in funds
£	£	£	£
<u>672,999</u>	<u>536,493</u>	<u>-</u>	<u>136,506</u>



Welcome to our Review of 2023

In 2023, we expanded the work of [Naturewatch Foundation](#) to help even more animals around the world. We launched new campaign projects using the skills and experience of our passionate and informed staff, such as our work addressing the link between animal abuse and domestic abuse, and how people and animals can be helped. We launched new training programmes to tackle wildlife crime. We doubled the size of our World Animal Day grant and attracted more worthy applications than ever before!

I am hugely grateful to our loyal supporters, volunteers, patrons, trustees, and staff for every act that makes our small charity so effective. I am proud that we make a difference for animals. Last year, we also continued our work in Ukraine and in Eastern Europe. In 2022,

we directed a huge amount of work to help animals impacted by the Russian invasion of Ukraine, and so in 2023 we partnered with and supported some wonderful organisations in Ukraine who are continuing to help animals impacted by the conflict. Our thanks go to those brave people.

I hope you enjoy reading this Annual Review and getting a picture of our work across our six campaign areas. It is comforting to know that we do make a difference for animals around the world and in the UK. Our work often tackles animal cruelty as well as raising standards and it can be quite intense for our team. It is important that we share with you when we successfully influence law makers, law enforcers, or public opinion for the benefit of animals.

Together, we work hard to deliver our mission to advance animal welfare standards around the world!

While this Annual Review only covers highlights from 2023, you can find out more about each of our campaigns on our website ([naturewatch.org](#)), where you can also read copies of [Annual Reviews](#) from previous years.

I look forward to another year of effective and meaningful work, improving the lives of animals. Thank you for your continued support which makes it all happen.

With best wishes,
Sarah Carr, CEO



A year of speaking up for pets who are exploited for profit

We love dogs at Naturewatch Foundation. But they're not the only species who are exploited by the illicit pet trade. That's why we expanded our puppy farming work in 2023 to include cats and rabbits too.

To mark the expansion, our [Stop Greed Breeding](#) campaign launched in April to shine a light on the illegal pet trade. As part of this we:

Turned our [Hotline4Puppies](#) into the [Hotline4Pets](#) – you can now report concerns about illegal breeding and selling of cats and rabbits, as well as dogs, to our investigators. Since April, we've received 19 reports about cats and three reports about rabbits. These are small numbers compared to the number of reports we get about dogs, but they go to show there is a vital need to protect other species from backyard breeding and cruel pet farming. Since we launched our Hotline in 2019, we've had nearly 1,300 reports from across the UK, as shown on our hotspot map. Thanks to your tip-offs, local authorities have taken action to protect dogs, cats and rabbits, and unscrupulous breeders have been hit with fines, disqualifications and sentences.

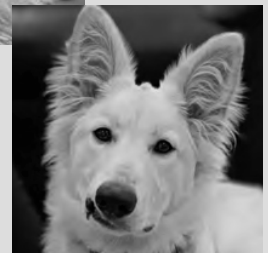


Campaigned for better legal protections for pets – with your support, we've been [calling on the UK Government](#) to regulate cat and rabbit breeding, protect all dogs used for breeding (including male 'stud' dogs used for breeding), and end exploitative breeding practices. Hundreds of you have written to the Animal Welfare Minister calling on them to take action. We've been engaging with the governments across the UK throughout the year, and we're looking forward to seeing this work pay off in 2024. Watch this space...

Teamed up with Woodside Animal Centre to raise awareness – in the spring, we visited [Woodside Animal Centre](#) in Leicester to meet dogs



Peggy, Meg, Lulu and Freya (pictured) and cat, Wilson (pictured), along with their owners.



Each of these animals are now beloved family members, but they had sad starts in life due to illicit breeding. We worked with Woodside to produce a series of short [videos](#) to tell their stories and launched new information materials to help raise awareness.



An update about our canine fertility clinics campaign

We've been investigating so-called canine fertility clinics since 2021 and, thanks to this work, we've built up a leading evidence base about the concerning dog breeding practices that fertility businesses are promoting across the UK, often being asked and recommended by others to provide our expert input. Throughout 2023, we engaged widely with government officials and MPs to provide evidence and recommendations about what should be done to end the exploitation of dogs by amateur clinics, including:

- Our CEO was called to give evidence to the Environment, Food and Rural Affairs Select Committee of MPs in



Parliament as part of an inquiry into pet welfare and abuse. Our campaigns team also produced comprehensive written evidence for the Committee that was supported by friends across the animal welfare sector, including Hope Rescue, All-party Parliamentary Dog Advisory Welfare Group (APDAWG), the Scottish SPCA, UK Centre for Animal Law (ALAW), British Veterinary Association and more.

- Our campaigns team were approached by the Scottish Government to comment on its proposals to establish a licensing scheme for canine fertility clinics ahead of a public consultation. We submitted evidence to this process, and our recommendations were supported by our friends at the ALAW.
- Our campaigns team also gave evidence about canine fertility clinics to the Animal Welfare Committee, an expert body that advises the Department for Environment, Food and Rural Affairs (Defra) and the Scottish

and Welsh Governments about animal welfare issues.

- As a direct result of our evidence, in 2023 we also saw the Royal College of Veterinary Surgeons issue updated advice about canine artificial insemination, which is a procedure commonly advertised by canine fertility clinics. They confirmed that it's illegal for anyone to do this procedure, bringing to an end a 'grey area' that fertility clinics had been exploiting. We're extremely proud of this success for dogs.

Much of this work has been happening behind the scenes, but rest assured that we've been speaking up for dogs who are being exploited by amateur 'clinics' at every available opportunity. We're looking forward to seeing the outcome of our advocacy work in 2024 and we're keeping our fingers crossed for positive law and policy developments that will improve protections for dogs.

Investigations

2023 was a very busy year for us with around three times as many illegal animal trade incidents reported to Naturewatch Foundation than in 2022. This has coincided with investigations expanding our remit to include the illegal trade in cats and rabbits, as well as dogs and illegal fertility clinics. Although some of the businesses we have looked at this year have also been involved in breeding and selling reptiles, racoon dogs, small rodents, birds of prey, game cockerels, ferrets, horses and even chimpanzees!

On the right is a sample incident report which is based on a real investigation into an alleged illegal trader in rabbits.

Our exciting new initiative to help pet victims of greed breeding

work is expensive, and without non-profit rescue organisations many animal victims of the illegal pet trade simply wouldn't have any hope of a better life.

The Pet Rescue Grant is our small way of helping those on the frontline give more animals the loving care and support they deserve – and it's all thanks to you that we can offer this grant. Applications opened in January 2024, and we'll keep you posted throughout the year about the projects that you've helped make a reality.



Naturewatch Foundation Pet Rescue Grant

and organisations who see the misery caused by illegal breeding and selling first-hand. Rescue and rehabilitation

Protect Animals Protect People

Building safer communities for both animals and people

The safest communities for people are those where animals are protected. Our training around the world over recent years has explained the connection between animal and human welfare to politicians, police officers and prosecutors. We know that when there is greater understanding about why animals matter and how their welfare has an impact on everyone in the community, doors start to open, and attitudes change.

Since 2018 the advancement of animal welfare has been at the core of our police training across Ukraine, then in Moldova, Canada, Italy, Australia and India, where we reached the lawyers and legislators of tomorrow with our messages.

The animal-human bond

You will know only too well the importance of the bond between animals and humans, especially in times of loneliness, sadness and depression, and it is important that laws and public protection policy recognise that. Sadly, abusers may also use this bond to inflict psychological harm on people, to coercively control a person, a spouse, partner, child or elderly relative.

One in five women between 16 and 74 are affected by domestic abuse. Many won't leave to a place of safety if they must leave their pet behind.

Public protection

Scotland Yard is perhaps the most iconic police building in the world and it was an honour to be invited to present about our campaign here in October, a month where we reached both this important venue for public protection and Parliament!

We have also made huge progress across the country on this campaign. For example, we have been instrumental in persuading 35 of the 44 police force websites in England and Wales to contain advice on the animal-human abuse link and, importantly, offer advice on where to get help if you are affected.

(Please go to your local police force site and type in 'animal cruelty and domestic



Protect Animals.

Protect People.

In 1751, William Hogarth, an artist and animal campaigner who lived in London first created engravings depicting the transition from animal cruelty to domestic homicide and his house was the venue we chose to launch our latest

'Protect Animals, Protect People' campaign, alongside partners from the police, animal advocates and specialist lawyers. We want to use our experience and knowledge from training around the world to help prioritise animal welfare in England and Wales.

Our aim was to show that, working together, we could begin 'Breaking the Link' between the abuse of animals, and the abuse of people.

We also featured on the ITN News.



We also made a submission to Government on how understanding animal welfare can help prevent some escalations of violence towards women and girls, a Home Office priority. We are proud that they accepted our submission and published it.

Previous written submissions of ours have assisted with the new Online Safety Act and the recent guidelines issued by the Sentencing Council about the Animal Welfare Act. This is the organisation that directs Magistrates Courts on sentencing. We still feel there is more work to do but at least there is now recognition of the seriousness of animal cruelty committed in front of children. Again, we are proud to have contributed to this progress in 2023.

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Wildlife crime

An award-winning 2023 for our wildlife crime team!

We are honoured to share with you that at the 34th Wildlife

& Rural Crime

Conference this year, we were awarded

the 'Wildlife Crime Partner Operation of the Year' accolade. In

summary, we created a training package, funded jointly with the

National Wildlife Crime Unit (NWCUC), which takes the learner

through each crime, using animations to teach them exactly

what callers may be experiencing when a

crime takes place, how to deal with the call and how best to send police officers

to manage the incident. Wildlife crimes often reported include the barbaric

coursing of hares and relentless pursuit of foxes; merely to watch them torn

apart by dogs. We project-managed the development of the training package

and, since launching in August 2023, over 4000 people have been trained, and



the training continues to be rolled out. More about the winning project in our wildlife crime letter!

Training

We ran training sessions around the country throughout 2023, providing training to police officers and staff, university students and delegates of the Chartered Society of Forensic Science conference.



The training covered the enforcement of animal welfare and wildlife crime legislation in the UK, evidence-gathering at crime scenes and also leading a discussion on how the modern digital world is enabling animal crime. By providing free training to various sectors, it enables us to share experience, knowledge and tips on bringing perpetrators of animal crime to justice.

Time for Change Coalition

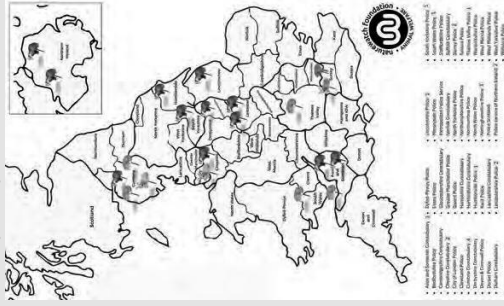
The Hunting Act 2004 has been disregarded for too long, now is time for change. In 2023, Naturewatch

Foundation formed part of a mighty coalition of over 30 charities that joined forces under the Time for Change Coalition. We are calling for a ban on trail hunting on National Park land and the end of the smokescreen that is trail hunting for good.

By removing the land available, you remove the playground of illegal fox hunting in England and Wales. In the summer, our CEO, Sarah Carr and Campaign Manager, Kate Salmon attended the Time for Change Coalition launch, pledging our support as a coalition member.



crime such as wild bird trapping. We have also uncovered other forms of criminality such as the trade in ivory, drugs, knives, offensive weapons, and criminal damage involving 4x4s, quads and dirt bikes.



Wildlife Crime Investigations

Caution: You might find some of the following content upsetting.

This year has involved many, many heinous acts of cruelty inflicted on our beloved wildlife and the loyal dogs so badly abused by their owners to get their kicks. As animal lovers, each and every case has an impact on us and spurs us on to target the individuals involved.

We focus on the sharp end of animal cruelty. Cases involve hunting with dogs and animal baiting, such as the badly persecuted fox and badger being set upon by numerous dogs, following a prolonged dig out which causes so much mental suffering as these animals await their fate – a violent and painful death. Many investigations have involved dogs chasing down and tearing apart foraging deer and brown hares, after being lamed at night – they really didn't stand a chance.

Wildlife criminals rarely restrict themselves to one form of animal suffering, and so investigations have inevitably included other forms of wildlife

Introducing Operation Recall

Let us introduce OPERATION RECALL, a new, timely partnership for animal welfare.

With a reported 50% increase in incidents relating to dogs attacking livestock since 2019 [Cite: NFU Mutual], the levels of livestock worrying and attacks have reached an all-time high. At Naturewatch Foundation, we believe that any animal, regardless of what their intended purpose is on the planet, deserves to have their welfare needs met to the highest standard. This includes dogs, cats, sheep, horses, llamas, guanas, pigeons etc!

We recognise that rural and wildlife crime come hand-in-hand, and with our love of taking action and partnership working this project fits the bill for us.

OPERATION RECALL delivers an operation framework for policing, and a platform for partners to combat the issue under the cohesive approach of RECALL. Briefly, the project has embedded an educational video into the criminal justice system that will be mandatory for offenders to watch. It also includes general awareness for the public on how easy it is to lose control of your dog, which can end with catastrophic consequences for farm animals and the dogs involved. Many are

Being a founding member of OPERATION RECALL has been an excellent opportunity for Cheshire Police, the RSPCA and Naturewatch Foundation. With everyone united in playing a role in stamping out the problem of livestock worrying and alleviating animal suffering, we will be the change needed. Following the abandonment of the Kept Animals Bill in



Our Wildlife Crime Campaign Manager, Kate Salmon conducting an interview with Cheshire Police

shot, euthanised, injured or have legal restrictions placed upon them.

Parliament in 2023, frontline projects are now vital for improving animal welfare. Sections that contained legislation recommendations to keep farm animals safe were abandoned. OPERATION RECALL is picking up the reins and 'taking the lead' to decrease the number of livestock attacks in the UK.



“Don't be under any illusions, it is never the dog's fault.”

- Paul the Sheep Farmer

A responsible society is society's responsibility. Pledge to be a responsible dog owner here:



Animal experiments

Fighting to stop the secrecy in laboratories

Animal testing is often shrouded in secrecy. Information that's released into the public domain is heavily controlled and only paints part of the picture about what happens to animals used in experiments. You may be shocked to learn that nearly three million experiments take place in the UK each year.

Due to a restrictive piece of our law – section 24 – requests to the authorities for more information are often blocked. But the lack of transparency doesn't end there. The Home Office, which is the Government department responsible for issuing animal testing licences, has sat on the results of a public consultation about repealing section 24 since 2014. The pace is frustratingly slow.

In 2023, we once again called on the UK Government to improve transparency around animal testing via our Stop the Secrecy campaign. We were encouraged when officials in the Home Office said they were looking at this issue and were due to meet with officials in the autumn to hear more about their plans.

But the meeting was cancelled.

Many of you have supported our campaign to repeal section 24 via our petition, and we know how important it is to you, our supporters. We've been

ANIMAL TESTING SHOULDNT BE

#RepealSection24

assured the issue will be revisited in early 2024 and we'll be holding the Home Office to this.

We'll also continue to work with our friends in other animal welfare organisations, who are equally frustrated by the UK Government's lack of action

for innocent animals used in science. If you haven't had chance to support our petition yet, please do so at: <https://action.naturewatch.org/end-animal-testing-secrecy>

Number of animal experiments in Britain remains shockingly high

The latest available figures from the Home Office show 2,761,204 were carried out on defenceless animals in 2022. This includes 54,696 severe procedures, which includes things like:

- Use of the forced swim test, which involves putting a rodent in a beaker of water where they are quite literally forced to swim for several minutes because they have no way to escape;
 - Use of severely restrictive metabolic cages (which are used to collect an animal's urine and faeces for study) for prolonged periods of time;
 - Toxicity testing where high dosage to animal testing.
- The suffering experienced during experiments like these is unimaginable and underlines the urgent need to transition to animal-free scientific methods. The number of experiments reduced slightly in 2022, but the Government and industry are still not moving quickly enough towards an end to animal testing.

In 2023, our Compassionate Shopping Guide turned 30!

We started the guide in 1993 as part of our campaign to see an end of animal experiments.

Back then, there was no cosmetics testing ban in place, so the guide was created to give people a way to find and shop from companies that don't test on animals.

Whilst we have seen progress, in the last 30 years, there are still companies out there that don't have robust animal testing policies in place, or are owned by parent organisations that test on animals in the course of other corporate activities.

The Compassionate Shopping Guide is the only cruelty-free guide that considers the policy of the parent company as a whole. We only endorse companies with zero ties to animal testing.

This year, we have seen how our strong endorsement criteria can have positive ripple effects beyond individual brands.

Recently, two of our endorsed brands were purchased by larger organisations.

help them put robust animal testing policies in place. In turn, this meant we could continue to endorse Ecozone and Balmonds, as well as the other brands owned by HG International and Silverwood Brands!

This ripple effect would not have happened were it not for our insistence that, to be endorsed in the Compassionate Shopping Guide, the entire company group must be cruelty-free.

Other new endorsements this year include:

- Raven Botanicals
- Willow Beauty Products
- Rio Bela Cosmetics
- Fill Refill Co
- Emant Vegan Cosmetics
- Naturigin
- Lykkegaard
- Natulique
- Nailberry
- Steam Cream

We're looking forward to 2024, when we'll be unveiling a revamped Compassionate Shopping Guide website, so keep your eyes peeled!



All the brands endorsed in the guide meet the following criteria:

- ✓ They have a fixed cut-off date for animal testing.
- ✓ They're not owned by a parent company or subsidiary that tests on animals.
- ✓ They don't export to countries where mandatory animal testing is required.

When endorsed brands are purchased, we then contact the larger organisation to find out what their animal testing policy is. This can mean the end of our endorsement for them, as sometimes the organisation they have been purchased by is not cruelty-free or is open to changing their policy.

We were delighted to work with HG International, which purchased Ecozone, and Silverwood Brands, which purchased Balmonds Skincare this year to

Cosmetic testing update

Unbelievably, in 2023, it was revealed that the Home Office had been issuing animal testing licences allowing companies to test ingredients used in cosmetics on animals. This had been done under the radar and only came to light after the government was taken to court.

It's been illegal to test cosmetic ingredients and finished cosmetic products on animals in the UK since 1998, but the ingredients were being tested to comply with chemical safety

regulations, which do allow for animal testing.

Shockingly, the court found that the Home Office hadn't acted illegally. However, the revelations rightly caused uproar and have led to the UK Government rescinding the licences it had granted for this purpose.

The Government has said it will not issue any new licences to test ingredients used exclusively in cosmetics. However, this promise does not extend to ingredients

We can all create a cruelty-free future

In 2023, we designed and released our brand-new action pack. We know that advocating for animals in labs can be tough and progress can be painfully slow. But there are little things we can all do as individuals to help create a cruelty free future.

If you haven't got yours already, download it at naturewatch.org/cruelty-free-action-pack. Alternatively, you can call 01242 252 871 or email info@naturewatch.org to request a hard-copy.

used in cosmetics and other kinds of products.

This is why it's so important to ensure you're buying products from brands endorsed by our award-winning Compassionate Shopping Guide. We only endorse brands with zero ties to animal testing, so you can be assured your money isn't funding experiments in any way. For over thirty years, we've been helping ethical shoppers find truly cruelty-free products.



Ukraine

The war has been raging for nearly two years and advancing animal welfare in the region has been challenging.

The first days of war

As the country came under attack, we needed to brief other international organisations who wanted to provide animal aid, using our experience from the last 30 years. We then targeted our own aid and rescue missions through our UKrainepaws and Drains4Ukraine projects, reaching Poland and Romania where the aid could be transferred into Ukraine.

Our colleague, Natalie, had to avoid the fighting whilst continuing to run spay/neuter programmes in Kharkiv and Kupiansk, as well as coordinating the activities of many others.

Our supporters helped so much, sending financial donations and items from our wish lists.

This last year

During 2023, our aim was to support those local organisations, who are doing incredible work under circumstances we can only imagine.

• The group 'Antares' work alongside canine colleagues to rescue people trapped within the most dangerous of conditions. The job is essential, and we must ensure the dogs have the best protection possible. Their feet can be badly cut in the rubble and so we provided them with 55 pairs of protection shoes to help their paws.

• Dogs on the front line had no medical equipment so, through organisation 'Tailed Bandit', we provided 50 medical kits for the dogs' needs.



everything. These moments of kindness and generosity from you are extremely special. Thank you.

• We helped abandoned animals of unoccupied territories with food and anti-parasite treatment, supported small shelters all over Ukraine, and participated in helping Ukraine implement humane animal welfare standards on the national level. This work is still in progress.

The way forward

We must look to the future and continue what we have been doing since Naturewatch Foundation was formed.

In partnership with other organisations from around Europe, we have developed a model for compassionate stray animal management. This will be one of our lead areas of operations for 2024 and beyond.

This last year, we also took part in animal welfare conferences in Ukraine and made a submission to the European Parliament offering hope for the future of those animals, innocents of the war.

• With other partners, we reached the areas where the fighting has been the heaviest and one Naturewatch Foundation supporter purchased a 'Lily Bear' from our shop so that it could be given to a child who had lost



Public affairs

Disappointment as animal welfare promises dropped

When we heard its future was under threat, we once again teamed up with friends across the animal welfare sector to lobby the Government to keep its promises for animals. But the Bill was controversially shelved for good in May.

The Government has said it will take the measures in the Bill forward as separate issues. It had announced plans to end live exports of some farmed animals for

slaughter and fattening by December, and a Private Members' Bill to end puppy and kitten smuggling is being taken forward. However, other welfare promises remain up in the air.

We'll continue to hold the government accountable for its manifesto promises before the next election because, whilst these delays continue, animals suffer.

Your animal welfare priorities are in our #Win4Animals general election manifesto

- **Improve enforcement of our animal welfare laws** – by making it easier and cheaper for the authorities to take action for animals.
- **Stop exploitative pet breeding** – by regulating all dog breeding for profit, and regulating cat and rabbit breeding.
- **Break the link between animal abuse and domestic abuse** – by giving public protection personnel the tools to spot animal abuse in the home.
- **End animal testing** – by investing in Non-Animal Methods (NAMs) and delivering an ambitious phase-out strategy.
- **Make wildlife count** – by making wildlife crime recordable and closing loopholes in the Hunting Act 2004;

Our #Win4Animals Manifesto contains all these recommendations and we're ready to make your voice heard in the lead-up to a 2024 election. Find out more at naturewatch.org/uk-general-election-2024.

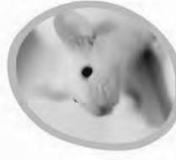
Your top priorities for animals



Ensuring justice for animals



Stopping exploitation of pets



Ending animal testing



Making wildlife count



Breaking the Link

Our advocacy work in 2023

- In 2023, we continued to engage with the UK governments and politicians to advance animal welfare. We provided evidence to consultations about:
 - The Welfare of Dogs (Scotland) Bill
 - The Online Safety Bill (now the Online Safety Act 2023)
 - Violence against women and girls
- Veterinary Medicines Regulations 2013
- Pet Welfare and Abuse
- Animal activities licensing in Scotland
- Penalty notices for animal health and welfare offences

We also continued partnership working with old and new friends, supporting campaigns where we share common interest. We are proud to be a member of Wildlife and Countryside Link, the largest environment and wildlife coalition in England. We also became a member of the Legal Advisory Group on Extreme Conformation in Dogs to push for better UK laws to protect dogs from extreme breeding trends.

Events, events, events...

It's been another busy year for the team, getting involved in animal welfare events right across the country. From attending Parliament to Christmas markets, there have been many opportunities to meet our supporters in person and spread the word about our animal welfare campaign work to the larger community.

We started our summer events by attending the open days of Cheltenham Animal Shelter and Vale Wildlife Hospital. It was a busy weekend, where we enjoyed chatting with some of our existing supporters and meeting many more visitors interested in our work and their four-legged friends!



Raffle winner at Vale Wildlife Hospital open day



Naturewatch Foundation team at the Cheltenham Animal Shelter Summer open day

Our year of events culminated in a trip to the RSPCA's Woodside Animal Centre for their Christmas Market. Although there was no snow, the market had a festive feel, and we had a great time getting into the Christmas spirit. We met many new people interested in supporting our campaigns, and we appreciate the unwavering support of our existing supporters.



Woodside Animal Centre Christmas market



Our events have been successful because of our supporters, both old and new, and with their ongoing support we will continue working to make the world a kinder place for animals.

colourful protest that received media attention, helping to boost awareness of the report. Our CEO, Sarah Carr, and campaign team members Kate and Tash, all attended to show support.

We are a small organisation that already works on a number of issues, but of course we always aim to support relevant causes when we can, particularly when the issue is as important as biodiversity loss!

So, in addition to our attendance at the 'Restore Nature Now' demonstration, we are supporting Nature 2030, a report produced by the Wildlife and Countryside Link that sets out the necessary actions that the Government needs to take to create a better state of nature.

Reflecting on World Animal Day 2023!

World Animal Day takes place every October 4 and Naturewatch Foundation plays the busy role of coordinating it. This year, the role was busier than ever as we took on the big task of planning a brand new website that has now been launched!

The website, which you can visit at: www.worldanimalday.org.uk is a much more user-friendly and vibrant version of its former self, and can be navigated easily by anyone looking to find out more about, or get involved with, World Animal Day. On the new website, visitors can add news items, find relevant resources and browse, or add events taking place in recognition of this important day for animals. On the following three pages you can find all of the events that were added to our new site this year, and we'd love to see even more added in 2024.



And if you're not online, we wanted you to see what the new website looks like so we've included some screenshots!

Spreading the word about World Animal Day

As you'll see from the following pages, so many people spread awareness about World Animal Day in 2023 and it was amazing to see. One really good way of reaching new audiences and people that have not heard of World Animal Day is through gaining media attention. This can be done through contacting local journalists to let them know about October 4 and why it is so important, or letting them know about an event that is taking place for World Animal Day.

As well as the written news items we saw about World Animal Day in 2023, our CEO, Sarah Carr, had the opportunity to speak on BBC Radio 2 about the importance of World Animal Day to thousands of listeners nationwide as part of their morning show. And many miles away in Kurdistan, World Animal Day Ambassador, Sulaiman T Saaded, spoke on the Bayani Bash Kurdistan Show and radio stations such as Duhok Radio about his role as an ambassador of World Animal Day. Both of these opportunities allowed listeners to find out more about the day, when they might not have otherwise had the chance to.

We know that World Animal Day also benefited from radio coverage in countries such as Lebanon and Rwanda, as well as articles and blogs written in India, the Philippines and throughout Europe. These opportunities play an

World Animal Day 2024

At its peak on October 4, #WorldAnimalDay reached over **77M** people, a staggering increase of 22 million from 2022!

You were most active on Instagram and TikTok.

There are over **90** dedicated World Animal Day ambassadors working tirelessly to help improve animal welfare around the globe.

Our brand new website, launched for October 4 had over **27,000** visits on the day.

Over **18,000** of you visited our website to submit or look at events taking place.

Judging by the tone of posts, the day was filled with joy and admiration for the love of animals.

40 Registered World Animal Day events took place on October 4 around the world.

Top 5 most engaged countries: United Kingdom, United States, India, Australia, Netherlands.

Top 5 most engaged countries: United Kingdom, United States, India, Australia, Netherlands.

important role in allowing the day to grow, so we would always encourage supporters to get the word out there in any way they can!



Announcing 2024's World Animal Day Theme!

In 2023, the theme for World Animal Day was 'Great or Small, Love Them All' and for 2024's theme we came to you again for ideas!

The winning theme for the next World Animal Day is:

"The world is their home too"

2023 was a big year for World Animal Day events!

We saw loads of events all over the world this year and we want to share those that were added to our website with you – there might even be a lot more that weren't added that still took place!

Africa

Ascension Island An event was held on Ascension Island that provided children with education about the welfare of the animals on the island and the chance to sculpt those animals.



Asia

Afghanistan Nowzad's veterinary teams attended one of Kabul's brick kilns to vaccinate and treat working donkeys and provide information to owners about their welfare.



Kurdistan Kurdistan Organization for Animal Rights Protection gained a lot of media attention about World Animal Day.



Lebanon An activist working to protect migratory birds from illegal shooting spoke on the radio about how birds can be protected.

Myanmar The Environment, Health and Safety Myanmar shared stories of rescue and rehabilitation of animals in their country.

Nepal The Voice of Animal Nepal organised a feeding programme for the monkeys of the Nil Barahi temple as well as the dogs in Lalitpur district.



Bangladesh AniMedCare encouraged pet owners to bring their animals in for their necessary check-ups.

China AnimalsAsia provided and administered 100 free rabies vaccinations for owned animals.

India NGO, Doing My Bit Foundation, partnered up with 12-year-old Amber Velloz, to use one of her hand-crafted stuffed toys to raise awareness about the importance of animal neutering and vaccination.

India A public awareness programme was held in Bhubaneswar in Odisha state, India, covering global warming and animal protection.

India Regional Veterinary Association SRVA held an online webinar on "Veterinary Homeopathy: Blessings for the animal kingdom" aimed at veterinary surgeons.

India The Vigyan Setu Foundation held a World Animal Day online quiz and held four interactive sessions around the country.

India People For Animals Siiguri fed and administered antiparasitic treatment to stray dogs and oxen.

India Animal Protection Society Udaipur ran a poster competition and donation drive for animals.

Indonesia Surabaya Education ran an educational event for animal lovers and children.

Australia A peaceful protest march was organised, with attendees holding banners, handing out leaflets and making speeches against the live exportation of animals.



Australia Townsville Against Live Export Inc. (TALE) held a market stand at Strand Night Markets to raise awareness of the cruelty of the live export trade.

Australia Edgar's Mission opened the sanctuary for visitors and offered a tour of the site and a chance to meet some of the 400 animal residents.

Australia Little Learners Camberwell in Victoria set up teaching plans all about World Animal Day.

Australia Papilio Early Learning Centre Robina provided lessons in conservation and rehabilitation for foundation years.

Europe

Bulgaria Bookfan.tasy, a blog for readers, encouraged people to read at least two books, fiction or nonfiction on sustainable development and the balance of nature.

Finland Finnish society, Kissojen oikeudet (Rights of Cats) ran a photography competition.

Greece IJM.Panagiotopoulos School engaged in a series of animal-related activities throughout the first week of October.

Ireland A peaceful demonstration and march was held in Dublin to raise awareness of the animal welfare crisis affecting animal rescue centres across the country.

Italy Italian group, Qua la zampa effe ODV, ran a stray dog adoption drive and campaign with the help of their volunteers in the hope of finding homes for all dogs in their pups room!

Italy Alveare da Favola, a beekeeping project, ran a reading therapy workshop with the theme 'Relationships with Animals'.

Canada The Humber Arboretum held a conversation called the Nature Exchange which allowed people to share views on our relationship with animals and nature.

Canada FLAP Canada ran an event raising awareness of how people can make their windows bird safe.

Canada The Calgary Wildlife Rehabilitation Society encouraged supporters to write wildlife-themed tales. From Canada to Guatemala World Animal Day ambassador, Ericka Ceballos, delivered items donated to IFAF (International Aid For Animals Foundation), to two in-need shelters in Guatemala.

Mexico Zacatecas State High School College organised a busy programme with educational talks that covered road safety and pets and responsible pet ownership.

USA Village on the Green held an interfaith service to give thanks for the animals within their community and offered individual pet blessings.

USA In the San Francisco Bay Area, there was a donation drive for the Schwartz Family Animal Welfare Foundation.

USA Florida Research Institute for Equine Nurturing, Development & Safety held an open day at their horse sanctuary.

South America

Brazil The Department of Environmental Education ran a day for their students with a busy project programme including topics such as marine life and protecting birds.

Costa Rica SASY (Stop Animal Suffering – Yes!) ran a low-cost spay and neuter clinic within a low-income neighbourhood.



Ecuador The Club de Fauna Silvestre USFO, a club focused on animal welfare education and wildlife protection, hosted a series of activities raising awareness about wildlife.

Paraguay In Coratei, a school assembly was held, sharing information with the students about animals from different countries.

Portugal Associação do pessoal do Instituto Superior Técnico (APIST) ran a donation drive for a non-profit animal rescue.

Romania The University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca ran an event, The Day of Human-Animal Interaction Day.

Romania UrbanVet offered dental treatment for cats at a discounted price throughout October for World Animal Day.

Romania George Emil Palade middle school hosted a debate on animal rights and habitat protection.

Romania World Animal Day ambassador, Claudiu Iosim ran a marathon relay.

Serbia The Society for the Protection of Animals LUBIMCI coordinated the date of the launch of their first online shop with World Animal Day.

Serbia Elementary school "Knez Sima Marković" ran World Animal Day activities with their first and second grade students.

Serbia World Animal Day ambassador, Ivan Kurajov hosted an awards ceremony for people improving animal welfare.

Serbia The municipal team for solving the problem of abandoned dogs held a stand to highlight the issue.

Spain Phoenix International School ran a donation drive for their local animal shelter, local animal shelter (Happy Animales Spain).

Spain The Animal Collective ran a day of workshops with a youth group to raise money for their shelter.

Spain The Mayfair Academy held a special assembly and themed fancy-dress day.

Turkey Kültür Koleji Primary English Department held a day of fun activities and projects.

Ukraine Ukrainian musician Roman Bulakhov performed in the Tbilisi dog shelter with other musicians.

Ukraine Nowzad organised a training seminar at Lviv National University of Veterinary Medicine and Biotechnology on the basics of a brand new electronic ID system.

North America

Barbados The World Animal Barbados Team held a media press conference about the need to change legislation to better protect animals.

We can't believe how many events were added to the World Animal Day website just for the UK alone, so let's take a look!

United Kingdom

- In London, a pet blessing service was held at the parish of St Botolph -- a service that takes place annually.
- Hawthorns School held a costume day with the theme 'Be a Superhero for an Animal', with proceeds going to two shelters local to the school.
- Cheltenham Animal Shelter ran a tabletop sale.
- The Wonky Animals Poetry Collective held an online event with donations going to the Manor Farm Charitable Trust.
- Haileybury Community Action gave a presentation about World Animal Day to a school in Hertford Heath.
- Meon Junior School's monthly Eco Warrior Club focused on World Animal Day, looking at ways that the pupils could help their favourite animals.
- Sundeane Vets held a charity animal treat baking sale to raise money for local animal shelters.
- St Mary's School in Middlewich held an open day, inviting parents to get involved with their World Animal Day activities.
- Kidderminster College held an information stand about the Five Animal Welfare Needs and the importance of World Animal Day.
- The Pet Education Partnership offered an exclusive online workshop on animal sentence available for schoolteachers of students aged 7-11 years to present to their class.
- Trinity Student Village hosted a 'shared planet' themed event for students.
- The Fox Project used World Animal Day to celebrate their work of rescuing 1400 foxes a year.
- Harry Edwards Healing Sanctuary offered a 'Distant Healing Service' for all animals.

The main grant winner: Jakarta Animal Aid Network for the creation of an animal ambulance!

This year, the amazing Jakarta Animal Aid Network (JAAN) was awarded with the main sum of the grant money.

The Indonesian organisation is dedicated to improving the lives of all animals in Indonesia, with several campaigns aiming to help both wildlife and domestic animals. JAAN has a wildlife rescue centre in Sumatra that offers sanctuary to exploited and abused wildlife, with the opportunity for the release for the animals who can safely live their full lives in the wild. The charity also runs neutering programmes for the numerous stray dogs and cats living in Indonesia.



JAAN works hard to provide veterinary care to animals, who need it throughout Indonesia

Despite working closely with the government to help with animal welfare issues within the country, JAAN does not receive financial support from them and relies entirely on donations from their supporters.

JAAN applied for the Naturewatch Foundation funded grant to be able to buy a van to convert into a mobile veterinary clinic and use for their animal welfare projects throughout Jakarta. Within their application they



The JAAN team using the anaesthetic machine that will be going in the renovated van.

The first mini-grant winner: Cape Animal Welfare Forum for a compassion fatigue workshop

Cape Animal Welfare Forum (CAWF) were awarded with a smaller portion of the grant to cover a workshop that they felt would be really beneficial for their membership. CAWF is an informal body of animal welfare non-governmental organisations in Western Cape that collectively work together to improve animal welfare throughout the province.

The animal welfare sector can be a challenging one to work in due to being exposed regularly to animal suffering. Over time, even the most resilient people can experience burnout, or compassion fatigue, where the stresses and emotional burden from this type of work begins affecting all other aspects of the person's life. Compassion fatigue can be hard to work through and sadly can often lead to very caring people leaving the animal welfare sector.

We were therefore very pleased to be able to award CAWF with some grant money for their proposed compassion fatigue workshop that would be offered free to all members. The workshop was taught by a life coach with experience in this type of burnout. The concepts explained that the van would allow easier transportation of wildlife to and from the rescue centre, something that, due to the diverse wildlife in Jakarta including orangutans and primates, is not an easy feat in cars and smaller vehicles. They also set out how the van would be fitted with anaesthesia and other necessary veterinary equipment and could therefore be used for their neutering programmes.

The second mini-grant winner: Swaziland Animal Welfare Society

The third sum was donated to Swaziland Animal Welfare Society (SAWS) for them to print 10,000 A4 folded leaflets providing vital information on animal welfare. The leaflets were printed in November and SAWS plans to make them available in outlying rural areas that have high football so that they are distributed amongst people that need them.

The leaflets contain the information in both English and SiSwati, which makes them more accessible and have in the past received great feedback from recipients.

Naturewatch Foundation to award JAAN the main part of the grant. This money will be enough to cover the costs of the van and its full renovation.

The van is currently in Java having the veterinary equipment installed ready for use. Once it is up-and-running, we will be providing updates, which you'll be able to find on the new World Animal Day website.



This image shows an example of how the van will be laid out.

The project has the potential to help many animals quickly and offers JAAN the chance to increase the number of animals they can help, which is what led the World Animal Day team at



Event hosted in Wales at the Senedd with the government and elected policy makers, Hope Rescue, RSPCA Cymru, Greyhound Rescue Wales, as well as Sarah Carr, CEO of Naturewatch Foundation

Find out more

If you haven't seen World Animal Day's website or social media channels yet, you can find them here:

- Website: worldanimalday.org.uk
- Facebook: [@WorldAnimalDayInternational](https://www.facebook.com/WorldAnimalDayInternational)
- Instagram: [@worldanimalday](https://www.instagram.com/worldanimalday)

Our 2023 World Animal Day grant winners!

We were delighted that this year the World Animal Day grant DOUBLED in value, meaning that we had £10,000 available to award to an animal welfare project that promised to make a tangible difference. This increase was made to reflect the increased pressure that charities and non-profit organisations are under from the high cost-of-living and demand of their services.

Determined to help as many animals through the grant as possible, we managed to find a way to award grant money to three different organisations, awarding one main grant and two smaller ones. The increased amount of grant money made it much easier for us to do this!

To find out more about the winners, read on:

Other ways you can support our animal welfare campaigns



As you can see from our Annual Review, we've been putting your kind donations to good use throughout 2023.

But being an animal welfare advocate isn't just about financial contributions. We greatly appreciate all kinds of support for our campaigns.

Check out these other ways of making a difference for animals, in the UK and worldwide – you don't even need to be online for some of them!

Please contact us if you have any questions:

- info@naturewatch.org
- **01242 252 871**

Recycle, recycle, recycle

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

The above items can all raise crucial funds for our animal welfare work! Just call us for details.

Sign our petitions

We realise that not everyone has access to the internet. If you would like to support our petitions by sending a letter instead of an email, just call us and we'll tell you about our latest campaigns.

Share our leaflets

Promote our work by sharing our leaflets far and wide – get in touch and we'll let you know which ones are currently available.

Display our community poster in your area

Help stop greed breeding on your doorstep with our poster.

It includes details of our investigations hotline and is perfect for community noticeboards in:

- Libraries
- Community centres
- Supermarkets and shops
- Cafés
- *and more!*

Just contact us to order your copy.

Carry our reporting card

Be ready to share your suspicions about illegal companion animal breeding – carry our card in your purse or wallet. Just email or call us to let us know how many you'd like.

Don't forget – our investigations also include illegal cat and rabbit breeding.

Get your vet involved

Our #Vets4Puppies campaign packs include information about puppy farming and how to avoid buying a dog from a low-welfare breeder.



Ask your local vet practice to raise awareness in their reception area. Please tell them to email us for their FREE resources pack:

- vets4puppies@naturewatch.org

Ways to support us online

Fundraise while you shop

You can support Naturewatch Foundation (at no additional cost to you!) when you shop online via these websites:

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

Share our messages

Follow us on social media to share our messages and spread the word:

- **Facebook:** [@Naturewatch.org](https://www.facebook.com/Naturewatch.org)
- **X (Twitter):** [@Naturewatch_org](https://twitter.com/Naturewatch_org)
- **Instagram:** [@naturewatchfoundation](https://www.instagram.com/naturewatchfoundation)

You can also follow our Compassionate Shopping Guide on Instagram for news of our latest cruelty-free endorsements:

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

Sign up for our emails

We'll send you occasional messages with updates on our work and let you know how you can help.

Naturewatch Foundation:
naturewatch.org/mailling-list

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

Leave a legacy



Leaving a gift in your will is an opportunity for you to continue helping end animal cruelty long into the future.

For us, a legacy means we can take actions that can positively impact animals worldwide for years to come.

Your gift, no matter how small, can make a real difference in the fight against animal cruelty.

Over half of our donations come from gifts in wills. Previous gifts have funded much-needed medical equipment, one-off items, and animal welfare training that we might otherwise have been unable to provide.

Free will-writing service

If you are considering leaving a gift in your will, we are pleased to be able to offer a free will-writing service and a copy of our free, non-obligatory Gifts in Wills Guide.

To find out how a gift in your will can help support our campaigns, please contact us via email at legacies@naturewatch.org.

Alternatively, please give our contact details to your solicitor: **Naturewatch Foundation, 49 Rodney Road, Cheltenham GL50 1HX.** Registered charity number 1039679.

And finally...

Thank you for being part of the Naturewatch Foundation community and for supporting our mission to create a kinder world for animals. Since 1991, Naturewatch Foundation has been campaigning passionately to end animal cruelty and advance animal welfare standards in the UK and worldwide.

Through our campaigns and with your support, we work hard to raise awareness about animal cruelty and poor welfare standards and equip professionals and the public with the knowledge to take action.

As a charity, we are mindful to keep costs to a minimum and always strive to get the best results for our work! As an employer of staff and a volunteer team, we look out for each other, demonstrating the compassion we share for all living things. Thank you for your continued support.

Sarah Carr, CEO

NATUREWATCH FOUNDATION

England & Wales - Charity number 1039679

Accounts

Company Number
02944372
Registered Charity Number
1039679

Naturewatch Foundation
Report and Accounts
For The Year Ended
31 December 2022

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2021

Introduction

The trustees present their annual report and accounts for the year ended 31st December 2021.

The board of trustees are satisfied with the performance of the charity during the year and the position at 31st December 2021 and consider that the charity is in a strong position to continue its activities during the coming year, and that the charity's assets are adequate to fulfil its obligations.

Name, registered office and constitution of the charity

The full name of the charity is Naturewatch Foundation

The legal registration details are :-

Date of formation

The Principal Office is

49 Rodney Road, Cheltenham GL50 1HX

Charity Registration Number

1039679

The telephone number is

01242 252871

Objectives and Activities of the Charity

Public benefit that is provided by the charity

The charity provides public benefit by campaigning for the welfare of animals both in the UK and abroad.

An explanation of the charity's main objectives for the year.

Achievements and Performance of the Charity

Structure, Governance and Management

Nature of the Governing Document and constitution of the charity

The charity is constituted as a company limited by guarantee and is, therefore, governed by the memorandum and articles of association dated 10 June 1996.

The methods adopted for the recruitment and appointment of new trustees

The charity is always open to new trustees who are sympathetic to the aims of the charity and have appropriate skills and experience. New trustees are appointed by the existing board of trustees.

Financial Review

The Statement of Financial Activities show net incoming resources for the year of a revenue nature of £92,058 (prior year £73,637).

The total reserves, all free unrestricted liquid reserves, at the year end stand at £1,086,073 (prior year £994,015).

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2021

Specific changes in fixed assets

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

The members of the Board of Trustees of the Charity during the period ended 31st December 2022 were :-

B Gibb
S Davies

The members of the Board of Trustees of the Charity at the date the report and accounts were approved were:-

B Gibb
S Davies

Independent Examiner

E Conway
ACCA
3 Fairview Court
Fairview Road
Cheltenham
Gloucestershire
GL52 2EX

Statement of Trustees' Responsibilities

The Charities Act requires the Board of Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of the surplus or deficit of the charity. In preparing those financial statements the Board is required to :-

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.
- state whether applicable accounting standards and statements of recommended practice have been followed , subject to any material departures disclosed and explained in the financial statements;

The Trustees are also responsible for maintaining adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which are sufficient to show and explain the charity's transactions and enable them to ensure that the financial statements comply with regulations made under the Charities Act. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2021

The trustees are also responsible for the contents of the trustees' report, and the responsibility of the independent examiner in relation to the trustees' report is limited to examining the report and ensuring that, on the face of the report, there are no inconsistencies with the figures disclosed in the financial statements.

Review of Activities

The annual review is attached as an appendix to the accounts.

This report was approved by the board of trustees on 18 September 2023.

B Gibb
Director and Trustee

Naturewatch Foundation
Independent Examiner's Report to the trustees of the charity

Report of the Independent Examiner to the trustees
on the accounts of the Charity for the year ended 31 December 2022

I report to the trustees on my examination of the accounts of Naturewatch Foundation for the year ended 31 December 2022 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes.

Responsibilities and basis of report

As the charity's trustees (and also directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having established that the accounts of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for Independent Examination, I report in respect of my examination of the charity's accounts carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable directions given by the Charity

Independent examiner's statement

I have completed my examination. I can confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in, any material respect:

the accounting records were not kept in respect of the charity as required by section 396 of the 2006 Act; or the accounts do not accord with those records; or the accounts do not comply with the applicable requirements under section 396 of the 2006 Act other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination; or the accounts have not been prepared in accordance with the Charities Sorp (FRS 102) I have no concerns and have come across no other matters in connection with the examination which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

E Conway
ACCA
3 Fairview Court
Fairview Road
Cheltenham
GL52 2EX

The date upon which my opinion is expressed is :-
18 September 2023

Naturewatch Foundation
Statement of Financial Activities
for the year end 31 December 2022

	Unrestricted Funds	Restricted Funds	Total Funds	Last Year Total Funds
Notes			2022	2021
	£	£	£	£
Incoming resources				
Voluntary Income	538,226	21,454	559,680	448,984
Interest received	44	-	44	10
Total incoming resources	538,270	21,454	559,724	448,994
Costs of generating funds				
Costs of generating voluntary income	106,616	5,500	112,116	85,750
Costs of charitable activities	339,596	15,954	355,550	289,608
Total resources expended	446,212	21,454	467,666	375,358
Net incoming resources before transfers between funds	92,058	-	92,058	73,636
Net movement in funds	92,058	-	92,058	73,636
Reconciliation of funds				
Total funds brought forward	994,015	-	994,015	920,379
Total Funds carried forward	1,086,073	-	1,086,073	994,015

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

**Naturewatch Foundation
Balance Sheet
as at 31 December 2022**

	Notes	2022 £	2021 £
<i>The assets and liabilities of the charity :</i>			
Fixed assets			
Tangible assets	6	-	245
Investments		400,000	400,000
Total fixed assets		400,000	400,245
Current assets			
Cash at bank and in hand		693,265	602,141
Creditors:-			
amounts due within one year	7	(7,192)	(8,371)
Net current assets		686,073	593,770
Total assets less current liabilities		1,086,073	994,015
Net Assets		1,086,073	994,015
<i>The funds of the charity :</i>			
Unrestricted revenue accumulated funds		1,086,073	994,015
Total unrestricted funds		1,086,073	994,015
Total charity funds		1,086,073	994,015

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

**B Gibb
Director and Trustee
Approved by the board of trustees on 18 September 2023**

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2022

1 Accounting policies

Basis of preparation of the accounts

The accounts have been prepared on the accruals basis, under the historical cost convention, and in accordance with the Financial Reporting Standard 102 (effective 1 January 2016) and FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015 (as amended by the Bulletin issued in February 2016) published by the Charities Commission in England & Wales (CCEW), effective January 2016. (The SORP).

Accounting convention

The financial statements are prepared, on a going concern basis, under the historical cost convention

Incoming Resources

Incoming resources are accounted for on a receivable basis

Recognition of liabilities

Liabilities are recognised on the accruals basis in accordance with normal accounting principles, modified where necessary in accordance with the guidance given in the SORP.

Fixed assets and depreciation

All tangible fixed assets are stated at cost less depreciation.

All purchases in the year have been expensed to profit and loss account.

Depreciation has been provided at the following rates in order to write off the assets (less their estimated residual value) over their estimated useful economic lives.

Plant and machinery 25% straight line

Taxation

As a registered charity, the organisation is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the charity, and is therefore included in the relevant costs in the Statement of Financial Activities.

Finance and operating leases

Rentals payable in respect of operating leases where substantially all the benefits and risks of ownership remain with the lessor are charged to the Statement of Financial Activities as incurred.

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2022

Funds structure policy

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity. Such funds may be held in order to finance both working capital and capital investment.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully the monitor the application of those funds in accordance with the restrictions placed upon them.

There is no formal policy of transfer between funds or on the allocation of funds to designated funds, other than that described above.

Any other proposed transfer between funds would be considered on the particular circumstances.

Accounting for Legacies

Legacies are accounted for on a receivables basis

2 Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

	2022	2021
Revenue Turnover from ordinary activities	448,984	448,984
and after charging:-		
Depreciation of owned fixed assets	245	245
Rentals under operating leases	6,200	6,200

3 Statement that no expenses were paid to trustees or connected persons

No expenses were paid to trustees. £5,040 was paid to Run Your Business Online Limited for bookkeeping and payroll services on normal commercial terms. I Gibb, the son of B Gibb, is a director of this business.

4 Detailed analysis of certain transactions required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005 and revised June 2008)

Various items of support costs and charitable expenditure which are required by the SORP to be disclosed in the notes to the accounts are set out in the Detailed Schedule to the Statement of Financial Activities.

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2022

5 Staff Costs and Emoluments	2022	2021
	£	£
Gross Salaries	227,728	227,728
Pension Contributions	9,040	9,040
	<u>236,768</u>	<u>236,768</u>

Numbers of full time employees or full time equivalents	2022	2021
Engaged on charitable activities	11	9

There were no fees or other remuneration paid to the trustees
There were no employees with emoluments in excess of £60,000 per annum

6 Tangible functional fixed assets

	Plant, Machinery & Vehicles £
Asset cost, valuation or revalued amount	
At 1 January 2022	5,816
Additions	-
At 31 December 2022	<u>5,816</u>
Accumulated depreciation and impairment provisions	
At 1 January 2022	5,571
Charge for the year	245
At 31 December 2022	<u>5,816</u>
Net book value	
At 31 December 2022	<u>-</u>
At 31 December 2021	<u>245</u>

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2022

7 Creditors: amounts falling due within one year	2022	2021
	£	£
Pension fund	1,439	991
PAYE and NI	5,753	7,380
	<u>7,192</u>	<u>8,371</u>

8 Analysis of the Net Movement in Funds	2022	2021
		£
Net movement in funds from Statement of Financial Activities	<u>92,058</u>	<u>73,636</u>

9 Particulars of Individual Funds and analysis of assets and liabilities representing funds				
At 31 December 2022	Unrestricted funds	Designated funds	Restricted funds	Total Funds
	£	£	£	£
Tangible Fixed Assets	-	-	-	-
Investments at valuation	400,000	-	-	400,000
Current Assets	693,265	-	-	693,265
Current Liabilities	(7,192)	-	-	(7,192)
	<u>1,086,073</u>	<u>-</u>	<u>-</u>	<u>1,086,073</u>
	£	£	£	£
At 1 January 2022	Unrestricted funds	Designated funds	Restricted funds	Total Funds
Tangible Fixed Assets	245	-	-	245
<i>Investments at valuation</i>	400,000	-	-	400,000
Current Assets	602,141	-	-	602,141
Current Liabilities	(8,371)	-	-	(8,371)
	<u>994,015</u>	<u>-</u>	<u>-</u>	<u>994,015</u>

The individual funds included above are :-

Funds at 2021	Movements in Funds as below	Transfers Between funds	Funds at 2022
£	£	£	£
<u>994,015</u>	<u>92,058</u>	<u>-</u>	<u>1,086,073</u>

Analysis of movements in funds as shown in the table above

Incoming Resources	Outgoing Resources	Gains & Losses	Movement in funds
£	£	£	£
<u>559,724</u>	<u>467,666</u>	<u>-</u>	<u>92,058</u>



Welcome to our Review of 2022

2022 was an incredibly busy year for Naturewatch Foundation, which saw us having to react quickly and effectively to help animals and colleagues impacted by the awful invasion of Ukraine. I'm extremely proud of our team of staff and volunteers, as we worked together to deliver projects that really helped the people and animals affected.

Throughout the year, all our campaigns

continued to have a massive influence in tackling animal crime and improving animal welfare. I hope you find some comfort in reading what we have achieved with your support.

Together, we will continue to make a real difference for animals!

While this Annual Review only covers highlights from 2022, you can find out

more about each of our campaigns on our website (naturewatch.org), where you can also read copies of Annual Reviews from previous years.



Warm regards,
Sarah Carr, CEO

Work in Ukraine

On 24th February 2022, the lives of millions of animals across Ukraine changed. The world was now watching a country where Naturewatch Foundation had been helping advance animal welfare through humane education since 1994.

An image of a police officer supporting a family flee with their pet across a bombed Irpin bridge highlighted to the world beautiful compassion during conflict. To our supporters, it has reinforced why we did what we did in, and for, Ukraine over the past 28 years.

Last year was emotional and exhausting. As the war broke, I contacted my friends and colleagues around Ukraine. People feared for their lives and one friend in Kyiv sent me this message, "If we won't talk again — please, do what you are doing. Write books about stopping violence against people and animals. For humanity survival, for the humane coexistence. The world is beautiful, it deserves to be saved."

After we checked on the safety of those we work alongside, our priority was to use our knowledge of touching a global audience to pull help and aid to those in need, through international media and personal briefings. We reached out across Canada, the USA, Europe, Australia. We also briefed the European Parliament and many international rescue teams.

In Ukraine, Natalie, despite her personal situation and all her worries, heroically

"Everybody told about the war but Ukrainians couldn't believe it can happen until we all woke up to explosions. Neighbours took their children and went West. Some left their pets behind. Some lost them on their way. Some couldn't find accommodation with animals. Animal groups got together and created projects to help those in need..."

- **UPAW** gathers requests for food and delivers it all over Ukraine.
- **Kharkiv Animal Rescue** gets animals from closed flats and evacuates them.
- **AnimalID** gives out free tags to avoid losing pets.
- **Together** spays and neuters abandoned animals.

supported emerging rescue aid programmes as UK-based Kate left on a series of missions to the Polish/Ukrainian border.

I personally witnessed some of the scale of what we needed with trips to the Romanian border and in Ukrainian shelters, where we delivered veterinary aid and food (some of which reached service animals at the border or dogs searching for, and finding, people buried under rubble).



Naturewatch Foundation has been a part of all these and some other projects sponsoring, getting organisations together, finding ways to deliver aid. We have been with Ukrainian animals for many years and we are staying with them now when they need us most."

A first-hand account from Natalie, who has been working with Naturewatch Foundation in Ukraine for the past 13 years.



In September 2022, we ran an online conference where 228 people from 23 countries registered to hear from those at the front line. Our 'Animals in War' event over three days was held in five different languages simultaneously. Ambitious but effective, in true Naturewatch Foundation style.

I've been working for over 40 years as a police officer and within animal welfare. I can honestly say that 2022 was one of the most mentally demanding. So much of what we achieve at Naturewatch Foundation takes place without fanfare, but it enables you, our supporters, to play an active role in making the lives of animals and people just a little bit happier.

Mark Randell
Ukraine Campaign Manager

Making a difference to animals and people in Ukraine



and our launch of drainpipe feeding stations across Ukraine covered places such as Kyiv, Kharkiv and the Donbas region. Life for people and animals is incredibly tough right now.

What are the benefits?

- The food lasts longer as dogs are unable to gobble large amounts in one go.
- They reduce bloat, which is a condition that can kill animals as a result of eating large quantities on empty stomachs.
- They enable locals to closely monitor the health of the stray population in a concentrated area.
- They provide locations for feed to be topped up rather than pots and pans or bags emptied onto the ground.

So far with our partners, we've obtained, bought and delivered tonnes of aid across Ukraine, from animal feed to veterinary equipment and everything in between! One thing we never expected was to be delivering new swimming pools to pelicans in Kharkiv who'd had their former pools destroyed by bombings. We've certainly experienced so much and we remain committed to supporting Ukrainians and their animals.

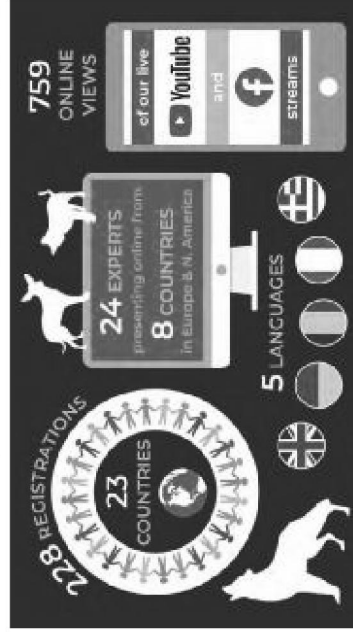


Our campaign manager, Kate, has been managing our response from the Polish side of Ukraine and has been out many times since February working on the ground to get vital aid to where it's needed most. She decided to get crafty and created our drainpipe feeding stations (right). These are literally drainpipes, as you would see on houses, with a U-bend at the bottom to hold feed in. Once winterised with a screw cap, these feeding stations provide a steady flow of dry feed for stray animals, which is vital to their survival.

We've been empowering Ukrainians to care for their animals wherever they can

'Animals in War' Ukraine Conference

We had originally planned to run an international conference on animal welfare from Chernivtsi, Ukraine in



Puppy farming

2022 proved to be another turbulent year for our best friends

What we've been doing

that new owners can't see the terrible conditions their puppy was raised in. That's why we ran our P4Puppies campaign again this year, to help people spot some of the tell-tale signs of dodgy dog breeders. Our P4Puppies posters were on display across motorway services in the Southwest and Northwest of England throughout August, reaching thousands of locals, day-trippers and holiday makers.



It's heartbreaking to think about all of the dogs who have had to leave loving homes because of financial pressures on their owners, and those who have been given up due to misguided or irresponsible decisions made during the pandemic. None of it's their fault, yet their lives will never be the same again. This makes it all the more shocking that puppy farmers and backyard breeders are still forcing mums and dads to churn out pups. We know the puppy trade can only survive for as long as unsuspecting buyers fund it, so this year we've carried out several educational projects to encourage people to think really carefully about buying a puppy.

We asked motorists in England to P4Puppies

It's typical for puppy farmers to use 'neutral' locations, like motorway services, to deliver pups. This is so

You'd be forgiven for thinking that after the Covid puppy boom, things would have calmed down in 2022. But, sadly, dogs have had a number of old and new challenges to contend with, making it another busy year for our puppy farming campaign.

What's been happening?

We reached 'peak puppy' during the pandemic, and this year we've seen a sharp decrease in puppy prices. Nevertheless, there are still people out there who are trying to cash in from low-welfare and illicit breeding. This is all taking place against the backdrop of cost-of-living pressures, which is putting dog owners under huge strain. And if that weren't enough, pups bought during the pandemic are struggling with behaviour issues on an unprecedented scale. It's no surprise, then, that rescue centres are inundated with dogs who have been given up or abandoned.

We launched our mini documentary about getting a puppy on YouTube



(and their dogs!) about how to get a canine friend without fuelling the puppy farming trade.

We met with Lou and her rescue dogs to hear about the dog rescuing process. The film has had lots of views so far and is still available on our YouTube channel. We're very grateful for the volunteers who made it possible!



Scan the QR code to watch the film:

In April 2022, we launched our mini documentary, 'Thinking of getting a puppy?', which was made by a fantastic group of volunteers. The short film is aimed at people looking to get a dog ethically during a time when animal-selling websites were oversaturated with irresponsibly bred puppies. To provide viewers with good advice and insight, we interviewed three different people

First, we spoke to Leesa, a victim of puppy farming, who shared her experiences. Then we visited JJ, a veterinary surgeon, who shared some great tips on how prospective dog owners can avoid puppy farmers. Finally

as we wanted it to be held in different languages.

From 27th to 29th September 2022, 228 people from all areas of animal welfare across 23 nations heard from our assembled experts speaking in five different languages – Ukrainian, English, Romanian, Italian and Greek. We heard from rescuers on the Ukrainian border, those responsible for shipping humanitarian aid across the war-torn country, veterinarians and volunteers and we also heard from global specialists on why animal welfare should be an important issue in every country.

The content of this conference is now on the Naturewatch Foundation YouTube channel

We expanded our Vets4Puppies campaign

Our Vets4Puppies campaign launched throughout Bristol in the summer. We sent free information packs about puppy farming to veterinary practices in the region for them to display. Each pack contained leaflets, posters and other useful materials about low-welfare breeding. We were delighted to send packs out to many of the practices we contacted. More recently, we have reached out to practices in Wales offering the same free packs to

share with clients and, in 2023, we will reach out to other regions, including Manchester, which can be a low-welfare breeding hotspot.

Behind the scenes, we've continued to work closely with partners, such as the Say No to Puppy Dealers working group, and our investigators have been working hard to bring illegal breeders to the attention of the authorities. We'd like to say thank you to every person who has submitted information about suspected puppy farming to our Hotline4Puppies.

Puppy farming – a perfect crime?

What is a perfect crime? Perfect crimes are crimes that are undetected, unattributed to an identifiable perpetrator, or otherwise unsolved or unsolvable as a kind of technical achievement on the part of the perpetrator.

So, is puppy farming, or more correctly the unlicensed breeding of dogs, the perfect crime?

Well sometimes, I guess, it is, if someone places an advert for a litter of puppies on an online platform, using a fake persona and then uses a false address or neutral viewing location for the dogs, the crime is very difficult to detect. Especially if the buyers of the puppies do not make a complaint because they are quite happy with their bargain puppy.

In certain contexts, the concept of the perfect crime is limited to just undetected crimes; if an event is ever identified as a crime, some investigators

canine fertility clinics, both to make money but also to launder cash that they have obtained through other activity.

Puppy farming is not the perfect crime, but it is an attractive proposition to the criminal. It is a highly lucrative activity that is unlikely to attract any serious repercussions for the perpetrator. A small-scale backyard breeder is unlikely even to be investigated. An OCG may be investigated, but the agencies involved may not have the resources to act and, if convicted, the repercussions for the gang member will just be looked at as an acceptable business risk. For the individuals in between, it is a lottery, but again an acceptable gamble.



Grace, who was used for breeding despite multiple health issues

However, it is not acceptable for the animals involved. It is never acceptable to constantly breed female dogs. It is not acceptable to keep puppies in atrocious conditions or to selectively breed dogs with congenital deformities.

The crime is not perfect, and neither is the system, but Naturewatch Foundation – with your help – will continue to investigate the puppy trade. Backyard breeder, smuggler, puppy farmer or fertility clinic; we will persevere and we will succeed.

Written by one of our Investigators

Canine fertility clinics

It's hard to believe that backstreet breeding clinics exist in the UK. Surely, we have the systems in place to protect dogs from unqualified clinicians' performing botched vet procedures, right?

Well, sadly, that's not the case. Shockingly, the penalty for someone performing vet surgery illegally is just a modest fine. And if that weren't bad enough, the Royal College of Veterinary Surgeons (RCVS), which is the regulator for the veterinary profession, has no jurisdiction over people who aren't registered vets or vet nurses. Of course, we have welfare laws in the UK but, in our experience, enforcement agencies are struggling to apply them to fertility clinics or simply don't have the resources to make it a priority.



It's no wonder, then, that there are now at least several hundred so-called 'canine fertility clinics' across the UK. These amateur businesses are peddling unnecessary fertility treatments to help illicit breeders churn out back-to-back designer puppies. Most have zero vet involvement and are accountable to no one. But, worryingly, even some of those that do have vets involved are helping

Our Breeding Beyond Dogs' Limits? report

Canine fertility clinics have been around for a while in the UK, but awareness about them and what they're doing is still relatively low, so we've been working hard to build up a solid evidence base to help people get to grips with this new sector and understand how they're risking dog welfare. Earlier in the year, we released our *Breeding Beyond Dogs' Limits?* report, which includes results from a survey and interviews we carried out with veterinary professionals to get their views of the sector.



people breed from dogs who cannot mate or whelp naturally, which is totally unethical.

There are some genuine specialists out there, and we recognise it's important that the UK has veterinary experts in canine reproductive health. But let's be clear: most of the UK canine fertility sector exists to help people exploit dogs used for breeding more efficiently. And that's just not okay.

Our work to stop cowboy 'clinics' in 2022

Our #CanineFertilityCowboys campaign We raised awareness about canine fertility clinics and lobbied for change throughout 2022. We gave presentations to the Animal Welfare Network Wales group and the Scottish Cross-Party Animal Welfare Group of MPs. We asked the RCVS to strengthen their stance on canine artificial insemination, which is one of the most commonly offered procedures in canine fertility clinics. We liaised with MPs and had the issue raised in Parliament via written questions. We teamed up with the All-Party Parliamentary Dog Advisory Welfare Group (APDAWG) and took the debate about canine fertility clinics to Westminster for an event, where we were joined by a fantastic panel of experts (above).

We asked you to write to your MP, urging them to speak out against backstreet breeding clinics. Hundreds of you have kindly done that and, thanks to you, the Government is hearing loud and clear that people expect action to be taken. We also submitted evidence



to Department for Environment, Food and Rural Affairs (Defra), the UK Government department responsible for animal welfare, outlining ways breeding regulations in England could be strengthened to stop people carrying out unethical fertility treatments on dogs who cannot mate or give birth naturally.

Our workshop to tackle canine fertility clinics

In the summer, we hosted a workshop with the Canine and Feline Sector Group (CFSG) to bring together representatives from animal welfare charities, the veterinary community and enforcement agencies to decide how to combat the growth in unregulated canine fertility clinics. During the workshop, experts from the Royal Veterinary College, Scottish SPCA, Dogs Trust and Veterinary Medicines Directorate explained some of the ways fertility clinics are risking dog welfare and breaking the law, before participants were then invited to discuss how we can all work together to do something about it.

Our canine fertility clinics investigations

We've been reporting suspected illegality by canine fertility clinics since 2020 and, in 2022, we continued to liaise with the authorities to report what we know so that action can be taken. We've also continued to monitor the canine fertility sector so that we can keep ahead of how illicit clinics are changing what they're doing.

It was a busy year for our canine fertility clinics campaign, and there's still lots more to do. We've got exciting plans for 2023 and we're determined to stop canine fertility cowboys exploiting dogs. We'll keep you posted about what we're doing next and, most importantly, how you can help! In the meantime, you can find out more about our work at naturewatch.org/fertilityclinics.

Wildlife crime

Make Wildlife Count
We launched our Make Wildlife Count campaign at the end of January 2022, calling for the Home Office to make some wildlife crimes notifiable.

Over 1700 of you wrote emails and letters to the Minister of State and got the voice of our British wildlife heard! We can't thank you enough and it's a real example of how power in numbers gets progress made with campaigns.

UK police currently have to lump in the barbaric cruelty towards our wildlife with a whole host of other offences, such as littering, under a 'miscellaneous' category. This means that the true level of cruelty is impossible to understand, and impossible to effectively police.

Naturewatch Foundation and many other organisations have been calling for this change for many years and, thanks



to your support with our campaign, 2022 was the year we made progress!

In October 2022, a submission dossier was submitted with evidence as to why our call for change was so important to wildlife, rural communities and law enforcement. This submission came after meetings with civil service staff to hear what we had to say. We want the guessing game to stop and have proper data to be able to effectively police it and finally put an end to such cruelty.

We'll update you on the conclusion of our campaign when we can, via our usual social media channels and email updates.

Police training

We wanted police officers to be confident in dealing with wildlife crime and to raise knowledge and awareness of the illegal puppy trade so, in 2022, we launched our one-day workshops in partnership with the RSPCA, providing free face-to-face training to police officers up and down the country.

From Lincolnshire to West Yorkshire, we gave the officers an insight into how endemic puppy farming is in the UK, and the direct links offenders can have with organised criminality. We've provided training on:

- Spotting the signs of illegal dog breeding,
- The legislation that governs it
- How to have an impact on combating the illegal trade.

Conference and FCR Training preview

In October 2022, our campaign manager Kate and campaign assistant Iash were welcomed to the 33rd Annual Wildlife and Rural Crime Enforcers Conference. It is always a great opportunity to meet with those enforcers from across the country we partner with on projects and with our investigations team.

Our work was commended by a variety of police services and other organisations, and Kate was able to present a preview of a long-running project she has been working on throughout 2022. In partnership with the National Wildlife Crime Unit (NWCU) and the RSPCA, the Force Control Room training was launched at the end of 2022 and aligns with the wildlife crime

Wildlife crime investigations

2022 was an incredibly busy year for Naturewatch Foundation's wildlife crime investigators. This culminated in many police forces around the UK executing warrants as a result of our investigation packages, which exposed horrific animal cruelty and suffering.

Here is a snapshot of some of the investigations we have been working hard on:

Case Study 1

An investigation into a male suspected of digging badgers and foxes throughout his adult life. Numerous dogs were being used and had sustained serious facial injuries. The information we provided prompted the local police to act and the male was interviewed under caution.



Case Study 2

Two males believed to be prolific abusers of dogs and the wild mammals they used them to kill. They set their dogs on whichever unfortunate animals

they came across, including badger, boar, deer, fox, hare and rabbit. One of the subjects claimed to offer legitimate pest control services, although we suspect he just liked killing animals. Our reports resulted in warrants being obtained.



Our investigations into badger persecution were recently highlighted by the lead for badger crime at the annual UK Wildlife Crime Enforcers Conference, which is attended by the majority of police forces and enforcement agencies in the UK. We look forward to working in partnership with forces and partner agencies around the UK during 2023.

Case Study 3

Naturewatch Foundation conducted a lengthy investigation into the circumstances surrounding numerous lurcher and terrier-type dogs becoming severely injured with efforts made to obtain evidence over a period of 18 months.

We faced an apparent reluctance by PSNI to investigate the circumstances

block to an effective and proper police response. We wanted to ensure that the first point of contact for those reporting wildlife crimes was a positive experience, and we stand by the ideology that getting it right at the first crossroads enables a much smoother enforcement opportunity. Look out for the finished product in 2023.



Badger Crime Priority Delivery Group (BCPDG)

We remain a key partner on the Badger Crime Priority Delivery Group, a working partnership set up by the NWCU to bring enforcers together to combat badger crime across the country.

In 2022, our work this year was awarded a commendation by the BCPDG members, and our campaign manager Kate was presented with a wonderful challenge coin in recognition.



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Protect Animals. Protect People.

country that recognises in its criminal code the impact of children being exposed to animal abuse. Scottish law understands how cruelty to animals can form part of coercive control within a domestic violence situation.

The recognition of this link enables us to have conversations about tackling animal abuse and improving animal welfare that would otherwise not be possible, and helps increase the maximum jail terms for cruelty in England and Wales.

In 2022, we took our training on this subject to the University of Bedford Forensics course in the UK and to various law courses



in NALSAR University, Hyderabad, India. We also presented at the UK Centre for Animal Law International Conference and at an event for the American Bar Association.

We were able to make meaningful submissions to the Sentencing Council and the College of Policing in England and Wales.

Mark, our Campaign Manager and an ex-police detective teamed up with Teena, an FBI-trained ex-Canadian Police Officer, and together they wrote a nine-point-plan to help public agencies protect animals and at the same time protect people. We have already disseminated it to colleagues running a police training programme in Australia. This is an area of our campaign work we hope to develop in 2023.

Animal experiments

Keeping pressure on the Government in 2022, the UK Government set up a new **Animals in Science Policy Unit in the Home Office**. Historically, policy matters were dealt with by its regulatory enforcement department, which is highly unusual, so we cautiously welcomed the creation of this new team and hoped it signalled that the Government might start taking the issue of animal experiments more seriously.

We're members of the animal welfare group that meets with the Policy Unit. It's early days but, so far, there have been some positives. The Policy Unit has said it will look into important issues, such as the use of the forced swim test and protections for crabs and lobsters used in laboratories. However, we've yet to see any signs that the Government is serious about working towards the end of animal experiments.

Our ultimate aim is to see all animal experiments replaced with non-animal methods, which are more human-relevant. So, whilst we're pleased there is now a team dedicated to policy in this area, we want to see much more ambitious action and have been working with fellow campaigners to emphasise this.

One area where we particularly want to see action is repeal of Section 24 of the Animals (Scientific Procedures) Act 1986, which makes it a criminal offence to disclose information about animal

experiments. A public consultation on repealing this part of the law was held eight years ago, but we still haven't seen an outcome from that democratic process. We don't think that's good enough. We've been raising this with the Policy Unit, but we have serious concerns that any plans to repeal this outdated rule have been well and truly shelved.



British figures show concerning rise in welfare issues in labs

The Government is supposed to publish details about welfare breaches in British labs every year. But during the pandemic, which neglected this three-year gap between reports, Martyn Day MP raised this issue on our behalf in a Parliamentary debate earlier in 2022, and finally, in October, the Government published three years of figures.

When they finally came out, we weren't surprised the Government was so reluctant to release them. They show that thousands of animals suffered more than they should have because of hundreds of welfare failures. They also revealed that it's now the norm for lab inspections to be carried out behind a screen. Out of 214 inspections, just 41 involved inspectors actually going on site. Revelations like this show why it's so important that transparency is improved and that, ultimately, the Government commits to calling time on animal experiments.

After the success of our scavenger hunt in 2021, we were keen to continue the excitement into 2022 and got involved in several local animal welfare events this year too. From dog-naming and mug design competitions to treasure hunts and goody bags, there was fun for all the family to get involved in!

By supporting other local animal charities, we had the fantastic opportunity of meeting some of our local supporters in person and being able to spread the word about our animal welfare campaign work to the larger community.

Our road trip of events included bringing our scavenger hunt to Vale Wildlife Hospital's open day, where many families entered the fun. Adults and children were kept busy, tracking down riddles across the hospital to uncover the mystery keyword and claim their prizes. There were also superb prizes to be won in our raffle.

The summer saw us attend Cheltenham Animal Shelter's fun day. Families met our friendly dog mascot and could enter our 'name the dog' competition and learn more about our work. Luckily, Cheltenham Police were there to help reunite us with our mascot when he got lost in the crowds!



CAS Care Challenge

We challenged our office team to take part in our local animal shelter's 70-day fundraising challenge, the CAS Care Challenge.

Our friends at Cheltenham Animal Shelter do fantastic work, taking care of an average of 70 residents each day, so we supported them by creating 'Pot Luck Pet Portraits'. We never claimed to be fantastic artists, so supporters had to 'risk' pot luck when it came to who drew their furry friend.

A big thank you to all our generous donors who trusted us to do them justice as we raised over £210 for the shelter.

A summer of puzzles, riddles and fun



far as Spain and Canada. After careful consideration, the winning entry came from Ella, aged nine, with her beautiful design of an owl.

We still managed to be out and about as the glorious warm weather continued into autumn, when we attended Cheltenham Lido's Annual dog swim. Throughout the weekend, hundreds of dogs enjoyed a swim in the Lido. Even our CEO's dog, Buddy, didn't want to miss the fun while the sun shone on.



Further afield in Shropshire, we attended Cuan Wildlife Rescue's open day. Even though the weather wasn't kind, hundreds of people attended and supported the event.



Our summer of fun wasn't just limited to events – we had fabulous competitions and challenges too! Our new design a mug competition to celebrate World Animal Day on October 4 was launched at the start of the summer and we had lots of amazing entries from as



The Compassionate Shopping Guide is 30 years old in 2023!

Since 1993, our Compassionate Shopping Guide has been leading shoppers through the maze of cruelty-free claims and confusing legislation, helping them to make good choices and saving animals from experiments, imprisonment, and suffering.

Rated as one of the best cruelty-free guides

The Compassionate Shopping Guide was rated joint first as one of the best cruelty-free guides on the market by Ethical Consumer magazine in 2022.

Ethical Consumer was so impressed with the tough entry criteria

we require companies to follow that they rated our Compassionate Shopping Guide as the best cruelty-free guide for 'scope' in their review. *Naturewatch Foundation's guide has unparalleled scope and is the only certifier that requires the whole company group to abide by its no-animal testing requirements.*

New endorsements
We're always working with new companies to offer endorsements if they have a robust animal testing policy in place. We've recently endorsed the following companies: Evolve Beauty, Adaptology, Planted Skincare, Amaranthine Beauty and Betty Hula.

Help get your favourite brands endorsed!
Let them know! Reach out to your favourite company to let them know that you use the Compassionate



@crueltyfreeCSG

Public affairs

Working together for animals

You might remember that back in our 2021 annual review, we were absolutely delighted about the raft of animal welfare laws, bills and consultations that had been introduced or were in progress. The Government's *Action Plan for Animal Welfare* was a particular highlight, as it showed real commitment to making progress for animals and improving protections.

Sadly, 2022 was a bit different. Rather than celebrating the fruition of all the promises made in 2021, animal welfare campaigners have had to fight hard for them not to be scrapped completely. Throughout the year, we teamed up with friends across the sector to hold the Government to account.

Don't Betray Animals Coalition

In the spring of 2022, we joined forces with our animal welfare friends to tell the Government, 'Don't betray animals'. Together, the coalition urged the Prime Minister to ban fur, fole gras and hunting trophy imports, and to end sales of tickets to cruel overseas tourist attractions that involve the abuse of animals. The coalition flew a giant elephant and lion over Westminster to tell the government, 'Animals need action, not hot air'.

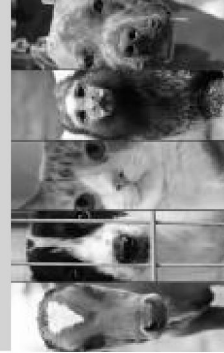


The Kept Animals Bill

In June 2021, the Government introduced a new Bill before Parliament: the Kept Animals Bill. Lots of you will have been following its progress, but let's just take a second to remind ourselves of what the Bill would do if it became law. It would end live exports of some farmed species for slaughter and fattening. It would end the keeping of primates as pets. It would tackle puppy smuggling by giving ministers the power to increase the minimum import age to six months. It would also stop illegal imports of dogs with cropped ears and introduce a new dog abduction offence, whilst also tackling livestock worrying.

These are all important animal welfare measures, and none are controversial. And yet, the Kept Animals Bill stalled in the House of Commons in May 2022. At the time of writing, no date has been announced for the Bill to progress.

Since then, we've lent our support to charities and campaigners working hard to ensure the Government doesn't abandon this important Bill, and we also called upon you to write to your MP to ask them to keep animals on the political agenda. Thank you so much to everyone who has done that. You're helping to send a clear message to the Government that animals are important and that this law must be passed.



Catching up on World Animal Day 2022!

Every year on October 4, Naturewatch Foundation coordinates World Animal Day. We even have a separate website and social media channels dedicated to this special day of recognition for animals.

Spreading awareness of welfare issues is a crucial step towards raising the status of animals and we invite compassionate people like you to give animals the voice they deserve.

The website allows you to:

- Add an event, large or small – it's a great opportunity to promote or fundraise for your favourite animal welfare organisation!
- Use its resources, including posters, leaflets and logos in various languages.
- Add a pledge, making a heartfelt promise to animals.
- Find out more about our wonderful World Animal Day ambassadors. We have over 90 voluntary ambassadors in 70+ countries, all working on the front line of animal welfare.
- ... and more!

In 2022, people in every corner of the planet united to speak up for animals! Through events, social media posts, online articles, news items and videos, World Animal Day reached over 55 million people around the globe on



October 4! Our CEO, Sarah, even appeared on a US news programme to let people know how they could get involved.



In 2023, we would like to see even more events added to the website. If you don't have internet access, we'd be happy to send you a list of ideas in the post – call us on 01242 252871 to get your copy.

'Where the Seals Sing'

Susan Richardson is World Animal Day's writer-in-residence. For previous World Animal Days, she has written poems on subjects such as animal experimentation and the catastrophic consequences of marine debris to help raise awareness of animal welfare issues. This year, she wrote a blog for us, which we shared on our website.

During a coastal tour of Britain, Susan saw a seal in Norfolk – the four-month-old was tangled in a heavy-duty plastic bag. Luckily, she was rescued and

released by a local seal monitoring group. Thousands of other animals aren't as lucky. In her new book, 'Where the Seals Sing', Susan shares what she discovered on her journey, including the human-induced threats to which seals are exposed. The book is published by Williams Collins.

Scan the QR code to visit the World Animal Day website and read Susan's blog.



Announcing our World Animal Day theme for 2023!

The theme of World Animal Day in 2022 was a shared planet.

For our 2023 theme, we reached out to you for ideas! You sent us some great suggestions, and after much deliberation, we've chosen the following to be this year's World Animal Day theme:

'Great or Small, Love Them All'

The lucky winner, Mustalina, will receive one of our fantastic World Animal Day pins!

We agreed that the theme encompasses all animals and will encourage people from all walks of life to get involved.

We can't wait to see how creative everyone will be with this inspirational theme!



A small selection of 2022's inspirational World Animal Day events...



AUSTRALIA: In Victoria, **Camberwell Little Learners** really went to town on World Animal Day! Teachers set up lesson plans and taught children how to spread kindness – students in all age groups were involved. We loved seeing the fantastic photos they sent us and hope they take part again next year!



ECUADOR: **Fundacion Familia Amor Animal** aim to relocate the animals in their care in 2023. On October 4, 2022, they asked animal lovers to purchase square metres of a new refuge, which will house abused, neglected, and abandoned animals. They also held a fundraising auction.



UK: Visitors to **Remus Horse Sanctuary** were invited to an open day to meet the 200+ animals (like Maverick above) and learn about how the charity operates. There was a range of activities for the whole family, including walkabout entertainment, facepainting, music and stalls.



UK: 2022 was the first World Animal Day where decapods were considered 'animals' in law. On October 4, **Crustacean Compassion's** new Chief Executive Officer hosted a free online webinar featuring animals like crabs, lobsters and prawns (decapod crustaceans).



CYPRUS: The **Animal Rescue and Protection Association** is our World Animal Day ambassador in Cyprus. They organised a peaceful protest and petition against the caging of animals and the euthanasia of healthy animals. They also asked for animal welfare laws to be implemented.



KENYA: **Africa Network for Animal Welfare**, our Kenyan ambassador, joined other stakeholders in Nyandarua County to share the message of compassion, protection, and care for all animals, following 2022's theme of 'A shared planet'. They reached over 500 people!



UK: In Cinderford, **Sundean Veterinary Clinic** supported two local charities – the Cats Protection League and Forest of Dean Dog Rescue. They asked for donations of blankets, clothes, toys, treats and other items. The practice also held a cake sale to raise crucial funds.



DENMARK: **Fehmarn Belt Contractors I/S** invited a guest speaker to share information on 'The Orangutan Project. They also hosted a 'Bring Your Dog to Work Day!' The company hopes to raise donations via calendar sales for 2023 and supports animal charities by returning bottles and cans. Great ideas!



NEPAL: **Himalayan Animal Rescue Trust**, an active ambassador organisation, held a rally to spread awareness of animal welfare, with over 70 people taking part. A 'Justice Camp' taught 150 children about being responsible pet guardians and how to properly treat street animals.



NIGERIA: This year, the **Animal Protection Organization of Nigeria** ran a cage-free campaign to demand better welfare for laying hens. The public awareness campaign had been running for a year, but it will now include policy, governance and lobbying.



UK: Milton Keynes-based **St Bernadette's** got the whole school involved this year! From 'Wear It Wild' for Foundation Stage to WWF's 'Wairus from Space' for Year 6 classes, all students learnt about animal welfare and protecting our precious environment.



INDIA: **PFA Siliguri** are one of our voluntary ambassadors. Their work includes free animal health checks, rescue operations, educational programmes, tackling cruelty and seminars. They recognised World Animal Day 2022 by feeding stray animals, followed by a colourful rally for children.



TURKEY: Children are the future for animals, so we love seeing them take part on October 4. Thank you to **Selin**, a pre-school teacher in Istanbul, for organising lots of fun activities for her class – they designed their own posters, animal masks and puppets, then sang songs!



ROMANIA: As well as being a veterinarian, Claudiu Iosim, one of our fantastic ambassadors in Romania, runs **Animed Arad**, an animal welfare organisation. In 2022, he completed a marathon and half-marathon relay, wearing a t-shirt he printed to raise awareness!



BRAZIL: Throughout all the weekends in October, **Centro de Adoção Natureza em forma** promoted animal adoption, identification, low-cost sterilisation and vaccination. They also raised awareness of environmental issues and veganism.



SOUTH AFRICA: Our ambassador, the **Cape Animal Welfare Forum** is an umbrella body of like-minded animal charities. They held a 'Paws A While' Adoption Fair in Cape Town – a rescue dog show was included, with well-known judges from all walks of life!



UK: Our friends at **Cheltenham Animal Shelter** held a tabletop sale, with proceeds benefiting their four-legged residents. There was plenty of choice for visitors, including clothes, bric-a-brac, pet items, their popular tombola and a cake stall!



UK: In St. Columb, dog adopters attended a Rescue Reunion Party held by the **RSPCA's Cornwall branch** – there were doggy games, stalls, hampers and refreshments. Entrance was free but, being self-funded, donations were encouraged!

Our World Animal Day 2022 grant winners!

One main grant winner...

In 2022, **Naturewatch Foundation** received several wonderful applications for the **World Animal Day grant**, which made picking one main winner a challenge! Open to applications from World Animal Day ambassadors, the annual grant has always offered an opportunity to bolster and support some amazing animal welfare work being done globally and this year was no different. The applications were all for very tangible projects that offered to make a real difference for animals.

After a lot of consideration, the main 2022 World Animal Day grant was awarded to Malawi's **Lilongwe Society for the Protection and Care for Animals (LSPCA)** for their ongoing work tackling the cruel roadside sale of young animals.

Founded in 2010, the LSPCA was the first animal welfare charity to form in Malawi and they have spent the last decade working to address many difficult issues such as rabies, donkey welfare and low-welfare chicken transportation. The charity doesn't take a step back when animals are in need and their ambitious project proposal to stamp out all roadside animal sales is expected to make a huge difference in preventing their suffering in Malawi.



The LSPCA has a detailed, multi-step plan to end this practice, including:

- working to strengthen legislation
- collaborating with law enforcement to prosecute prolific offenders
- rehabilitation and adoption schemes for confiscated animals
- working on a public awareness campaign.

The World Animal Day grant will go towards the confiscation, rescue and rehabilitation of animals currently being sold on the roadsides, as well as covering follow-up prosecution costs and some of the public awareness campaign expenses.

We look forward to following LSPCA Malawi's progress on this vital project over the coming months.



And a mini grant winner...

But this main World Animal Day grant was not the only one Naturewatch Foundation was able to give away this year, as another, much smaller, sum also became available. When we then received a request from Sava's Safe Haven for support with an animal welfare project, we were delighted to be able to help the rescue a little financially.

Sava's Safe Haven, an animal rescue and shelter in Romania, is a family-run non-profit that often has just four volunteers overseeing 250 animals, working long hours to provide them with the care they need. Throughout 2022, Sava's Safe Haven also helped Ukrainian refugee animals and went as far as providing aid on the Ukrainian-Romanian border. Their work doesn't stop there, as the rescue also delivers humane education to Romanian children, aiming to help them develop compassion for all animals.

The 2022 mini-grant was gifted to the organisation for their amazing World Animal Day educational event.

The rescue has celebrated World Animal Day many times over the years and this year's event saw the volunteers head to a local school to encourage the pupils to join in with the celebration. The mini-grant was used to develop informative materials for the event about the free services that Sava's Safe Haven offers, such as spaying, neutering and vaccination programmes and their pet food bank for pets in need. The school children were gifted with goody bags for their participation in the World Animal Day event that contained leaflets for them to share with their families and the local community.

Sava's Safe Haven hopes that the information about their free services will help ensure that animals receive important preventative care whilst removing the financial burden from their owners.



We are thrilled that their World Animal Day event went so well and that it will have a lasting impact, both in building a compassionate younger generation and providing companion animals with the care they need!

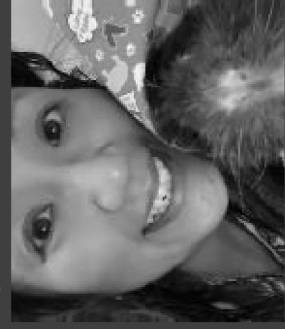
Get a free World Animal Day bandana and flag!

We offer an eye-catching dog bandana and World Animal Day flag to those who add events to the website.

Have we sent one to you? We'd love to know how you used your flag, or see your dog, cat (or even your guinea pig) wearing their superhero-style bandana! Email your photos to info@worldanimalday.org.uk and we might share them on our website and social media channels in 2023!



Massachusetts, USA: Hope Central Church in Jamaica Plain displayed their World Animal Day flag during a pet blessing that this lovely little dog attended!



Victoria, AUSTRALIA: We sent Kellie a free flag and a bandana when she added her event – World Animal Day is for guinea pigs too, not just dogs!

Find out more

If you haven't seen World Animal Day's website or social media channels yet, you can find them here:

- Website: worldanimalday.org.uk
- Facebook: [@WorldAnimalDayinternational](https://www.facebook.com/WorldAnimalDayinternational)
- Instagram: [@worldanimalday](https://www.instagram.com/worldanimalday)

Other ways YOU can support our animal welfare campaigns

During this time of economic uncertainty, we understand that making a financial contribution to charity might not be at the forefront of your mind. But whether you can donate or not, don't worry – there are other ways you can continue to help us improve the lives of animals in the UK and around the world.

Whatever you can do, we sincerely appreciate your ongoing support.

Recycle used printer cartridges

Did you know that 45 million cartridges end up in landfill in the UK? Thanks to Recycle4Charity, you can help reduce this astronomical amount by easily recycling those bulky old printer ink cartridges whilst donating to us at the same time! (Laser and toner cartridges are not accepted.) Please check the list of accepted manufacturer's makes and models by visiting their website: recycle4charity.co.uk

Fundraise while you shop

When you shop online, you can donate to Naturewatch Foundation at no additional cost to you! Simply select us as your charity and we'll receive a donation from the following websites:

- **'Easy Fundraising'** – Start your online shopping at easyfundraising.org.uk, then shop as normal. Retailers will then make a donation to us to say, "thank you". **Easy Fundraising sent us a whopping £145.59 in 2022!**
- **'Give as You Live'** – Every time you shop online, you could raise FREE ££'s for us! It takes two minutes to sign up and they'll turn a percentage of everything you buy into a donation. There's even an app to make it easier! **They paid us £19.11 in 2022.** Go to giveasyoulive.com to find out more.

Please tell your friends about these worthwhile initiatives and ask them to choose us too, when they make online purchases!

Set up a social media fundraiser

If you have a Facebook account, you can appeal to your friends for charity donations on your birthday. You don't even have to give up your presents – you could just ask people to donate the cost of a card instead, to save trees as well as animals! **In 2022, we received an amazing £1219.61 from birthday fundraisers on Facebook and £185.17 from Instagram!**

Speak up for animals

Throughout the year, we occasionally ask animal lovers to help us lobby MPs, companies and other decision-makers, usually through our online platform. Visit naturewatch.org/get-involved/petitions to find out about our current actions.

We realise that not everyone has access to the internet. If you would like to join the hundreds of people who have taken part by letter instead, please call us and we'll tell you about campaigns you can support by post – **01242 252871**.

Donate unwanted jewellery, old bank notes or used stamps

Our friends at **Recycling for Good Causes** reuse and recycle old jewellery and bank notes, giving 75% of the proceeds to us! Various types of jewellery are accepted, including gold, silver, costume jewellery, watches, plastics, wood and bronze. They're flexible with bank notes too – you can send unwanted bank notes of any age from any country, including obsolete pre-Euro banknotes. **Recycling for Good Causes raised £268.30 for us in 2022!** Please call us on **01242 252871** for more details.

Share our leaflets

Some supporters kindly distribute our leaflets at events and others simply pass them on to interested friends and family. Whether you would like five or 50, just email us at info@naturewatch.org or call **01242 252871** to request flyers on wildlife crime, puppy farming or World Animal Day.

Carry our reporting card

Our investigations team will look into reports of puppy farming and breaching animal welfare standards in dog breeding – but they need YOU to be their eyes and ears.

Be ready to share your suspicions – carry our contact card in your purse or wallet. Please email info@naturewatch.org or call **01242 252871** to get your card. (Feel free to order extra for family and friends.)

Sign up for our e-newsletter

If you're online, why not sign up for our occasional emails? We'll keep you updated on how you can make a difference for animals throughout 2023! Just sign up on the website – naturewatch.org/mailling-list

We now have a sign-up list for World Animal Day too! If you would like to receive ideas on how YOU can be part of this global phenomenon on October 4, please sign up here: naturewatch.org/campaigns/world-animal-day/#sign-up

Share our messages

Spreading the word online is a fantastic (and free!) way to help us achieve our goals. Share our posts to help raise awareness of our campaigns. Follow us on Facebook ([@Naturewatch.org](https://www.facebook.com/Naturewatch.org)), Twitter ([@Naturewatch_org](https://twitter.com/Naturewatch_org)) and Instagram ([@naturewatchfoundation](https://www.instagram.com/naturewatchfoundation)).

You can also follow our Compassionate Shopping Guide Instagram account for the

latest updates on newly endorsed cruelty-free companies: [@crueltyfreecsg](https://twitter.com/crueltyfreecsg)

FINANCIAL GIVING

None of the achievements listed in this Annual Review would have been possible without our loyal and compassionate supporters. Thanks to you, Naturewatch Foundation is making great strides towards making the world a better place for animals. If you are able to contribute financially towards our animal welfare work in these challenging times, all donations are greatly appreciated.

Set up a direct debit

We rely entirely upon the generosity of our supporters and don't receive government funding. Regular income from direct debits allows us to plan ahead – and every penny counts! If you would like to donate on a regular basis, please call us on **01242 252871** – we can set up a direct debit over the phone or send you a form. *If you would like to donate less than £2 a month, please set up a standing order instead, directly with your bank.*

MAKE YOUR DONATIONS WORTH

25% MORE! Don't forget to let us know if you're eligible for Gift Aid – it significantly increases the value of your donation! Give us a call on 01242 252871 to request a declaration form or check if we already have one in your name.

Leave a legacy

As a small charity without the resources of larger organisations, legacies are vital to our future. Please just give our contact details to your solicitor: Naturewatch Foundation, 49 Rodney Road, Cheltenham GL50 1HX. Registered charity number 1039679.

Remembering us in your Will is an opportunity for you to make a positive impact on animal welfare long into the future.

And finally...

2023 will see the launch of new campaigning initiatives, as well as the development and expansion of existing pioneering projects to improve the lives of animals.

In my first year as CEO and previously as one of the Campaign Managers, I have been honoured to work with such a hardworking team, who share such a wide variety of useful skills and a passion for animal welfare. I thank our loyal supporters, active patrons, committed volunteers and trustees, and partners, who all make Naturewatch Foundation happen. I look forward to another exciting year as we deliver on our mission to advance animal welfare standards around the world.

Sarah Carr, CEO

NATUREWATCH FOUNDATION

England & Wales - Charity number 1039679

Accounts

Company Number
02944372
Registered Charity Number
1039679

Naturewatch Foundation
Report and Accounts
For The Period Ended
31 December 2021

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2021

Introduction

The trustees present their annual report and accounts for the year ended 31st December 2021.

The board of trustees are satisfied with the performance of the charity during the year and the position at 31st December 2021 and consider that the charity is in a strong position to continue its activities during the coming year, and that the charity's assets are adequate to fulfil its obligations.

Name, registered office and constitution of the charity

The full name of the charity is Naturewatch Foundation

The legal registration details are :-

Date of formation

The Principal Office is

49 Rodney Road, Cheltenham GL50 1HX

Charity Registration Number

1039679

The telephone number is

01242 252871

Objectives and Activities of the Charity

Public benefit that is provided by the charity

The charity provides public benefit by campaigning for the welfare of animals both in the UK and abroad.

An explanation of the charity's main objectives for the year.

Achievements and Performance of the Charity

Structure, Governance and Management

Nature of the Governing Document and constitution of the charity

The charity is constituted as a company limited by guarantee and is, therefore, governed by the memorandum and articles of association dated 10 June 1996.

The methods adopted for the recruitment and appointment of new trustees

The charity is always open to new trustees who are sympathetic to the aims of the charity and have appropriate skills and experience. New trustees are appointed by the existing

Financial Review

The Statement of Financial Activities show net incoming resources for the year of a revenue nature of £188,327 (prior year £188,327).

The total reserves, all free unrestricted liquid reserves, at the year end stand at £920,379, (prior year £920,379).

Specific changes in fixed assets

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

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2021

The members of the Board of Trustees of the Charity during the period ended 31st December 2021 were :-

B Gibb
S Davies

The members of the Board of Trustees of the Charity at the date the report and accounts were approved were:-

B Gibb
S Davies

Independent Examiner

E Conway
ACCA
3 Fairview Court
Fairview Road
Cheltenham
Gloucestershire
GL52 2EX

Statement of Trustees' Responsibilities

The Charities Act requires the Board of Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of the surplus or deficit of the charity. In preparing those financial statements the Board is required to :-

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.
- state whether applicable accounting standards and statements of recommended practice have been followed , subject to any material departures disclosed and explained in the financial statements;

The Trustees are also responsible for maintaining adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which are sufficient to show and explain the charity's transactions and enable them to ensure that the financial statements comply with regulations made under the Charities Act. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable

The trustees are also responsible for the contents of the trustees' report, and the responsibility of the independent examiner in relation to the trustees' report is limited to examining the report and ensuring that , on the face of the report, there are no inconsistencies with the figures disclosed in the financial statements.

Review of Activites

The annual review is attached as an appendix to the accounts.

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2021

This report was approved by the board of trustees on 20 September 2022.

B Gibb
Director and Trustee

Naturewatch Foundation
Independent Examiner's Report to the trustees of the charity

Report of the Independent Examiner to the trustees
on the accounts of the Charity for the year ended 31 December 2021

I report to the trustees on my examination of the accounts of Naturewatch Foundation for the year ended 31 December 2021 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes.

Responsibilities and basis of report

As the charity's trustees (and also directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having established that the accounts of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for Independent Examination, I report in respect of my examination of the charity's accounts carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable directions given by the Charity

Independent examiner's statement

I have completed my examination. I can confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in, any material respect:

the accounting records were not kept in respect of the charity as required by section 396 of the 2006 Act; or the accounts do not accord with those records; or the accounts do not comply with the applicable requirements under section 396 of the 2006 Act other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination; or the accounts have not been prepared in accordance with the Charities SORP (FRS 102) I have no concerns and have come across no other matters in connection with the examination which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

E Conway
ACCA
3 Fairview Court
Fairview Road
Cheltenham
GL52 2EX

The date upon which my opinion is expressed is :-
20 September 2022

**Naturewatch Foundation
Statement of Financial Activities
for the year end 31 December 2020**

	Unrestricted Funds	Restricted Funds	Total Funds	Last Year Total Funds
Notes			2021	2020
	£	£	£	£
Incoming resources				
Voluntary Income	448,984	-	448,984	470,522
Interest received	10	-	10	539
Total incoming resources	448,994	-	448,994	471,061
 Costs of generating funds				
Costs of generating voluntary income	85,750	-	85,750	60,837
Costs of charitable activities	289,608	-	289,608	221,896
Total resources expended	375,358	-	375,358	282,733
 Net incoming resources before transfers between funds	73,636	-	73,636	188,328
 Net movement in funds	73,636	-	73,636	188,328
 Reconciliation of funds				
Total funds brought forward	920,379	-	920,379	732,051
Total Funds carried forward	994,015	-	994,015	920,379

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

**Naturewatch Foundation
Balance Sheet
as at 31 December 2021**

	Notes	2021 £	2020 £
<i>The assets and liabilities of the charity :</i>			
Fixed assets			
Tangible assets	6	245	490
Investments		400,000	400,000
Total fixed assets		400,245	400,490
Current assets			
Cash at bank and in hand		602,141	525,158
Creditors:-			
amounts due within one year	7	(8,371)	(5,269)
Net current assets		593,770	519,889
Total assets less current liabilities		994,015	920,379
Net Assets		994,015	920,379
<i>The funds of the charity :</i>			
Unrestricted revenue accumulated funds		994,015	920,379
Total unrestricted funds		994,015	920,379
Total charity funds		994,015	920,379

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

B Gibb
Director and Trustee
Approved by the board of trustees on 20 September 2022

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2021

1 Accounting policies

Basis of preparation of the accounts

The accounts have been prepared on the accruals basis, under the historical cost convention, and in accordance with the Financial Reporting Standard 102 (effective 1 January 2016) and FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015 (as amended by the Bulletin issued in February 2016) published by the Charities Commission in England & Wales (CCEW), effective January 2016. (The SORP).

Accounting convention

The financial statements are prepared, on a going concern basis, under the historical cost convention

Incoming Resources

Incoming resources are accounted for on a receivable basis

Recognition of liabilities

Liabilities are recognised on the accruals basis in accordance with normal accounting principles, modified where necessary in accordance with the guidance given in the SORP.

Fixed assets and depreciation

All tangible fixed assets are stated at cost less depreciation.

All purchases in the year have been expensed to profit and loss account.

Depreciation has been provided at the following rates in order to write off the assets (less their estimated residual value) over their estimated useful economic lives.

Plant and machinery 25% straight line

Taxation

As a registered charity, the organisation is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the charity, and is therefore included in the relevant costs in the Statement of Financial Activities.

Finance and operating leases

Rentals payable in respect of operating leases where substantially all the benefits and risks of ownership remain with the lessor are charged to the Statement of Financial Activities as incurred.

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2021

Funds structure policy

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity. Such funds may be held in order to finance both working capital and capital investment.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

There is no formal policy of transfer between funds or on the allocation of funds to designated funds, other than that described above.

Any other proposed transfer between funds would be considered on the particular circumstances.

Accounting for Legacies

Legacies are accounted for on a receivables basis

2 Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

	221	2020
Revenue Turnover from ordinary activities	448,984	470,522
and after charging:-		
Depreciation of owned fixed assets	245	245
Rentals under operating leases	6,200	6,200

3 Statement that no expenses were paid to trustees or connected persons

No expenses were paid to trustees. £5,040 was paid to Run Your Business Online Limited for bookkeeping and payroll services on normal commercial terms. I Gibb, the son of B Gibb, is a director of this business.

4 Detailed analysis of certain transactions required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005 and revised June 2008)

Various items of support costs and charitable expenditure which are required by the SORP to be disclosed in the notes to the accounts are set out in the Detailed Schedule to the Statement of Financial Activities.

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2021

5 Staff Costs and Emoluments	2021	2020
	£	£
Gross Salaries	227,728	162,018
Pension Contributions	9,040	11,940
	<u>236,768</u>	<u>173,958</u>

Numbers of full time employees or full time equivalents	2021	2020
--	-------------	-------------

Engaged on charitable activities	9	7
----------------------------------	---	---

There were no fees or other remuneration paid to the trustees

There were no employees with emoluments in excess of £60,000 per annum

6 Tangible functional fixed assets

	Plant, Machinery & Vehicles £
Asset cost, valuation or revalued amount	
At 1 January 2021	5,816
Additions	-
At 31 December 2021	<u>5,816</u>
Accumulated depreciation and impairment provisions	
At 1 January 2021	5,326
Charge for the year	245
At 31 December 2021	<u>5,571</u>
Net book value	
At 31 December 2021	<u>245</u>
At 31 December 2020	<u>490</u>

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2021

7 Creditors: amounts falling due within one year	2021	2020
	£	£
Pension fund	991	778
PAYE and NI	7,380	4,491
	<u>8,371</u>	<u>5,269</u>

8 Analysis of the Net Movement in Funds	2021	2020
		£
Net movement in funds from Statement of Financial Activities	<u>73,636</u>	<u>188,328</u>

9 Particulars of Individual Funds and analysis of assets and liabilities representing funds				
At 31 December 2021	Unrestricted	Designated	Restricted	Total
	funds	funds	funds	Funds
	£	£	£	£
Tangible Fixed Assets	245	-	-	245
Investments at valuation	400,000	-	-	400,000
Current Assets	602,141	-	-	602,141
Current Liabilities	(8,371)	-	-	(8,371)
	<u>994,015</u>	<u>-</u>	<u>-</u>	<u>994,015</u>
	£	£	£	£
At 1 January 2021	Unrestricted	Designated	Restricted	Total
	funds	funds	funds	Funds
Tangible Fixed Assets	490	-	-	490
<i>Investments at valuation</i>	400,000	-	-	400,000
Current Assets	525,158	-	-	525,158
Current Liabilities	(5,269)	-	-	(5,269)
	<u>920,379</u>	<u>-</u>	<u>-</u>	<u>920,379</u>

The individual funds included above are :-

Funds at	Movements	Transfers	Funds at
2020	in	Between	2021
	Funds	funds	
	as below		
£	£	£	£
<u>920,379</u>	<u>73,636</u>	<u>-</u>	<u>994,015</u>

Analysis of movements in funds as shown in the table above

Incoming	Outgoing	Gains &	Movement
Resources	Resources	Losses	in funds
£	£	£	£
<u>448,994</u>	<u>375,358</u>	<u>-</u>	<u>73,636</u>



Welcome to our Review of 2021

After 25 years working for Naturewatch Foundation, the time has come for me to move on. Over the years, I've led most of the charity's key campaigns but, at the end of 2013, I was given the greatest honour of all by being appointed CEO.

The last eight years have been amazing, and I've enjoyed every minute of the journey building up the charity to what it is today, a well-respected small charity that is achieving a great deal for animals. Throughout this time, I've been working with a wonderful team of dedicated people, all keen to see the charity succeed in its mission to improve the lives of animals around the world.

I'm delighted to inform you that Sarah Carr has been appointed as the charity's new CEO. Sarah is the ideal person to take over the role, and I know she will do a great job of leading Naturewatch Foundation into the future. Sarah has been a member of the team for the past three years and took up the reins on New Year's Day 2022.

I'd like to say a huge thank you to the charity's loyal supporters, without whom none of our work would be possible: our Patrons who have done so much to help us along the way; our wonderful volunteers who lend their skills and time so generously; and the trustees who provide the support every charity needs.

I'm going to miss everyone very much but look forward to watching the charity from the sidelines as it continues to thrive.

Caroline Ruane



Celebrating 30 Years of Naturewatch Foundation

At the beginning of the school summer holidays, we ran our very first animal scavenger hunt event in Pittville Park, Cheltenham, in celebration of our 30-year anniversary as a charity. We wanted to do something to not only celebrate and share this milestone anniversary, but to bring about a little happiness to the families and children of Cheltenham after what has been a very difficult 18 months of COVID-imposed lockdowns and restrictions. Across two (mainly) sunny days in August, over 280 families took part in the activity, using their scavenger maps to track down animal cut-outs hidden around the park and work out each of the riddles to slowly uncover the mystery keyword.

After solving the riddle, every child received a goody bag that included branded colouring pencils, animal masks and stickers, as well as further information about the charity. Using the goody bag items, the children were encouraged to take part in our colouring competition to win a family voucher to Go Ape. Applicants shared their amazing designs on social media which left us with the extremely difficult task of selecting a winner.



After lots of deliberating, the top prize was awarded to seven-year-old Isaac from Cheltenham. Check out his design below along with some of the other brilliant submissions we received.



The Animal Scavenger Hunt was a huge success and a fantastic way for us to engage with our community and help grow awareness of the work that we do. Looking ahead to 2022 and beyond, we look forward to growing this activity and having the scavenger hunt become a regular event.



Puppy Farming

Pandemic Puppies, Smuggling and Pet Theft

Covid-19 lockdowns, working from home, home schooling and isolation created many challenges for us as humans in 2021. An explosion in pets has been one of the startling reactions. We've all had to adapt to new ways of working, living and being at home more than ever. This change in lifestyle meant that some people became 'pet owners' for the first time. The demand and prices for puppies remained high in 2021 following a remarkable surge in 2020. Puppy prices have been unprecedented, even reaching into the tens of thousands for fashionable breeds such as bulldogs.



makers and law enforcement about puppy farming and low-welfare dog breeding. We have worked with many other animal welfare charities focusing on what action the government can take and how we can help inform the public about puppy farming. Rescue charities continue to brace themselves for an influx of unwanted pets when life 'returns to normal'. We feared that some people who took on puppies during the pandemic didn't consider their longer-term responsibilities, including their pets' separation anxiety, the impact on other family members, puppy training and day care costs. Many simply didn't consider that getting a puppy is akin to having a baby!



Heavily pregnant Lily was saved from a Welsh puppy farm.

Puppies in a Pandemic

We said that in 2021, we would continue to press the three main online selling sites to improve their procedures to ensure puppy farmers were not illegally selling dogs on their platforms. From launching the campaign project in 2020, many hundreds of supporters emailed the companies using our e-action campaign website. We're pleased that, in 2021, the biggest websites did make huge improvements to their platforms.

But where have all the puppies come from?

It's no surprise that puppy farmers, and those engaged in organised crime, have capitalised on the demand for puppies. Pandemic puppies have been considered a low-risk, high-profit industry for those looking to get rich quick without care for the dogs' welfare. Statistics have revealed that illegal puppy smuggling, including from Ireland and Eastern Europe, and dog theft has also increased over the past 12 months. Some of the more criminally minded have crossed from drugs into dog peddling because it's been more

Public awareness and media

The media, including TV, radio, newspapers and online providers, has an important role to play in raising the status of animals in our societies. Occasionally, they get it wrong. We complained to the BBC to express our concerns about a documentary about young people breeding puppies for profit. The documentary with a working title *Will My Puppies Make Me Rich?* was scrapped. At Naturewatch Foundation, we often share news highlighting amazing documentaries and other coverage that sheds light on important dog welfare issues. In 2021, our team distributed news regarding puppy

We now have TV

Due to increasing awareness of our covert in 2021, we divided our inv

#Hotline4Puppies
07392 185 373

puppyfarming@naturewa

Please contact us if you suspect some

On our website, we have created online repc
naturewatch.o

The Willing Suspension of Disbel

Suspension of disbelief, sometimes called the willing suspension of disbelief, is a literary term that describes the intentional avoidance of critical thinking, or logic, in examining something unreal or impossible in reality, such as a work of speculative fiction, in order to believe it for the sake of enjoyment.

Lucl

representatives – thank you to the host of people who did this in 2021!

New dog welfare laws passed in 2021

The sale of puppies by third-party sellers has now been banned in England, Scotland and Wales. Quite simply, only those people who have bred a dog born in these countries can legally sell them. The ban in Wales had an immediate impact. One Welsh puppy farmer sent more than 200 dogs to be rehomed by rescue shelters.

As 2021 closed, legislation in the form of the Animal Welfare (Kept Animals) Bill was progressing through the Westminster parliament, including provisions to curb puppy smuggling and to introduce restrictions on the import of pregnant bitches, numbers of puppies and ear-cropped dogs. A separate Bill giving power to local councils to issue Fixed Penalty Notices was also being debated.

The 2021 Government Pet Theft

Taskforce report included very timely measures to be progressed in 2022. In 2022, we will also see an important review of local authority dog breeding regulations. We will be following these government proposals closely and looking to influence the recommendations based on our experience investigating puppy farming.

Whilst all the new dog breeding

laws are very welcome, actual enforcement of the regulations and an understanding of the loopholes being exploited, has become a key concern

Canine Fertility Clinics

It is undeniable that the demand for puppies far outstripped supply during the height of the Covid-19 pandemic. Puppy farmers prospered and prices skyrocketed. Another less-than-desirable parallel business explosion was a rise in canine fertility clinics.

As increasing numbers of, largely unregulated, clinics came across the radar of our investigators, so we took action and undertook in-depth research into the scale of the sector. **Shockingly, our 2021 research uncovered unqualified lay people undertaking procedures that can only legally be carried out by fully qualified veterinarians.** Many of the procedures were painful for the animals and life-

threatening. Some involved the illegal use of veterinary medicines.

Our investigators used covert online intelligence to research and develop reports into the canine fertility lawbreakers. These reports were sent to enforcement agencies for action



to be taken. The research was also used as written evidence to support government action through the provision of a Naturewatch Foundation Research Report into the Canine Fertility Clinic sector. This report, which featured veterinary expertise and policy recommendations, was sent to government policymakers in October 2021. The UK government has since thanked Naturewatch Foundation for the investigation and research report. Thanks goes to supporters in enabling our campaigning and investigations to happen. In 2022, we will continue to work with governments to ensure the recommendations of our report are enacted and this horrendously exploitative sector is ended.

Wildlife Crime

With 2020 behind us, I'm sure none of us could have imagined how disruptive Covid-19 would continue to be throughout 2021. With online meetings still commonplace, and events cancelled, 2021 was certainly different for most!

Here at Naturewatch Foundation, our wildlife crime investigations have continued and our partnership working has also continued with online meetings. What we have learnt is that the persecution of our British wildlife has anything but scaled down!

National Badger Day

October 6th is National Badger Day, and this year our wildlife crime campaign manager, Kate, was out visiting a wildlife centre local to her. Naturewatch Foundation linked up with partner agencies to spread awareness of wildlife crime against badgers on social media. The day started off with the National Wildlife Crime Unit launching the social media presence, with Naturewatch Foundation soon following.

Kate relayed a 'day in the life of' at Cuan Wildlife Centre in Shropshire, and the photos and stories of the sick/injured wildlife went live throughout the day. It was positively received by the public who were in awe of some of the animals, such as a majestic fox undergoing treatment and some hoglets munching away on lunch. Kate wrote a blog

COP26 – Climate Justice Now!

You may have heard of COP26 in 2021, particularly as it was hosted in Glasgow and was covered daily across most media channels within the UK. Many animal welfare and environmental groups spoke up during this time period to raise awareness of biodiversity loss.

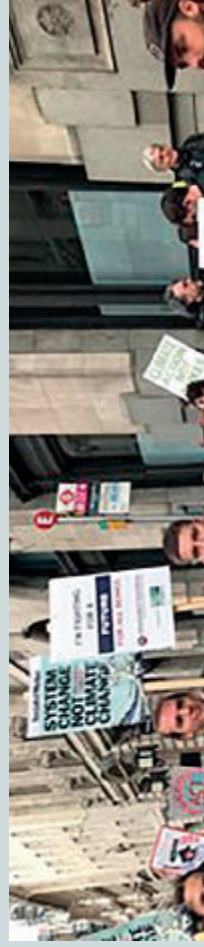
But did you know that there are actually two different COPs – one that tackles climate change and the other that tackles biodiversity loss? Part two of COP15, the UN Biodiversity Conference, is not actually taking place until August 2022 and will be held in China.

So why were environmental and animal welfare groups raising their concerns about species extinction during the climate COP?

being met, which will only happen if bold action is taken globally to achieve climate justice.

While the main COP26 events took place, there were also fringe events around the summit that discussed solutions such as sustainable food systems, community-led conservation and rewilding. Our patron, Chris Packham, claimed that he had felt incredibly inspired by these events that showcased skill sets that have the potential to make an amazing difference for the planet.

COP26 took place in Glasgow and saw world leaders, policymakers, scientists, businesses and activists all come together to discuss the climate crisis. We saw some big headlines emerge but, after politicians left, these agreements appeared to lack substance and strategy.



Case Studies of Investigations

Case Study 1

Animal Experiments Campaign Update

Animals feel pain and joy. It's a given. And yet, laboratory animals are not afforded the same protection in law as companion animals. What separates a beagle born into a life of suffering, bred solely for animal research, from a beagle enjoying home comforts, green grass and fresh air? There is no difference in sentience between a rabbit bred to be used for painful eye experiments and a rabbit happily hopping her way around a home or garden. Why is it considered acceptable that Macaque monkeys, so famed for their family packs and sensitive natures, can be strapped into restraint chairs and inflicted with cruel experiments?

In 2021, Naturewatch Foundation invested in a new tool to allow us to offer more effective e-actions for supporters who want to contact MPs, Peers and other decision-makers in support of our campaigns.

We used this to launch our **Call Time on Animal Experiments** letter campaign to the two Ministers responsible for animal experiments in the UK, namely Baroness Williams of Trafford at the Home Office, and (initially) Amanda Solloway MP, followed by George Freeman MP at the Department for Business, Enterprise and Industrial Strategy.

By the end of 2021, more than 1,000 personalised letters had been sent to the Ministers asking them to introduce a deadline for ending animal testing in the UK. We also offered supporters who are not online, printed versions of the same campaign letters. We do not want to leave anyone out from having their say

Call time on animal experiments!

Animal testing is cruel and outdated, and yet approximately **THREE MILLION** animals are still used in 'animal research' every year in the UK.

More government investment is needed in transformative technologies such as Non-Animal Methods which could replace current regulatory animal testing. These modern non-animal scientific approaches are often quicker, cheaper, more humane and more accurate!

The current awful COVID-19 crisis has revealed how long and expensive the current research process is. It has clarified that a new government timeframe – a deadline – is needed to end the use of animals in experiments in the UK.

With such a deadline in place, the UK could invest and focus its scientific research in being a leader in modern human-focused science.

It's time for the UK government to give animal testing an end date.

Email two government ministers - ask them to publish a deadline for banning animal experiments in the UK.

1. Minister for Science at the Department for Business, Enterprise and Industrial Strategy
2. Lords Minister at the Home Office

When you reach the 'message' page, click 'reply' message' to send your full email to the Ministers.

Help us reach our first target of 1,000 emails!

87% of 1,000 emails have been sent. Will you help us send another 124?

First name *
Last name *
Email address *

I think animal testing should be banned in the UK because:

A government update is long overdue

- In **2010**, the UK Government committed to the replacement, reduction, and refinement (3Rs) of the use of animals in research.
- In **2014**, it set out its plan '*Working to reduce the use of animals in scientific research*'.
- In **2015**, it published a 'Delivery Report' to assess progress against the plan, followed by a roadmap in the UK up until 2030.

The COVID-19 crisis has revealed how long and expensive the current research process is. It has clarified that a new government timeframe – a deadline – is desperately needed to end the use of animals in experiments in the UK. With such a deadline in place, the UK could invest and focus its scientific research to become a leader in modern human-focused science. There is huge growth in groundbreaking non-animal approaches, such as computer and other in-vitro techniques which are humane and often quicker and cheaper than methods using animals.

Throughout 2021, we have worked closely with many other animal welfare charities to campaign against animal testing and we've been delighted to brief MPs in debates. Often, such parliamentary debates have only taken place because people have signed petitions, peacefully protested or written letters to their elected representatives and made their voice heard – thank you!

Ukraine in 2021

2021 was about hope. We were on a roll, training police officers and helping animal groups across the Ukraine when the pandemic hit, affecting our travel, and police officers' and the government's time. Our campaign had to adapt, and we felt our best option was about leading the way forward showing positivity and hope.

Children abusing animals should be one of the earliest signs of concern for authorities. Ukraine already has groundbreaking criminal legislation that includes the impact of young people witnessing violence to animals. Conversely, we know that compassion for animals among children helps create safer communities for all. Our first 2021 project led us to a collaboration with 'Not indifferent', a Chernivtsi group of wonderful volunteers who we met during our visit in June 2019.

'Love without borders, Love without breed' was the name given to the Valentine's Day art competition and we were overwhelmed with 350+ entries that the children sent in showing their love for animals. There were prizewinners, of course, but the town of Chernivtsi was the real victor as it was another step forward towards a new, more compassionate generation.

We returned to Chernivtsi in a virtual format, now familiar to most of us, to train young lawyers at the Law Faculty in the University about animal welfare laws and the impact of cruelty on society. We also reached Lutsk virtually, another new and 11th city on our journey. In Lutsk, we also trained at the university's law

and make leaving animals in cold or hot cars illegal. It would also ban foie gras production, protect rare plants and animals better, make dog fighting specifically illegal, prevent the boarding up of buildings where cat populations live, allow the police to seize abused animals more easily, and much more.

We wanted this law to pass through the Government of Ukraine, so we asked for your help.

Over 1500 Naturewatch Foundation supporters wrote to the Ministers and added to the building pressure created by groups inside the country.

And then, at 1740 on Thursday 15th July after two years of campaigning, the Deputies in the Verkhovna Rada of Ukraine voted to pass Law 2351! It came into force on 8th November once it had been signed by President Zelensky.

to show rescue dogs on their official calendar. Daily, we now see officers rescuing and saving animals such as a horse that became trapped in a well, or the dog beaten by its owners, or a cat that is disposed of and finds a new home on the lap of a serving police officer when they finish their shift.

It is encouraging, therefore, to see the levels of crime reporting increasing significantly – 95% more since we started our training. There is still much work to do but this is all progress. We have also been training the animal groups this year to encourage them to report animal abuse. At last, we can be more confident their reports (or protocols as they are called in Ukraine) will be taken more seriously.

Our success inside Ukraine is now being seen outside and it was a real pleasure to introduce one of the authors of Law

Heartwarming Stories from Kharkiv

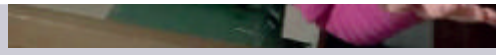
Stories from Kharkiv

Miya and Busya

At the age of one month, Miya was thrown into the grounds of a military unit, where she spent more than a day in the freezing cold, lost her voice and froze the pads of her feet before she was found. The tiny kitten was too young to know how to eat and was very scared. When Miya was rescued, she only weighed 340 grams but, once fostered, she quickly began to gain weight. It turned out that Miya is quite a character and has now become a much-loved family pet. In May 2021, at the age of six months old, Miya was spayed thanks to the programme funded by Naturewatch Foundation. Now Mia is a little over a year old and she has turned into a real beauty.

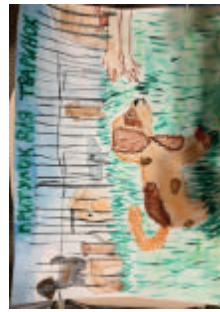
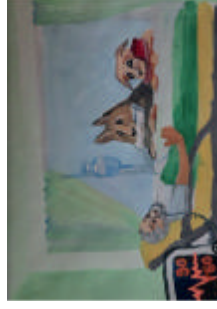


Chihuahua Busya was rescued from a puppy farm in May 2019. The current owners do not know the exact age of



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Seize the day! UK animal welfare policy and law in 2021

2021 was an incredible and unprecedented year for new animal welfare policy, consultations and laws in the Westminster parliament and the devolved parliaments of the UK. Naturewatch Foundation campaigners have had a busy year responding to, critiquing, and welcoming the new animal welfare policies and laws!

After years of dedicated campaigning and four failed attempts, in April 2021, the UK Government passed the Animal Welfare (Sentencing) Bill in England to increase maximum sentences for animal cruelty from six months to five years.

In May 2021, the Queen's speech said that legislation would be brought forward to ensure the United Kingdom has, and promotes, the highest standards of animal welfare with the introduction of an Animal Welfare (Sentencing) Bill, Kept Animals Bill, and Animals Abroad Bill.

Subsequently, the UK Government launched an 'Action Plan for Animal Welfare'. The policy document addresses around 40 different animal welfare concerns, including those surrounding international trade, farm animals, puppy smuggling, pets and sporting animals, and wild animals. The government pledged to crack down on foie gras, end live animal exports, and ban primates as pets, to name just a few. The policy document quickly followed on the heels of a coalition of 50 animal welfare charities urging the UK Government

to announce a new animal health and welfare strategy. It is good to see, and be part of, so many animal welfare charities working together for the benefit of companion animals, wildlife and farm animals.

In May, the Animal Welfare (Kept Animals) Bill was published, offering better protection for farm animals by ending live exports, cracking down on puppy imports, ear cropping, and finally putting an end to primates as pets in England. At the turn of the year, it was approaching its final stages of parliamentary debate and had even been bolstered with the addition of a new pet theft offence.

In June, the Animal Welfare (Sentience) Bill was published. The intent behind the bill is to 'ensure that animal sentience is taken into account when developing policy across Government'. Sentience, which is the ability of animals to have and experience feelings and sensations, such as fear and joy, is fully recognised by modern science, and - following Brexit - it is important that it is also recognised in UK law. After a long gestation period, and some to and fro debate in the media, it is hoped the Bill will finally succeed!

Consultations on improvements to animal welfare in transport, a call for evidence on the fur market, ivory trade, Select Committee inquiries into moving animals across borders - were all under consideration.

The devolved governments of the UK have also been dedicated to improving animal welfare standards throughout the year. As a member of the Animal Welfare Network for Wales, we were able to input into the regulations introducing Lucy's Law in Wales. We also warmly welcomed the Animal Welfare Plan for Wales 2021-26 published in November and featuring a broad range of policies to maintain the momentum of reform for farm, companion and other kept animals.

The Scottish Government also sent out a clear message that Scotland will not tolerate the most heinous animal cruelty. After raising prison sentences for animal cruelty the previous year, in the 2021 Scottish parliament elections, candidates strengthened their animal welfare commitments. As the year progressed, the government went on to introduce Lucy's law and the government's Scottish Animal Welfare Commission reviewed Scottish Government activity affecting the welfare of animals as sentient beings. Meanwhile, in Northern Ireland, Lucy's law is yet to be introduced but we know it is being progressed - we will take this into 2022.

We're excited that, by working together with other animal welfare charities, delivering a unified voice on key issues, the governments of the day are strengthened in their commitments to improve animal welfare laws. Now to seize the day and enforce the laws introduced in 2021!

Closer to Animals – W

During COVID-19 pandemic 'lockdowns', when people have been instructed to 'stay at home' or limit their social interactions, we repeatedly reached out to animal lovers across the UK to ask how animals were benefitting their lives. Using social media and email updates, we collected people's thoughts through a free online survey. We've used the information to help inform our briefings to policymakers and influencers about how important animal welfare laws and enforcement are.

This is what people told us when we asked them questions about the impact of animals on their lives. Thank you for your wonderful quotes and important reflections, which help inform our campaigning work.

Important issues, such as restrictions on pet ownership in rental properties, were included in people's responses. In 2021, the UK government announced that landlords will no longer be able to issue blanket bans on pets, which is great news!

We asked about people's animal welfare concerns, and also whether people felt that animals have a positive impact on their physical or mental health.



You Raised the Bar Again on World Animal Day 2021!

Every year, we are astounded by the enthusiasm shown towards World Animal Day, and 2021 was no exception. After the success of 2020, we expected it to plateau but, to our surprise and delight, we were wrong – it was bigger than ever!

In the lead-up to October 4, we were impressed by the creativity of participants around the world. As well as organising tried-and-tested events, they experimented with innovative ideas to grab attention and inspire others to get involved.

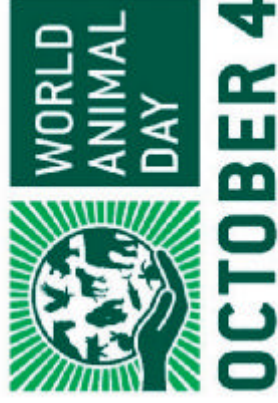
From Canada to Cameroon, from Nepal to Nigeria and from Lithuania to Liberia, advocates proved that animals are at the forefront of their minds and, regardless of any challenges in their regions, they will continue to speak up for animals and make them the priority they deserve to be.

Over 100 events were registered with us this year – just the tip of the iceberg, as

we know that countless other activities took place without being added to the website. Next year, we will reach out to those organisations and encourage them to join the movement to show an even more united front.

Online, it was phenomenal! Despite seven-hour outages on two of the main social media platforms, World Animal Day reached over 139 million people – a 38% increase on 2020!

Well-known contributors to this achievement included actor Jean-Claude Van Damme, singer Shakira and TV vet Noel Fitzpatrick. Global animal welfare organisations sent important messages to their numerous supporters, including SPANA, Animals Asia, Compassion in World Farming and the World Federation for Animals, as well as home-grown charities such as the RSPCA, Cats Protection and the Donkey Sanctuary. On the frontline of



animal welfare, our industrious World Animal Day ambassadors took time out from their daily routines to organise their own events and raise awareness of their fantastic work.

Businesses, countries, landmarks, media outlets and politicians also gave World Animal Day a mention – and let's not forget the hundreds of thousands of individuals who gave a voice to animals on October 4.

Here are just some of last year's wonderful events



In 2021, we welcomed a new ambassador organisation to the World Animal Day team! Asociația Sava's Safe Haven is based in Galati, Romania. As a family-run shelter with only four volunteers, no employees and 250 dogs, we were impressed by the education event they organised for October 4. Together with a local school, they shared an important message – 'Save the abandoned animals. Stop animal cruelty!' They were joined by police officers, who told children how to report a case of



Also in Romania, our ambassador Claudiu Iosim threw himself into World Animal Day again. After holding a spay event, he took two rescued puppies home to foster. He also took part in several runnina events – waving his 3x5



Voice of Animals Nepal is a non-governmental organisation based in Kathmandu, Nepal. They recognised World Animal Day by feeding animals in need, including hundreds of monkeys at the Nil Barahi Temple of Bode, who were starving due to the pandemic. On the second day, they fed around 150 street dogs in Suryavinayak Municipality, along with cows and goats.



World Animal Day isn't just for large organisations and businesses – individuals can take part too! In the UK, Aliz Szappanos crocheted 30 hedgehog pairs to raise funds for Brent Lodge Wildlife Hospital. She encourages others to use their talents for rescue centres. We hope Aliz gets involved again in 2022!



In Colombia, Animal Blessings are always a popular activity on October 4. Animal Kingdom Foundation (AKF) in Manila, the Philippines, held a socially

World Animal Day Grants 2021 – Sharing the News

In 2021, Naturewatch Foundation was thrilled to be able to donate four separate World Animal Day grants to organisations that submitted projects with the potential to make a direct difference for animals around the world. World Animal Day is always a special event that sets out to raise the status of every animal and to increase the opportunity to rescue, advocate, protect and assist animals around the globe. The World Animal Day grants are an embodiment of the impact that this important day can have! All of the organisations had bold and optimistic projects planned for the grant money, aiming to tackle relevant animal welfare issues close to them. Despite the global challenges that presented this year, the outcomes from each project remained close to the targets set, meaning that the grants still had a positive impact on domestic and wild animals around the world.

BIG IMPACT OF THE TWO 'MINI-GRANTS'!

This year, Naturewatch Foundation was thrilled to be able to donate two mini-grants to animal welfare organisations with World Animal Day ambassadors to help them with their projects.

Swaziland - SAWS

Ambassador: Margaret Dean-Smith

One of the mini-grants was awarded to the Swaziland Animal Welfare Society (SAWS), a non-profit organisation that aims to promote the welfare of animals in Swaziland.

In September, using their World Animal Day mini-grant, SAWS were able to print 10,000 educational leaflets full of information on how to properly care for animals. They feel that the information provided on the leaflets is very important as it has the potential to improve basic knowledge about animal care, which is particularly valuable in rural areas. From the distribution of these resources within veterinary practices, councils and animal shelters, SAWS believe that the mini-grant could have reached a whopping 50,000 people!

THE MAIN GRANTS

OIPA Cameroon

Ambassador: Che Gilbert Ayunwi

Improving the lives of working animals

OIPA Cameroon is one part of the International Organisation for Animal Protection that has a focus on both education and the provision of veterinary care to the animals who require it. OIPA expressed their great concern for the thousands of working animals across Cameroon that are an integral part of society and yet face negligence and poor health.

ADDA Bolivia

Ambassador: Liliana Téllez Flor

The second of our mini-grants was awarded to the Asociación para la Defensa de los Derechos de los Animales, Bolivia (ADDA Bolivia) which is a non-profit voluntary association founded in 1995.

Upon receiving the grant, ADDA Bolivia created resources, such as banners and leaflets, to educate people on animal welfare covering wildlife and domestic animals. ADDA Bolivia stretched the grant even further by paying to feed, neuter and treat animals in their care! With the leftover funds, they plan to continue to help animals in similar ways.

As well as having the two mini-grants, two main World Animal Day grants were awarded to OIPA Cameroon and ANAW in Kenya. These organisations had planned specific projects to help as many animals as they could and we have been looking forward to sharing their incredible work with you!

ANAW Kenya

Ambassador: Eunice Robai

One health, one welfare

The second main grant was awarded to ANAW – the Africa Network for Animal Welfare. ANAW place a large emphasis on the importance of addressing animal, human and environmental health and work to both educate communities and assist animals directly. As rabies is a tremendous problem within Kenya, ANAW applied for the grant with plans to use it

Organise an Event in Animal Day Dog Bar

In 2021, we introduced our NEW World Animal Day neckpiece is now available to anyone who adds the 3'x5' World Animal Day logo flag (which is also spread the word and increase participation.

If you have a business, why not point them in the direction of the event? Here's a photo of a participant in 2021. Or, if you would like to take part you can contact worldanimalday.org.uk



Keeping Up with the Times

On Tuesday 9th November 2021, we launched the new Naturewatch Foundation website to replace the old site that went live a decade ago. The new site has been built from the ground up with a modern and clean design and easy-to-navigate user interface.

Each campaign has its own landing page that displays a condensed version of all campaign information, which is ideal for supporters who only want to read a campaign summary.



Other Ways YOU Can Support Our Animal Welfare Campaigns

It has been a challenging two years for us all and we have only been able to develop our crucial work with your support!

- Without **your confidential** reports, we couldn't investigate wildlife crime or illegal dog breeding.
- Without **your donations**, we wouldn't be able to provide police training and sterilisation clinics in Ukraine.
- Without **your advocacy**, our petitions to end animal testing would not impact and influence decision-makers.
- Without **your dedication** to cruelty-free shopping, rabbits and mice might still be used for cosmetics testing in this country.
- Without **your participation**, the phenomenal success of World Animal Day would not continue to snowball every year.
- Without **YOU**, we would not be able to advance animal welfare standards in the UK and around the world.

That's why we greatly appreciate your support more than ever. If you are unable to help with the above, don't worry – there are plenty of other ways you can get involved for animals.

Leave a legacy

Remembering us in your Will is an opportunity for you to make a positive impact on animal welfare long into the future. As a small charity without the resources of larger organisations, legacies are vital to our future and our ability to make the world a kinder place for animals. Just give our contact details to your solicitor – Naturewatch Foundation, 49 Rodney Road, Cheltenham GL50 1HX. Registered charity number 1039679.

Be their voice

From time to time, we ask supporters to participate in our campaigns by lobbying MPs, companies, or other decision-makers. We try to give **everyone** an opportunity to make a difference, including those without internet access. **Hundreds** of you have taken part in current and previous activities by email or post – *thank you so much!* Please visit naturewatch.org/get-involved/petitions. If you aren't online, call us on **01242 251871** and we'll tell you about current campaigns you can support by post.

Shop online

Did you know that, as you pay for your items, you can donate to charity – at

no additional cost to you? Just add Naturewatch Foundation as your chosen organisation, and the following websites will do the rest!

- **'Amazon Smile'** – Get the feelgood factor when you shop with Amazon. They'll donate 0.5% of the price of eligible purchases – it might not seem like much, but it all adds up! Visit smile.amazon.co.uk to register. **In 2021, you raised £50.75 for us through Amazon Smile!**
- **'Give as You Live'** – Every time you shop online you could raise FREE ££'s for us! It takes two minutes to sign up and they'll turn a percentage of everything you buy into a donation to us. There's even an app to make it easier! Go to giveasyoulive.com to find out more.
- **'Easy Fundraising'** – Start your online shopping first at easyfundraising.org.uk, then shop as normal. Retailers will then make a small donation to your chosen charity to say, "thank you". **Easy Fundraising donated £58.94 to us in 2021!**

Set up a direct debit

We don't receive government or corporation funding and rely entirely upon the generosity of our supporters. Regular income from direct debits allows us to plan more effectively – and every penny counts! If you would like to donate on a regular basis, please call us on 01242 252871. We can set up a direct debit over the phone or send you a form. If you would like to donate less than £2 a month, please set up a standing order instead, directly with your bank.

MAKE YOUR DONATIONS WORTH 25% MORE!

Please let us know if you're eligible for Gift Aid – it significantly increases the value of your donation! Give us a call on 01242 252871 to request a declaration form or check if we already have one in your name.

Donate your unwanted jewellery, old bank notes or used stamps

Our partners at **Recycling for Good Causes** will reuse and recycle old jewellery and bank notes, giving 75% of the proceeds to us! They also collect used stamps – all kinds of stamps are welcome, on or off the paper. If you have any items you would like to contribute, please call us on **01242 251871** for more details. **Thanks to supporters like you, Recycling for Good Causes raised an incredible £1,169.30 for us in 2021!**

Take a trip with Charitable Travel!

This socially responsible travel agent will donate 5% of the cost of your holiday to us, instead of taking a commission. Just mention Naturewatch Foundation when you book. There are lots of beautiful destinations to choose from! To find out more, visit their website at charitable.travel/naturewatch-foundation/ or call them on **020 3092 1288**.

Sign up for our e-newsletter

If you're online, why not sign up for occasional updates by email? We don't bombard your inbox, and we'll let you know how **you** can speak up for animals – without even leaving home! Just sign up on the website – naturewatch.org.

A Closing Message from Our New CEO, Sarah Carr

It is an honour to take over the reins as CEO of Naturewatch Foundation. Caroline Ruane will be very much missed, as she has led the charity from strength to strength. We are all enormously grateful for her excellent leadership and guidance, which has made Naturewatch Foundation's work so hugely respected by many other campaigning organisations, individuals and policymakers.

Our small team is dedicated, well-informed and committed to raising the status of animals. It has been a privilege to be the Campaign Manager for the puppy farming campaign and animal experiments campaign for the past three years and I'll work hard as CEO of this wonderful charity! Thank you to all our supporters, patrons, trustees, volunteers, World Animal Day Ambassadors and well-wishers. Naturewatch Foundation is a real team effort, dedicated to tackling animal cruelty and improving animal welfare standards worldwide. I'm delighted to be leading Naturewatch Foundation in 2022. Thank you wholeheartedly for your continued support!



NATUREWATCH FOUNDATION

England & Wales - Charity number 1039679

Accounts

Company Number
02944372
Registered Charity Number
1039679

Naturewatch Foundation

Report and Accounts

For The Period Ended

31 December 2020

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2020

Introduction

The trustees present their annual report and accounts for the year ended 31st December 2020.

The board of trustees are satisfied with the performance of the charity during the year and the position at 31st December 2020 and consider that the charity is in a strong position to continue its activities during the coming year, and that the charity's assets are adequate to fulfil its obligations.

Name, registered office and constitution of the charity

The full name of the charity is Naturewatch Foundation

The legal registration details are :-

Date of formation

The Principal Office is

49 Rodney Road, Cheltenham GL50 1HX

Charity Registration Number

1039679

The telephone number is

01242 252871

Objectives and Activities of the Charity

Public benefit that is provided by the charity

The charity provides public benefit by campaigning for the welfare of animals both in the UK and abroad.

An explanation of the charity's main objectives for the year.

Achievements and Performance of the Charity

Structure, Governance and Management

Nature of the Governing Document and constitution of the charity

The charity is constituted as a company limited by guarantee and is, therefore, governed by the memorandum and articles of association dated 10 June 1996.

The methods adopted for the recruitment and appointment of new trustees

The charity is always open to new trustees who are sympathetic to the aims of the charity and have appropriate skills and experience. New trustees are appointed by the existing board of trustees.

Financial Review

The Statement of Financial Activities show net incoming resources for the year of a revenue nature of £188,327 (prior year £126,402).

The total reserves, all free unrestricted liquid reserves, at the year end stand at £920,379, (prior year £732,051).

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2020

Specific changes in fixed assets

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

The members of the Board of Trustees of the Charity during the period ended 31st December 2020 were :-

B Gibb
S Davies

The members of the Board of Trustees of the Charity at the date the report and accounts were approved were:-

B Gibb
S Davies

Independent Examiner

E Conway
ACCA
3 Fairview Court
Fairview Road
Cheltenham
Gloucestershire
GL52 2EX

Statement of Trustees' Responsibilities

The Charities Act requires the Board of Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of the surplus or deficit of the charity. In preparing those financial statements the Board is required to :-

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.
- state whether applicable accounting standards and statements of recommended practice have been followed , subject to any material departures disclosed and explained in the financial statements;

The Trustees are also responsible for maintaining adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which are sufficient to show and explain the charity's transactions and enable them to ensure that the financial statements comply with regulations made under the Charities Act. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable

Naturewatch Foundation

The report of the trustees for the year ended 31 December 2020

The trustees are also responsible for the contents of the trustees' report, and the responsibility of the independent examiner in relation to the trustees' report is limited to examining the report and ensuring that, on the face of the report, there are no inconsistencies with the figures disclosed in the financial statements.

Review of Activities

The annual review is attached as an appendix to the accounts.

This report was approved by the board of trustees on 20 September 2021.

B Gibb
Director and Trustee

Naturewatch Foundation
Independent Examiner's Report to the trustees of the charity

Report of the Independent Examiner to the trustees
on the accounts of the Charity for the year ended 31 December 2020

I report to the trustees on my examination of the accounts of Naturewatch Foundation for the year ended 31 December 2020 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes.

Responsibilities and basis of report

As the charity's trustees (and also directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having established that the accounts of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for Independent Examination, I report in respect of my examination of the charity's accounts carried out under section 145 of the Charities Act 2011 (the 2011 Act). In

Independent examiner's statement

I have completed my examination. I can confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

the accounting records were not kept in respect of the charity as required by section 396 of the 2006 Act; or the accounts do not accord with those records; or the accounts do not comply with the applicable requirements under section 396 of the 2006 Act other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination; or the accounts have not been prepared in accordance with the Charities SORP (FRS 102) I have no concerns and have come across no other matters in connection with the examination which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

E Conway
ACCA
3 Fairview Court
Fairview Road
Cheltenham
GL52 2EX

The date upon which my opinion is expressed is :-
20 September, 2021

Naturewatch Foundation
Statement of Financial Activities
for the year end 31 December 2020

	Unrestricted Funds	Restricted Funds	Total Funds	Last Year Total Funds
Notes	£	£	2020 £	2019 £
Incoming resources				
Voluntary Income	470,522	-	470,522	422,474
Interest received	539	-	539	603
Total incoming resources	471,061	-	471,061	423,077
 Costs of generating funds				
Costs of generating voluntary income	60,837	-	60,837	93,149
Costs of charitable activities	221,896	-	221,896	203,526
Total resources expended	282,733	-	282,733	296,675
 Net incoming resources before transfers between funds	188,328	-	188,328	126,402
 Net movement in funds	188,328	-	188,328	126,402
 Reconciliation of funds				
Total funds brought forward	732,051	-	605,649	605,649
Total Funds carried forward	920,379	-	793,977	732,051

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

**Naturewatch Foundation
Balance Sheet
as at 31 December 2020**

	Notes	2020 £	2019 £
<i>The assets and liabilities of the charity :</i>			
Fixed assets			
Tangible assets	6	490	735
Investments		400,000	400,000
Total fixed assets		400,490	400,735
Current assets			
Cash at bank and in hand		525,158	333,714
Creditors:- amounts due within one year	7	(5,269)	(2,398)
Net current assets		519,889	331,316
Total assets less current liabilities		920,379	732,051
Net Assets		920,379	732,051
<i>The funds of the charity :</i>			
Unrestricted revenue accumulated funds		920,379	732,051
Total unrestricted funds		920,379	732,051
Total charity funds		920,379	732,051

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

B Gibb
Director and Trustee
Approved by the board of trustees on 20 September 2021

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2020

1 Accounting policies

Basis of preparation of the accounts

The accounts have been prepared on the accruals basis, under the historical cost convention, and in accordance with the Financial Reporting Standard 102 (effective 1 January 2016) and FRS 102 SORP (Statement of Recommended Practice for Accounting and Reporting by Charities) 2015 (as amended by the Bulletin issued in February 2016) published by the Charities Commission in England & Wales (CCEW), effective January 2016. (The SORP).

Accounting convention

The financial statements are prepared, on a going concern basis, under the historical cost convention

Incoming Resources

Incoming resources are accounted for on a receivable basis

Recognition of liabilities

Liabilities are recognised on the accruals basis in accordance with normal accounting principles, modified where necessary in accordance with the guidance given in the SORP.

Fixed assets and depreciation

All tangible fixed assets are stated at cost less depreciation.

All purchases in the year have been expensed to profit and loss account.

Depreciation has been provided at the following rates in order to write off the assets (less their estimated residual value) over their estimated useful economic lives.

Plant and machinery 25% straight line

Taxation

As a registered charity, the organisation is exempt from income and corporation tax to the extent that its income and gains are applicable to charitable purposes only. Value Added Tax is not recoverable by the charity, and is therefore included in the relevant costs in the Statement of Financial Activities.

Finance and operating leases

Rentals payable in respect of operating leases where substantially all the benefits and risks of ownership remain with the lessor are charged to the Statement of Financial Activities as incurred.

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2020

Funds structure policy

The charity maintains a general unrestricted fund which represents funds which are expendable at the discretion of the trustees in furtherance of the objects of the charity. Such funds may be held in order to finance both working capital and capital investment.

Restricted funds have been provided to the charity for particular purposes, and it is the policy of the board of trustees to carefully monitor the application of those funds in accordance with the restrictions placed upon them.

There is no formal policy of transfer between funds or on the allocation of funds to designated funds, other than that described above.

Any other proposed transfer between funds would be considered on the particular

Accounting for Legacies

Legacies are accounted for on a receivables basis

2 Winding up or dissolution of the charity

If upon winding up or dissolution of the charity there remain any assets, after the satisfaction of all debts and liabilities, the assets represented by the accumulated fund shall be transferred to some other charitable body or bodies having similar objects to the charity.

	2020	2019
Revenue Turnover from ordinary activities	470,522	422,474
and after charging:-		
Depreciation of owned fixed assets	245	245
Rentals under operating leases	6,200	6,200

3 Statement that no expenses were paid to trustees or connected persons

No expenses were paid to trustees. £5,040 was paid to Run Your Business Online Limited for bookkeeping and payroll services on normal commercial terms. I Gibb, the son of B Gibb, is a director of this business.

4 Detailed analysis of certain transactions required by the 2005 revision to the Statement of Recommended Practice for Accounting and Reporting issued by the Charity Commissioners for England & Wales (effective April 2005 and revised June 2008)

Various items of support costs and charitable expenditure which are required by the SORP to be disclosed in the notes to the accounts are set out in the Detailed Schedule to the Statement of Financial Activities.

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2020

5 Staff Costs and Emoluments	2020	2019
	£	£
Gross Salaries	162,018	138,370
Pension Contributions	11,940	11,077
	<u>173,958</u>	<u>149,447</u>

Numbers of full time employees or full time equivalents	2020	2019
Engaged on charitable activities	7	6

There were no fees or other remuneration paid to the trustees
There were no employees with emoluments in excess of £60,000 per annum

6 Tangible functional fixed assets

	Plant, Machinery & Vehicles £
Asset cost, valuation or revalued amount	
At 1 January 2020	5,816
Additions	-
At 31 December 2020	<u>5,816</u>
Accumulated depreciation and impairment provisions	
At 1 January 2020	5,081
Charge for the year	245
At 31 December 2020	<u>5,326</u>
Net book value	
At 31 December 2019	<u>490</u>
At 31 December 2018	<u>735</u>

Naturewatch Foundation
Notes to the Accounts
for the year end 31 December 2020

7 Creditors: amounts falling due within one year	2020	2019
	£	£
Accrued expenses	-	517
Pension fund	778	-
PAYE and NI	4,491	1,881
	<u>5,269</u>	<u>2,398</u>

8 Analysis of the Net Movement in Funds	2020	2019
	£	£
Net movement in funds from Statement of Financial Activities	<u>201,528</u>	<u>126,402</u>

9 Particulars of Individual Funds and analysis of assets and liabilities representing funds				
At 31 December 2020	Unrestricted funds	Designated funds	Restricted funds	Total Funds
	£	£	£	£
Tangible Fixed Assets	490	-	-	490
Investments at valuation	400,000	-	-	400,000
Current Assets	525,158	-	-	525,158
Current Liabilities	(5,269)	-	-	(5,269)
	<u>920,379</u>	<u>-</u>	<u>-</u>	<u>920,379</u>
	£	£	£	£
At 1 January 2019	Unrestricted funds	Designated funds	Restricted funds	Total Funds
Tangible Fixed Assets	735	-	-	735
<i>Investments at valuation</i>	400,000	-	-	400,000
Current Assets	333,714	-	-	333,714
Current Liabilities	(2,398)	-	-	(2,398)
	<u>732,051</u>	<u>-</u>	<u>-</u>	<u>732,051</u>

The individual funds included above are :-

Funds at 2019	Movements in Funds as below	Transfers Between funds	Funds at 2020
£	£	£	£
<u>732,051</u>	<u>188,328</u>	<u>-</u>	<u>920,379</u>

Analysis of movements in funds as shown in the table above

Incoming Resources	Outgoing Resources	Gains & Losses	Movement in funds
£	£	£	£
<u>471,061</u>	<u>282,733</u>	<u>-</u>	<u>188,328</u>

Naturewatch Foundation
Schedule to the Statement of Financial Activities
for the year end 31 December 2020

	Unrestricted Funds	Restricted Funds	Total Funds	Prior Period Total Funds
	£	£	2020 £	2019 £
Incoming Resources				
Incoming resources of a revenue nature				
Grants, legacies and donations	470,522	-	470,522	422,474
Interest received	539	-	539	603
Total	471,061	-	471,061	423,077
Costs of generating funds				
Costs of generating voluntary income				
Cost of fundraising activities	60,837	-	60,837	93,149
	60,837	-	60,837	93,149
Total costs of generating voluntary income	60,837	-	60,837	93,149
Charitable expenditure				
Management and administration costs				
in support of charitable activities				
Staff costs in support of charitable activities				
Temporary staff and recruitment	-	-	-	-
Salaries	162,018	-	162,018	138,370
Pension Contributions	11,940	-	11,940	11,077
	173,958	-	173,958	149,447
Indirect employee costs				
Travel and subsistence	824	-	824	1,894
	824	-	824	1,894
Premises Costs				
Rent payable	6,200	-	6,200	6,200
Rates, water and service charges	1,437	-	1,437	1,380
Premises repairs and renewals	7,337	-	7,337	871
	14,974	-	14,974	8,451
General administrative expenses:				
Telephone and fax	1,140	-	1,140	1,672
Stationery and printing	4,886	-	4,886	4,777
Bank charges	24	-	24	44
Sundry expenses	3,701	-	3,701	2,901
	9,751	-	9,751	9,394
Professional fees in support of charitable activities				
Accountancy fees other than examiners/auditors	5,040	-	5,040	5,040
Legal fees	566	-	566	2,390
Depreciation of fixed assets used for governance	245	-	245	245
	5,851	-	5,851	7,675

Naturewatch Foundation
Schedule to the Statement of Financial Activities
for the year end 31 December 2020

	Unrestricted Funds	Restricted Funds	Total Funds	Prior Period Total Funds
	£	£	2020 £	2019 £
Total Support costs	205,358	-	205,358	176,861
<i>Grantmaking to achieve the objects of the charity</i>				
<i>Grants paid including Gift Aid payments</i>				
Grants paid	16,538	-	16,538	26,665
Total Expended on Charitable Activities	221,896	-	221,896	203,526



Welcome to our Review of 2020

As always, at the end of each year we spend time evaluating the impact of our current campaigning projects. It might be that we decide to adapt some to make them more effective, recognise the success of others and expand them, or plan the launch of new, exciting initiatives to further the aims and objectives of the charity.

The global outbreak of Covid-19 early in the year presented us with unprecedented challenges that forced us to revisit our plans for 2020. Thanks

to our amazing team, we were able to adapt our campaigning projects to ensure they remained relevant throughout the Covid-19 crisis.

I couldn't be more proud of the amazing progress our campaigns made in 2020 and I'm sure that when you've read our Annual Review you will agree. I'm forever grateful to my hardworking team, loyal supporters, active patrons, committed volunteers and supportive trustees who, together, ensure that Naturewatch Foundation continues to make a



difference for animals around the world.

Warm regards,
Caroline Ruane
CEO

Our Annual Review only covers highlights from 2020 but you can find out more about each of our campaigns on our website, where you can also read Annual Reviews from previous years.

Badger Persecution

Naturewatch Foundation's Badger Baiting Campaign has strived to continue, invigorate, and adapt to the challenges that the COVID-19 pandemic has brought to all of us.

Our #Hero4badgers investigations on those involved in illegal persecution of badgers continued in earnest, with many of our meetings going online. Of course, we lost the ability to attend Rural Crime Days, Wildlife Crime Conferences, and present talks to the likes of Badger Groups around the country. However, milestones were still achieved during the year and much valued and important work undertaken.



Libby Anderson, Animal Crime Manager
Andrew Swinburne and Bob Elliott

Some face-to-face partnership meetings took place in early 2020, such as a visit to the OneKind office in Edinburgh in February, where our Animal Crime Manager, Andrew Swinburne, met with their Policy Advisor Libby Anderson and Director Bob Elliott to discuss campaigns and partnership working.

However, Andy spent most of the year as normal, working from home with his dogs.



Andrew Swinburne in his office, with friends

A Badger's Tale

During 2020, the wildlife crime novel for teenagers, written on behalf of Naturewatch Foundation by the author Geoff Francis, has been publicised widely on social media, in the badger campaign fundraising letter, and via our online shop. Sales continued throughout



the year and have helped to raise awareness of the illegal persecution of badgers to the younger generation.

School Awareness Programme

In early 2020, the programme had been signed up to by a succession of northern police forces and badger groups, thus targeting some of the main geographic areas of England where badger baiting is prolific. This included a meeting in early March with Samantha O'Key, Rural and Environmental Crime Coordinator for Cumbria Police, who was keen to present the programme in Cumbria where badger baiting is a problem and the force has had several successful prosecutions. One case followed on from some members of an organised crime gang being imprisoned for ATM thefts in the north west. Police found evidence on the mobile phone of one of the men that led to the badger baiting investigation.

However, with COVID lockdowns and the closure of schools, this is the main area of our work that has inevitably been impacted upon as the school programme was unable to be delivered.

This predicament allowed the opportunity to begin developing a shorter version for school assemblies when they return... **AND** importantly... an online version which is due to be released in early 2021, to enable our programme to reach an even wider audience of young people.

Watch out for the release via our social media platforms soon!!!!

Badger Investigations

During 2020, the reports received mainly mirror-imaged the main badger baiting season between November and March. Therefore, there was a flurry of cases and evidential reports being disseminated to the enforcement authorities and partner agencies during the beginning and end of the year.



Luckily, this fitted nicely into the period from April onwards when the investigation team was somewhat overwhelmed by the increase in puppy farming reports due to the rise in demand during lockdown.

The year started with a first for the charity when our Animal Crime Manager attended a planned operation led by

Northern Ireland and even the Irish Society for the Prevention of Cruelty to Animals in Eire.

Once again, we have unearthed links to organised crime and even gangs who are using puppy farming to fund their illegal exploits related to badger baiting, such as breeding dogs to be pitted against the badger.

Our investigations are a team effort and, whilst our Animal Crime Manager fronts the team, much of the work and success must be attributed to our undisclosed investigator who works tirelessly on our cases and deserves much credit.

If you have any information about someone you suspect is involved in the illegal persecution of badgers, please contact our Animal Crime Manager, Andrew Swinburne, via email andrew@naturewatch.org or ring him on 07392 185 373.

We will investigate your leads.

Badger Investigations 2020	
Recorded reports received	39
Individual cases involved	27
Evidential Research Reports disseminated to enforcement agencies	29

West Yorkshire Police and assisted by the RSPCA. This operation came about as a direct result of information supplied by Naturewatch Foundation. With a warrant executed and a person interviewed, unfortunately, it later transpired there was insufficient evidence to take the case further, but is a clear indication of just how far our investigations and standing within the partnership world has come.

Towards the end of 2020, again as a result of our #hero4badgers project, further operations have been conducted by police across England and Wales, with enquiries also in the hands of the Scottish Society for the Prevention of Cruelty to Animals, Police Service of

A Few Snippets...

- Wildlife and Countryside Link (WCL)**
 The WCL Wildlife Crime Report 2019 was launched via a Zoom Webinar in November and was attended by a number of key people including MPs, a Liberal Democrat Defra Spokesperson, officers from Defra, Natural England, and the Conservative Animal Welfare Foundation.
- Our Animal Crime Manager wrote the new chapter this year on cybercrime, and also co-wrote the badger chapter with Craig Follows from the Badger Trust..... The appealing reach to the audience was the cybercrime aspect.
- We will continue to campaign, as a member of WCL, for harsher sentencing for wildlife crime and for wildlife crime to become recordable.
- UK Badger Persecution Priority Delivery Group**
 A Badger Tool Kit has been produced by the PDG to assist the enforcement authorities investigating illegal badger crime. Naturewatch Foundation contributed to this tool kit and it also includes the "Guide for Investigators in England and Wales" which was published in partnership with the Badger Trust in 2019.
- Naturewatch Foundation has continued to donate towards the Partnership for Action Forensic Analysis Fund**
 This fund assists towards the costs incurred by police forces in the forensic investigation of wildlife crime, including badger crime.
- National Badger Day November 6th**
 Naturewatch Foundation participated on social media platforms to highlight our badger baiting campaign and raise awareness of the continued persecution.
- PAW Northern Ireland Badger Subgroup**
 Naturewatch Foundation continues to be represented on this group as part of our UK portfolio and were pleased to promote the group's latest 'Badger Crime report 2016-2018' in December.



Animal Experiments

Non-Animal Tests are the way forward!

2020 was not a great year for human freedom. We have been forced to look at our lives and how we live. At the same time as the awful spread of the 'zoonotic' pandemic Covid-19, there was some rare good news in the growth of more companies, supermarkets, and people embracing cruelty-free products and plant-based diets.

By investing in our Compassionate Shopping Guide and taking it 'online' with a dedicated website - compassionateshoppingguide.org - Naturewatch Foundation has been helping to guide people towards making shopping choices that are kinder to animals.

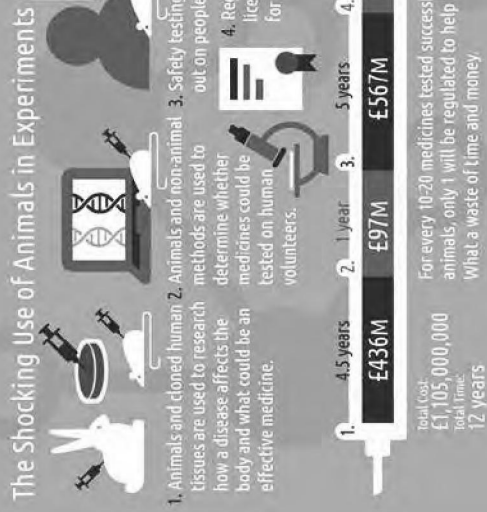
Laboratory animal freedom is long overdue. Faced with a lengthy and

expensive vaccine development process, policymakers and scientists reliant on outdated animal testing are slowly but increasingly looking to non-animal tests, and the use of millions of animals in research science is being brought into question. There is a better, kinder and more accurate way to produce safe cosmetics, cleaning products, chemicals and medicines without abusing innocent animals. Advancing non-animal and advocated for change in the United Nations, regulators, national governments and in the press. As humankind slowly emerges from the pandemic and reflects on the use of animals we hope that, going forward, governments, regulators and scientists increasingly promote proven, non-animal scientific methods such as using human cells and tissues and computer-based techniques, which deliver quicker, more accurate results.



The Shocking Use of Animals in Experiments

Over three million animals are used in animal experiments in the UK each year.



Non-animal research methods can better predict results, are cheaper and take much less time.

Approved non-animal testing methods:

- Testing human tissues
- Advanced computer modelling techniques
- 3-D bioengineering
- Mini-brains
- Scanning and recording devices (MRI) on human volunteers
- Blood samples

In holding the UK government to account, regulating the use of animals in experiments in the UK, our regular meetings with the Home Office Animals in Science Regulation Unit continued but became virtual, online meetings. During the year, we were pleased to present our perspectives to newly-appointed animal laboratory regulatory inspectors as part of their induction process. Naturewatch Foundation also drew out and publicised shocking statistics from 2020 official government publications.

The government's UK annual statistics expose the sheer number of animal experiments carried out in the previous year:

- 3.4 million procedures on animals
- 10,000 rabbits
- 18,000 specially protected species such as cats, dogs, monkeys and horses
- 2,000 non-human primates
- 67 animal experimental procedures for ingredients contained in household products
- 69,200 procedures resulted in a major departure from the animal's usual state of health and wellbeing
- 86,500 procedures were carried out under general anaesthesia without recovery

Source: UK Home Office 2020

An update from our Compassionate Shopping Guide researchers

IMPORTANT UPDATE: Since printing the condensed *Compassionate Shopping Guide in 2020*, we have been able to endorse the following additional brands: *Baylis and Harding, Co-op, Furry Amber, Calcot Spa, The Black Cat Soap House, Treacle Moon and Faith in Nature.*

The full link to the new website is available here: <https://compassionateshoppingguide.org>

After having published our Compassionate Shopping Guide in print for over 30 years, in 2020 it was time to take the leap and go online.

In September, our 15th Edition was launched on its very own website! This was a huge step forward, allowing us to keep growing our list of endorsed brands and keep you updated on all new additions. Compassionate shoppers can also now filter brands that have vegan options, provide eco-friendly products, or have an organic range.

This has been a big learning process for us as, being a small team, not all of us are tech savvy! We want to let you know that we are actively working to make our website better for users and, as always, we are very grateful for your feedback regarding both the online and printed guides. We have listened and will keep you informed as new updates continue to grow our number of endorsed brands; and improve our Compassionate Shopping Guide online platform.

Online was not the only way to access our 15th Edition in 2020, we also launched a printed version! With the



Public Affairs

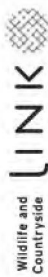
End Wildlife Trade!

You would think that banning the international wildlife trade would be a 'no-brainer' in the middle of a zoonotic disease, but international agreement is difficult to achieve. In 2020, Naturewatch Foundation eagerly participated in the coalition campaign to ban the global wildlife trade. World Animal Protection kindly took the lead hosting virtual events, with fellow coalition members signing joint letters to world leaders in advance of the G20. Naturewatch Foundation campaigners embraced new 'online' campaigning to help end the suffering of wild animals and spread the message 'End the wildlife trade!'



Wildlife and Countryside Link

Throughout 2020, we continued our participation in Wildlife and Countryside Link, the largest environment and wildlife coalition in England, bringing together 57 organisations to use their strong joint voice for the protection of nature. As an active member of the animal welfare strategy group, we have added our voice in lobbying government on many issues from international trade, environment legislation, to our continued support for the 'Better Deal For Animals' campaign to ensure that animal sentience is recognised in UK law following Brexit. Government ministers have promised that they will take action, but the detailed discussions are still taking place!



Wildlife and Countryside LINK

Bringing hope to Ukraine's animals

"Thank you, Naturewatch Foundation" was the video message from the patrol police of Ukraine after our latest face-to-face training session in Kyiv in February.



We rolled out our guide to handling dogs safely and beat travel bans to get into the Ukrainian capital to meet with the police teams. We distributed 1000 hard copies around Ukraine to make sure that fewer animals or officers are hurt when catching injured or abandoned animals. This is the first time such a guide has been produced.



Prosecutions

Since we launched the police training project, there has been a **75% INCREASE** in the number of animal abuse cases prosecuted by the police. We recognise there is still a very long way to go, but we are proud that the journey to protect abused animals has begun, with the help of Naturewatch Foundation supporters.

Ukraine's Criminal Code allows those that commit serious animal cruelty to be sent to jail for 8 YEARS, 16 times that of England and Wales.

There is also a provision that when the abuse is committed in front of children this is taken into account. This uniquely recognises the impact that witnessing violence can have on children's development.

Whilst in Kyiv, we ran sessions for the police and animal groups in Irpin (outskirts of Kyiv) and were set to visit an 11th city on our programme when the virus prevented us.



Going Online

We have had to adapt our methods because of the pandemic and, like most, have gone online with our training. We have also used technology to participate in Ukraine's first online rally for animals.

We featured across Ukrainian media, explaining why animals are important to all communities and we also appeared on prime-time Bulgarian National Television to share our messages.

Animal Welfare Law

Through our supporters, we have added pressure to the Ukrainian Government to adopt Law 2351, a new bill that will protect animals even further. This Law seeks to tighten up on guidelines around euthanasia of street animals. In particular, it forbids euthanasia as a means of regulating street animal populations. It bans the use of one animal to fight another, prevents the use of animals as live targets for shooting training and improves conditions of farm animals. It also stops disused buildings being boarded up where street cats have made a home.

To date, our supporters have sent over 1560 emails and letters to the Ukraine Government and the Law is now on a second reading.

2021

Our aim is to bring more hope to the animals across Ukraine. We are excited that the police academy in Kyiv has chosen rescue pets for its 2021 calendar. The animals' future, because of your help, looks bright.

Puppy Farming

Pandemic Puppies

Puppies are cute and cuddly, but also a whole lot of work. A new puppy may have provided a welcome relief for many people frustrated by the pandemic lockdown, but there have been countless reports of families falling victim to unscrupulous puppy farmers. The future of these bundles of energy may also not be so rosy. Puppies need time, attention, socialisation with animals, people, different environments, and exercise.

Puppy farming is a shameful industry. The cruel 'factory farming' of dogs is much more common than people think, as the demand for 'cheap' puppies far outstrips the supply of well-bred, socialised pups. At its

most heartbreaking, puppy farming is linked to criminal gangs, dog theft and smuggling. Tiny, scared pups are stashed in containers, vans, car boots and transported over long distances, including by ferry, without any care or attention. Dog buyers are then conned into buying what they think is a 'home-bred' puppy.

Whether the puppies are bred in dark, cold sheds in the countryside, in flats in the city or smuggled in from abroad, they are all suffering. The poor breeding bitches left behind are simply used as money-making machines, forced to churn out litter after litter. They do not receive love, care or attention and do not even have a glimpse of a happy future.

2020 Naturewatch Foundation Puppy Farming Hotline statistics

In 2020, our puppy farming hotline was incredibly busy. There were pronounced spikes during periods of lockdown.

Puppy Farming Investigations 2020	
Number of Recorded Reports of puppy farming	506
Number of individual cases involved	367
Number of Evidential Research Reports disseminated to partner enforcement agencies	143
Number of Evidential Intelligence Reports disseminated to partner enforcement agencies	51

Naturewatch Foundation ACTION to stamp out puppy farming

2020 started off innocently enough. Our Campaign Manager and Animal Crime Manager began the year with great hope, including presenting in Parliament about our work.

Getting MPs to understand the nature of puppy farming, why it is so cruel to dogs and what the implications can be for dog buyers, is an important part of campaigning. The support of MPs is crucial in changing the law. Across the UK, it's been great to see the devolved parliaments taking action in 2020. From Lucy's Law in England to increased prison sentences for animal cruelty in Scotland, MPs have listened and legislated. The testing year means that some legislation has not yet made it to the statute book, such as increasing prison sentences for animal cruelty in England, and Lucy's Law in Scotland and Wales. We remain hopeful that, considering the cross-party support, these non-contentious and important new regulations will become law this year.

Sadly, criminals and those ignorant of animal welfare have taken advantage of the pandemic to flout the law and prey on innocent families and animal lovers. In March, the Naturewatch Foundation team became alarmed that some celebrities were promoting the purchase of a puppy as an ideal distraction during lockdown. Conversely, we thought puppies in new homes would be unable to socialise appropriately and would get unrealistic expectations of ongoing attention. We thought ahead to the



Naturewatch Foundation and fellow campaigners pictured presenting in the House of Commons in January 2020 including actor Peter Egan, vet Marc Abraham and All-Party Parliamentary Dog Advisory Welfare Group Chairwoman, Dr Lisa Cameron MP

puppy farmers and smugglers who would be seeking to get rich filling the void in supply of puppies. We worried for the animal shelters who would be bursting at the seams with unwanted, unruly dogs, when people returned to offices after lockdown. In response, we launched our 'Puppies in a Pandemic' campaign asking the online selling sites Pets4Homes, Proloved and Gumtree to not host adverts for puppies. The websites did respond by following government guidance, but they also benefited from pandemic puppies.

In 2020, our animal crime hotline witnessed a massive spike in reports from the public and we have worked alongside fellow campaigners in tackling puppy farming. We were delighted to join the SSPCA-led 'Say No to Puppy Dealers' coalition campaign which includes the Scottish Government, DEFRA, HMRC, port authorities and

Life of a Puppy Farmed Pup

Puppies are born in factory-farm breeding centres across Europe with almost no human contact.

The puppies are then taken from mum and mixed with other litters, spreading disease among them. They travel for days without a break, hungry, thirsty and terrified.

Families take the terrified, unsocialised and diseased puppies home to find that they need expensive veterinary care. They can develop life-long behavioural problems and some need to be euthanised.

The #Vets4Puppies Campaign

A message from our new Campaigns Assistant:

"2020 certainly was a challenging year, with record numbers of puppies being bought, sold, and smuggled all over the UK to feed the increasing demand.



advice about how to avoid puppy farmers to their clients. They also posted on social media to further raise awareness and spoke to their staff about how to help clients who were looking for a puppy."

We will continue to expand the project further into other counties in 2021, so look out in your local vets for a #Vets4Puppies poster, or ask your practice to join!



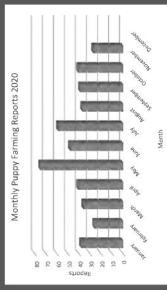
After several months watching from the sidelines, and working remotely with Naturewatch Foundation where I could, I was finally able to formally join the team in September! I immediately got cracking on expanding our pioneering project, the #Vets4Puppies campaign, into vet practices in Gloucestershire.

Despite the difficulties imposed by the pandemic, the campaign was a great success! 12 vet practices across the county collaborated with us, displaying our posters and leaflets of helpful

Pandemic Puppies Peak

"During the first lockdown, we saw a tremendous increase in the number of reports being received by our #hotline-puppies as a result of the increased demand for puppies through this period. This also included a notable rise in the number of financial scams, whereby non-existent dogs, using stolen images, were advertised with a promise of the puppy being couriered to the client in return for a deposit and courier charges being paid up front. It has been a very challenging year, but the investigations team made sure we stepped up for pets at this critical time."

Animal Crime Manager
Andy Swinburne



Spay/Neuter Projects in Ukraine

Written by: *Natalie Sorokopud, Ukraine Representative*

KHARKIV

Kharkiv is the second largest city in Ukraine that lies in the northeast of the country with a population of 1.4 million.

2020 has been a rough year for everyone. In Ukraine the lockdown made it almost impossible to continue conducting projects to help animals. In spring there was a risk that all vet clinics would be closed, which would have prevented us from doing any surgeries. Fortunately, vets were allowed to continue working which was very good news – so we kept on spaying and neutering.



However, we were faced with another problem: the majority of Kharkiv volunteers do not have their own cars to take the animals to the vet and rely on buses – mainly for transporting cats. During lockdown in April and May, all public transport stopped operating and the rest of the time there was a limit on the number of passengers. Also, many volunteers fell ill. These challenges meant surgeries were delayed.

Meanwhile, dogs and cats continued to multiply so it was very important that we found a solution to enable us to proceed with our work. We changed our system of receiving requests, found one more clinic to help us with surgeries and our work began again.

Overall this year, we have managed to spay and neuter 313 animals in Kharkiv and surrounding villages. Most of the pets were owned by old people who cannot afford the surgery or by mini-shelters – people who rescue and rehome many animals and foster them in their houses. Thanks to Naturewatch Foundation's spay/neuter project, our



Thank you
Naturewatch
Foundation.

As Kupyansk is a much smaller town than Kharkiv, the programme is progressing faster. It won't be long before we have spayed or neutered most of the dogs and cats in the town. Scientists say that for the stray population to stop growing, at least 70% should be spayed or neutered. In Kupyansk, we are getting close to that number, but there is a way to go yet.

I sincerely thank the supporters of Naturewatch Foundation for helping to make Ukraine a better place for animals.



mini-shelters are able to rescue and rehome many more cats and dogs. Now they can get the surgeries for some of the animals for free, it means they have more funds available for feeding and treating the animals in their care.



Slowly but surely, we are able to begin moving our work away from the city to help the people and animals in the surrounding villages. This is great progress as villagers are usually much poorer than city dwellers and can't even afford veterinary care for their pets, let alone think about getting them spayed or neutered. Also, it means they have to incur the additional cost of transportation to the city as there are no vets in the villages.

In 2020, we started to cover villages with spay/neuter surgeries which is a great step forward as those areas are now the main source of stray cats and dogs. Hopefully, we will soon reach the point when an animal's life is valued and every pet has its own loving family to care for it.

KUPYANSK

Kupyansk is a small town that lies 73 miles (118 km) to the east of Kharkiv with a population of 27.5 thousand.

In Kupyansk, the project is so successful that Victoria Kruchyna, the volunteer who coordinates the surgeries, receives dozens of telephone requests every day. She hasn't even needed to advertise the programme this year. Many of the requests are from old and disabled people in the town with pets, and people from nearby villages have also started calling asking for help. They managed to spay and neuter 244 cats and dogs in 2020. The number would have been higher but Victoria is the only volunteer in the town who can help the old people transport their pet to the vet.

2020 World Animal Day Grant Winners



The 2020 World Animal Day Grants were awarded to ambitious spaying and neutering programs in Romania and remote areas of Nepal. Both projects were able to meet or even exceed their targets, they collectively neutered over 350 cats and dogs! Projects like these help to humanely end the cycle of suffering associated with unwanted births. As a result, they reduce the numbers of animals abandoned to the streets, whilst providing a life-changing operation for the animals involved. They also benefit the communities, who in many cases without this help are otherwise left without humane options. Thanks to your support, these two amazing projects have changed the lives of so many animals!

The projects were headed by two of our fantastic World Animal Day Ambassadors: Dr Claudiu Iosim, Head of Animated Arad, Romania and Dr Khageshwar Sharma, Head of Himalayan Animal Rescue Trust (HART), Nepal.

Himalayan Animal Rescue Trust, Nepal

'No babies, No rabies'

Since 2012, HART have run annual dog neutering and rabies vaccination camps in remote areas of eastern Nepal. These projects are vital for maintaining stray dog populations in these remote regions; and reducing instances of rabies infections in the local community.



In many cases, the rural, mountainous communities lack the infrastructure to humanely control the stray dog population. With the fear of rabies infections and the nearest hospital being a 30-hour drive away, residents find themselves with little choice but to use other methods, such as harmful contraceptives or even poisoning.

In November 2020, with the help of the World Animal Day Grant, Dr Khageshwar Sharma and his team set off on a perilous 30-hour journey through the mountains, to reach the remote municipalities of Soludhukunda and Siddhicharan.

Their objective: neuter and vaccinate 200 dogs

Over several days the team made brilliant progress, smashing their targets by neutering and vaccinating over 250 dogs! The project was a big hit with the local communities too, with some residents walking over an hour through the mountains to get an appointment. It was also broadcast on local radio and national news!



Dr Khageshwar's favourite patient 'Granny', a beloved community dog, awaits her vaccination and operation

HART have already been invited back by the mayors of both municipalities to continue this life-changing work in 2021!

"This year, the contribution from the World Animal Day Grant through the Naturewatch Foundation was instrumental. It enabled us to neuter more animals."

Dr Khageshwar Sharma

Animated Arad, Romania 'Spay! Spay! Spay!'

For almost 20 years, Animated Arad has been spaying stray cats and dogs, and pets with very poor human companions. Their mission is to work for a future when there are no more strays, as unwanted litters account for thousands of abandoned animals every year.



Part of the problem is that many companion animals roam outside. Their families are extremely poor, with some only living on less than 100 Euros a month. This means that although they love their pets, they cannot afford a vet. The life of a stray is even harder, with cold winters, sparse food, and no veterinary care.

Romania's WAD Ambassador: Dr Claudiu Iosim showcasing Animated Arad's partnership with World Animal Day

Dr Claudiu and his dedicated team set out to spay 100 dogs and cats

They set off to Santana, a town in north-western Romania. Here, they collaborated with the local Fire Department and City Hall, to use their fire station as a base for the spaying program. They worked tirelessly over several weekends, spaying both beloved pets and strays alike!



In position: The specialised Animated Animal Ambulance proudly displaying the Romanian and World Animal Day flags, awaiting patients in the Santana Fire Station

Before long, the team had spayed 100 cats and dogs! Any strays were also put up for adoption!



The project was a big success in the community, with lots of positive feedback: "They were super happy they had the chance to spay their pets."

"On the one hand, we showed people what can be done, and on the other hand the operated dogs and cats will live longer and healthier lives and hundreds and hundreds of pups and kittens won't be born by mistake in Santana city."

Dr Claudiu Iosim

No more unwanted kittens for this lucky cat!

The sky's the limit for World Animal Day

Even a global pandemic didn't stop the celebration of World Animal Day, October 4, from reaching new heights, with over 100 million, two hundred and seventy-five thousand people reached online – 100,275,000!

Earlier in the year, when Covid-19 became the main focus of news channels globally, it became apparent that we needed to focus our main attention on encouraging online

participation this year. We honestly thought that we'd struggle to beat last year's online reach, but we couldn't have been more wrong! Animal lovers rallied, flooding the internet with social media posts, blogs, videos and articles.

Their message was overwhelmingly clear: despite the pandemic, animals must not be forgotten. All animals should be respected and treated kindly, not only on October 4, but all year round.

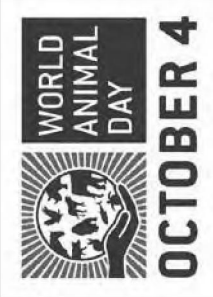
Countless environmental and animal welfare organisations, celebrities, influencers, personalities, actors, musicians, sports teams, businesses, multinational corporations, news and media channels, government representatives, police and military forces, emergency services, landmarks, tourism and travel, plus numerous other mentions, all helped spread the World Animal Day message.

Even though we monitored social media channels 24 hours a day to cover October 4 in all time zones, we simply couldn't keep up with the traffic that was created in all corners of the world. It was truly amazing.

Covid-19 got the creative juices flowing in addition, animal lovers rose to the challenge and astonished us with the creativity of events they organised to celebrate this special day. Of course, one huge benefit of online events is that

anyone can attend regardless of where they live. And the creativity didn't end there as many organisers found ways to hold socially-distanced events, if local guidelines allowed.

While the pandemic affected some areas of the work conducted by animal welfare charities around the globe, including those led by our fantastic team of World Animal Day Ambassadors, the welfare of animals is their main priority and many essential veterinary care events went ahead, with precautions in place.



Showcasing just a handful of the creative events held to celebrate this special day



The Humane Global Network organised an educational event at a comprehensive college in Lagos, Nigeria. Featuring art activities, talks and documentaries, the students were encouraged to show empathy and kindness to animals.



This year, *Animals in Ukraine* weren't able to hold one of their well-attended marches, like the one in the image. Instead, they went online asking people to take part in the world's first virtual march using artificial intelligence, with help from RefaceAI. What a great idea!



Tanzania Animal Welfare Society (TAWESO) celebrated World Animal Day with a week-long programme of wet services in poor, rural areas. Our Ambassador organisation's activities included sterilisation, rabies vaccination, disease treatment, and humane education.



In Somalia, Abukarim Halane organised an event to discourage the overloading of donkeys. It has become a common issue in the region and needs to be stopped.



In Sierra Leone, CCA-SL marked World Animal Day with a themed event: 'Animals too Deserve Better'. Over 60 community dogs were vaccinated, dewormed and washed. They were mainly brought by their child guardians, who were very happy that their pets were being cared for.



Ambassador organisation, OIPA Cameroon collaborated with the Society for the Protection of Cruelty to Animals International. Over three days, they visited three different communities of the north west region with their mobile veterinary clinic. They provided free vet treatment, anti-rabies vaccines, deworming and pet washing. Over 134 families benefited from their services!



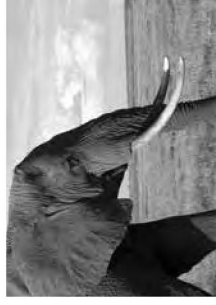
Sri Lankan World Animal Day Ambassador, Otara Gunewardene (the founder of Embark), raised awareness of the importance of animal welfare via social media and a presentation. With a following of close to two million, Otara reached a huge number of people! She also celebrated the work of volunteers and those who take care of street animals every day.



The Georgian Society for the Protection and Safety of Animals (GSPCA) is a World Animal Day Ambassador. With the support of PETA Germany, they held a socially-distanced, protest-performance to mark October 4. They raised public awareness of all the living beings with whom we share the earth and relayed an important message – "they live not for us but with us."



In Northern Ireland, 7th Heaven designated October to be Feral Cat Month. Some of the cat food donated will be used to feed and shelter feral and community cats. Usually, 100 cats are helped throughout the month!



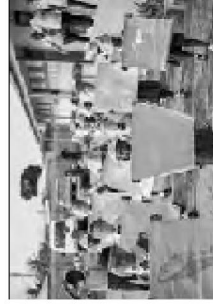
Elephanatics created an online presentation to educate Canadians about ivory poaching, habitat loss, and the continued exploitation of elephants by humans.



Throughout October, the students of elementary school, Knez Sima Marković from Barajevo, learned about the good treatment of animals – including pets, stray animals and the wildlife of Serbia.



Brooke Pakistan, in collaboration with Livestock & Dairy Development Department Punjab, Give Us Life Animal Welfare, and Voice for Voiceless, celebrated World Animal Day with a full programme of activities. This included speeches from animal welfare experts, a puppet performance and a documentary prepared by students from LCWU on animal welfare and the Prevention of Cruelty to Animals Act.



The Animal Protection Organization of Nigeria conducts humane education programmes for social change. They educate children on animal protection, welfare and biodiversity. Celebrations included painting animals and wearing fabulous logo shirts!



Please visit 'Events' on www.worldanimalday.org.uk to read about many other fabulous activities that took place in 2020. We hope you feel inspired and motivated to take part in World Animal Day next year! It doesn't matter how much time you have as there are so many ways you can get involved.

Help us make the world a kinder place for animals

The past 12 months have been worrying and unsettling, haven't they? Individuals and organisations all over the world have been impacted by COVID-19 in some way. We hope that you are staying safe.

The unpredictability caused by the pandemic has made it incredibly challenging for charities, who depend on regular contributions to keep going. We understand that personal circumstances can change at a moment's notice, which is why **we are more grateful than ever** that you continue to support Naturewatch Foundation in any way you can.

If you would like to help, but aren't sure how, here are just a few ideas we've put together...

Shop online

The past year has seen a phenomenal surge in online shopping. Did you know that, as you pay for your items, you can donate to charity – at no additional cost to you? Just add Naturewatch Foundation as your chosen organisation, and the following websites will do the rest!

- **'Amazon Smile'** – Get the feelgood factor when you shop with Amazon. They'll donate 0.5% of the price of eligible purchases – it might not seem like much, but it all adds up! Visit smile.amazon.co.uk to register.
- **'Give as You Live'** – Every time you shop online you could raise FREE ££'s for us! It takes two minutes to sign up and they'll turn a percentage of everything you buy into a donation to us. There's even an app to make it easier! Go to giveasyoulive.com to find out more.
- **'Easy Fundraising'** – Start your online shopping first at easyfundraising.org.uk, then shop as normal. Retailers will then make a small donation to your chosen charity to say, "thank you".

Sign up for our e-newsletter

If you're online, why not sign up for occasional updates by email? We don't bombard your inbox, and we'll let you know how **you** can speak up for animals – without even leaving the couch!

Set up a direct debit

We don't receive government or corporation funding and rely entirely upon the generosity of our supporters. Regular income from direct debits allows us to plan more effectively – and every penny counts! If you would like to donate on a regular basis, please call us on **01242 252 871**. We can set up a direct debit over the phone or send you a form.

If you would like to donate less than £2 a month, please set up a standing order instead, directly with your bank. (Don't forget to let us know if you're eligible for Gift Aid – it significantly increases the value of your donation!)

Leave a legacy

Remembering us in your Will is an opportunity for you to make a positive impact on animal welfare long into the future. As a small charity without the resources of larger organisations, legacies are vital to our work and our ability to make the world a kinder place for animals. Just give our contact details to your solicitor:

**Naturewatch Foundation,
49 Rodney Road,
Cheltenham GL50 1HX.
Registered charity number 1039679.**

Payroll giving

If you're employed, Payroll Giving is an easy, tax-free way to contribute. Donations are deducted from your salary before tax, so every £1.00 that you give will only cost you 80p – HMRC pays the rest! Your employer needs to sign up first – ask them to look into 'Charities Trust', 'Charitable Giving' or 'Charities Aid Foundation' schemes for more information.

Be their voice

From time to time, we ask supporters to participate in our campaigns by lobbying MPs, companies, or other decision-makers. We try to give **all of you** an opportunity to make a difference, including those without internet access. **Hundreds** of you have taken part in current and previous activities – *thank you so much!*

Set up a birthday fundraiser

If you have an account, you can appeal for donations to Naturewatch Foundation via Facebook. You don't even have to give up your presents – you could just ask people to donate the cost of a birthday card instead, to save trees as well as animals!

Share our message

Spreading the word is a fantastic (and free!) way to help us achieve our goals...

- **Social media** – Follow us on Facebook (@Naturewatch.org), Twitter (@Naturewatch_org) and Instagram (@naturewatchfoundation). Share our posts to help raise awareness of our campaigns.
- **Request our leaflets** – Some supporters kindly distribute our leaflets at events and others simply pass them on to friends and family. Whether you would like five or 50, just email us at info@naturewatch.org to request flyers on badger baiting or puppy farming.

Please be assured that Naturewatch Foundation has risen to the challenge of continuing with our crucial work, despite the current situation. We have ambitious and exciting plans for 2021 – keep in touch so that we can let you know how you're helping raise the status of animals in the UK and worldwide.

