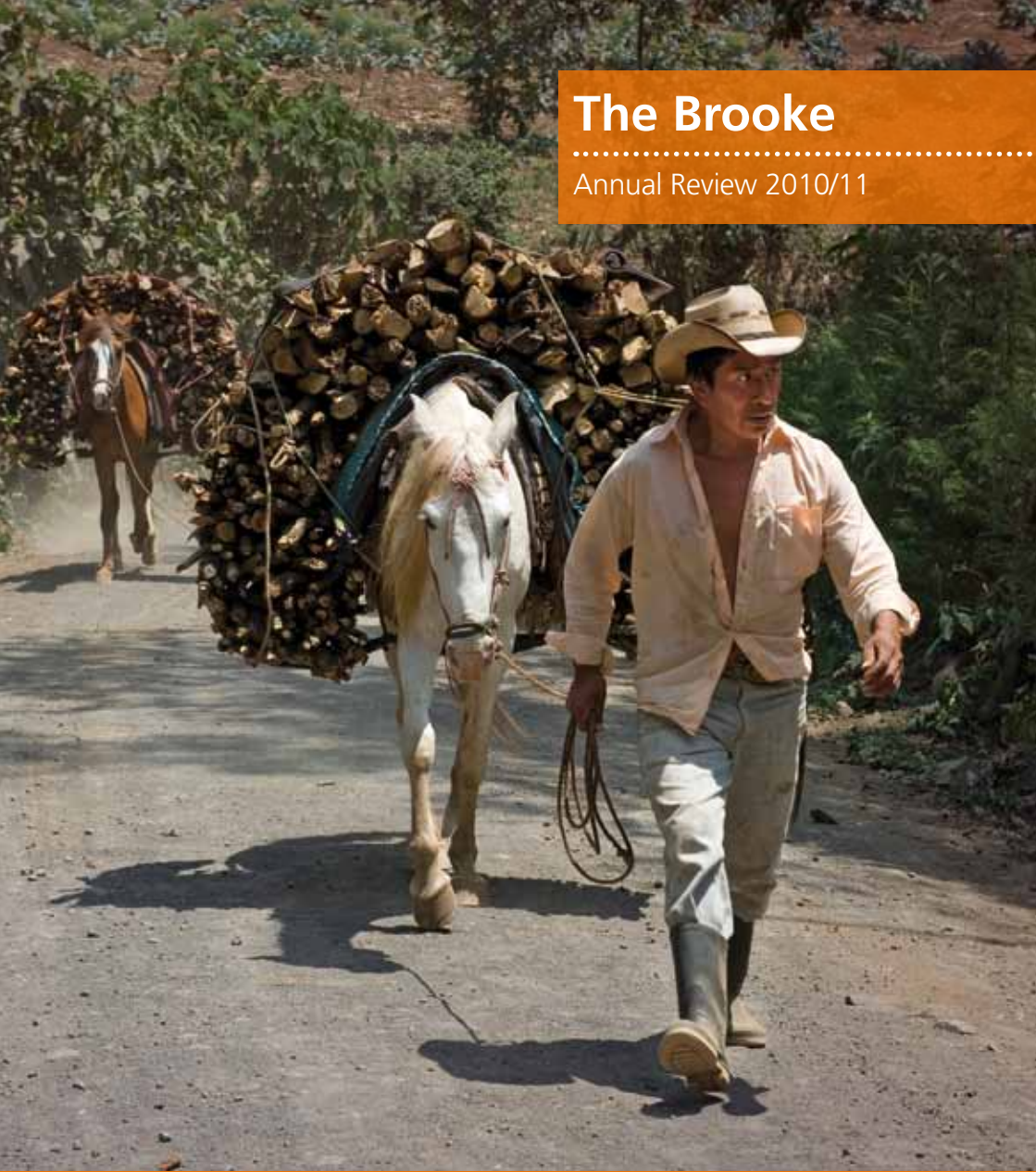


The Brooke

Annual Review 2010/11



healthy working animals
for the world's poorest communities

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Introduction to the Brooke



Mules waiting at a grain market in Ethiopia

There are currently around 100 million working horses, donkeys and mules in the developing world, transporting people and goods. All of them play an essential role in the livelihoods of an estimated 600 million people.

During the course of their working lives, more than half of these animals suffer malnutrition, exhaustion, disease and injury, often compounded by a lack of accessible and affordable animal health services. These problems can be avoided.

The Brooke is an international charity dedicated to improving the welfare of working horses, donkeys and mules through direct veterinary treatment and community programmes to improve animal health and well-being.

We also work with individuals, institutions and governments to encourage changes to policy, benefiting the welfare of working equine animals.

Our goal is to improve the welfare of two million working horses, donkeys and mules every year, by 2016.

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Chairman and Chief Executive's report

It gives us great pleasure to introduce the Brooke's Annual Review for 2010/11. As you will read, it has been a very busy year for the Brooke, with the achievement of a significant number of major objectives.

Firstly and most significantly, we have extended our coverage and during the past 12 months, more than 900,000 equine animals benefited from our work across the world. This is a big step towards our target of helping 2 million animals a year, by 2016.

Following approval of our welfare policy, we have implemented a range of minimum standards to ensure that all the horses, donkeys and mules within our areas of work, receive a high quality of care. Not only do we ensure our veterinary practices are of a high standard, we aim to increase understanding of equine behaviour, supporting people to improve stabling, feeding, watering and handling. It is sometimes the simplest things that contribute to improved welfare.

In addition to providing direct treatment to equine animals through our static and mobile clinics, we responded to emergency situations such as the Pakistan flooding and the political unrest in Egypt. Our prevention work continues to develop and there are a growing number of examples about the way our work with communities is making a lasting change to the behaviour of horse owners, handlers and their families. The importance of working with women is becoming more evident as they are usually responsible for the care, feeding, grooming and first aid treatment of working animals. Using a range of assessment tools, we are better able to measure outcomes, and although this is challenging to consolidate at an organisational level, the data provides very useful information for us to learn and improve our field work, increasing our effectiveness and welfare improvements.

We have extended our presence into West Africa and begun scoping work in Central and South America ready for future growth. We hosted the Sixth International Colloquium on Working Equids in India, involving 157 delegates from 32 countries, leading to further collaboration with the UN Food and Agriculture Organisation.

We have also strengthened our relationship with international development organisations and towards the end of the year, completed a substantial research project into the link between the welfare of working equine animals and the livelihoods of the people depending on them. The findings of this research and our closer relationship with other international organisations will be used to further develop our work in 2011/12.

Thanks to the kindness of our supporters in the UK and overseas, we have had a record year with total income exceeding £15 million, representing a growth of 12%. We continue to improve our supporter care and have strengthened our online presence with a new website and increased use of social media tools.

Internally, our focus has been on improving our own accountability and effectiveness. However, it is an ongoing process and we will continue our drive towards excellence in the year ahead.

All of this can only be achieved with the commitment and dedication of our Brooke teams across the world, as well as our supporters whose passion and generosity make all this possible. From us and all the horses, donkeys and mules you have helped this year, thank you.



© The Brooke / Andrew Holt

Peter Davies
Chairman



© The Brooke

Petra Ingram
Chief Executive

What we do



Brooke vets at a treatment centre during the floods in Pakistan

The Brooke works directly and with partners to improve the welfare of working horses, donkeys and mules through the alleviation of suffering and the development of equine animal welfare practices and facilities to prevent and reduce suffering in the future.

Last year, we increased our impact to reach more than 900,000 working horses, donkeys and mules, benefiting more than five million people¹ across the world.

The Brooke and its affiliates employ just over 1,000 staff around the world, including veterinary surgeons, community animal health workers and development specialists. Our charitable activities can be described in four key areas, as follows:

Direct veterinary intervention and animal health services

The Brooke provides free treatment to animals through our clinics, mobile veterinary teams and locally trained community animal health workers, ensuring emergency treatment is always on hand to help more horses, donkeys and mules, benefiting their owners and families.

¹ Based on Brooke's own research into dependency, which estimates that each working animal supports on average a family of six people.

To support this activity, the Brooke employed and funded over 140 vets in its international operations.

Prevention of welfare problems – working with communities

Establishing the root cause of a health problem and preventing it from happening in the first place is the most effective way to ensure sustainable improvements in animal welfare. We work with communities to help them care for their animals better, identifying the most prevalent and severe problems, and developing appropriate activities to improve animal welfare, ensuring healthier and happier futures.

Our community approach means we train local people as animal health workers so they can diagnose common problems and provide first aid with supplies of basic equipment. The Brooke also trains animal owners, local healers, vets, farriers, saddlers, feed sellers, harness and cart makers.

Influencing for improved animal welfare

To make long-term, sustainable improvements to the welfare of working horses, donkeys and mules, the Brooke works to persuade key local, national and international institutions and governments, to include the welfare of working equine animals in their policy development and programme implementation.

Animal welfare information is also delivered through radio broadcasts to people in remote areas; the Brooke also supports programmes in schools to engage children who work with or can influence animal owners. In this way, we will increase the investment in equine animal care far beyond what could be achieved solely through the Brooke's own resources.

Practical research for improved animal welfare

The Brooke undertakes and commissions practical field research to identify effective, sustainable and science-based solutions to improve animal welfare that can be delivered by animal-owning communities in the developing world.



Deep in discussion at the Colloquium in India



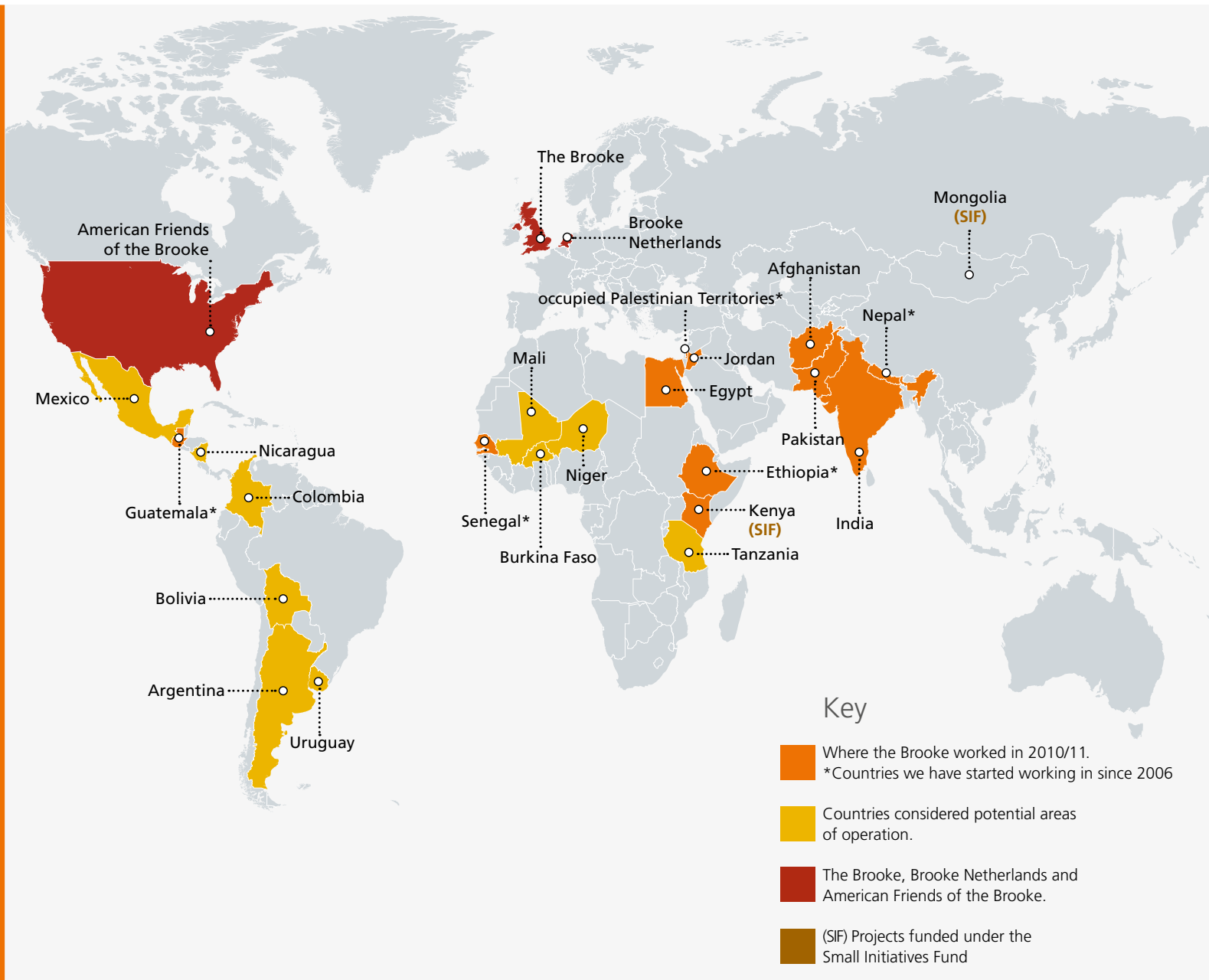
Jose Maria Galicia and Marina with their family horse in Guatemala

Where we work

During 2010/11, the Brooke worked in 11 countries across Africa, Asia, the Middle East and Latin America and took steps to expand the geographical reach in line with our commitment to improving the welfare of two million working horses, donkeys and mules every year by 2016.

Specifically, we worked directly and through partners to deliver veterinary treatment and community animal health programmes in Afghanistan, Egypt, Ethiopia, Guatemala, India, Jordan, Kenya, Nepal, Pakistan, the occupied Palestinian Territories (oPT) and Senegal.

In addition, through our Small Initiatives Fund (SIF), we also extended our reach to help equine animals in Mongolia.



Our approach



© The Brooke / Manpreet Romana

Dr Ratnesh examines a mule at the Ashok brick kiln in Uttar Pradesh, India

Sustainable

In order to make a lasting difference to working animal welfare, we have learned through our work in almost all countries that while owners and their families make the largest difference to their animals' lives, service providers such as government and private vets, community-based animal health workers, farriers, feed sellers, and harness-makers, play an important role. By strengthening these service providers where we can, rather than providing new parallel systems, we work hard to ensure that horses, mules, and donkeys receive accessible, affordable, appropriate and good-quality services for the lifetime of the animal and for other animals in the future.

These measures and activities all help to ensure animal-owning communities can access sustainable, quality veterinary, farriery and saddlery services, and build up treatment alternatives in communities. We strengthen people's skills to help them look after their animals.

We take a sustainable approach to expansion into new countries to ensure that we make a lasting improvement and those working horses, donkeys and mules experience an acceptable level of welfare over their lifetime.

We undertake scoping research to assess the depth and breadth of the working equine welfare problems and to assess local resources and opportunities to work with partners. Then we carry out participatory planning and provide skills training, before putting in place a pilot project for 1-3 years to ensure that we learn the best ways of working locally, before expanding to deliver a larger programme. This approach, which we have used most recently in Senegal, means the best use is made of funds, but it does take time.

Our expansion involves a long-term commitment and we are careful to ensure that the resources, plans and skills to deliver our programmes for working animals can be funded over a number of years.

We are also expanding the impact of our work within existing countries of operation, based on an assessment of need and through the development of partner and affiliate capabilities.



© The Brooke

A donkey taking shelter in Senegal

Groundbreaking

The Brooke is at the leading edge of applying learning from methods used successfully in a human health and development context by international non-governmental organisations (NGOs) to improve animal welfare. This approach, known as 'participatory rural appraisal', is well established and includes working through group exercises, role-play and pictures to stimulate collective action.

- We work with communities so that improvements to the welfare of working horses, donkeys and mules come from the communities themselves, helped and guided by the Brooke.
- We ensure that individuals and communities really understand these solutions, which build on their existing knowledge and ensure better long-term care for their animals.
- We ensure that this makes a long-term sustainable improvement to the lives of animals and the poor communities relying on them.

Evidence-based

We have developed a science-based approach aimed at improving the welfare of working horses, donkeys and mules. This approach includes:

- Identifying areas where significant numbers of animals are working in high risk activities, such as brick kilns or rubbish dumps, as well as identifying the causes of suffering. We do this by assessing the welfare of animals themselves and by looking at the broad risks for poor welfare arising from their environment, their owner's situation and type of work they do.
- Prioritising the most common or severe problems and analysing their causes in more detail with animal-owning communities, enables us to develop, with their owners, appropriate and effective welfare improvement programmes incorporating scientific evidence.

- Planning welfare improvement interventions with animal owners and users, animal health workers, policy-makers and others who can influence working equine welfare, in order to develop and apply appropriate and long-lasting solutions.
- Monitoring and evaluating results to ensure that interventions have been effective and to share our learning within, between and beyond the countries where we work.

In support of our evidence-based approach in 2010/11, we published a number of papers to share learning about equine animal health, behaviour and welfare. These are listed under the research section of www.thebrooke.org



© The Brooke / Manpreet Romana

One of our staff examining a working horse in India

The outcome of our work



© The Brooke / Anna Fawcett

Off to market in Guatemala

The Brooke is committed to achieving its goal of improving the welfare of two million working equine animals a year by 2016.

To calculate the number of working horses, donkeys and mules able to access the services that the Brooke provides or supports, we estimate the number of working equine animals in the geographic areas covered by our operations. This is called *Coverage*.

The Brooke also records the number of working equine animals (through their owners or users) making use of our services, such as check-ups, preventative, general or emergency treatment and the number of animals benefiting because their owners and communities are working with Brooke supported teams and actively taking part in training and awareness-raising to improve equine animal welfare in their household or community. This is called *Take-up*.

During 2010/11 the Brooke's work expanded to benefit more than 900,000 horses, donkeys and mules worldwide - helping more than five million people relying on these animals for their livelihoods.

Coverage and Take-up - 2010/11

	Coverage March 2010	Coverage March 2011	Take-up 2011
Afghanistan	10,000	30,000	4,000
Egypt	222,000	222,000	115,833
Ethiopia	80,000	80,000	16,789
Guatemala	37,000	37,000	13,819
India	129,000	176,300	84,013
Jordan	1,000	1,200	357
Kenya	57,000	62,000	35,628
Nepal	4,200	6,700	693
oPT	2,400	2,800	1,731
Pakistan	200,000	286,000	109,215
Senegal	-	900	858
Total	742,600	904,900	382,936

We estimate there are 19.7 million equids in the countries where the Brooke works (based on 2008 data). During the year we estimate that 904,900 equine animals were able to access our services. This compares to coverage of 742,600 in the previous year, a significant increase of 21%. In line with our expansion plans for the year, the major increase in coverage came from our work in India (+47,000) and Pakistan (+86,000).

The number of animals making use of our services increased from 362,200 to 382,936, with just over one third identified as experiencing long-term benefit compared against short-term treatment. This reflects a trend we expect to continue over the next few years in line with our efforts to ensure a sustainable improvement in the welfare of equine animals today, tomorrow and in future generations.

In addition to measuring the impact of our work in terms of quantity, we also measure the quality of what we do, providing a range of services to deliver improved animal welfare.

904,900
equine animals
were able to
access our services

The Brooke uses a number of different techniques at programme level to assess the impact of its work based on what is most appropriate. These range from the comprehensive welfare assessment tool, examining a number of different aspects of equine animal welfare, to a participatory welfare needs assessment, involving communities. These provide a good indication of improvements for each individual project but do not provide data capable of consolidation at an organisational level.

Measuring the impact of our work is a challenging area and work will be ongoing during 2011/12 to find better ways to measure the quality of welfare improvements in addition to the number of animals helped.

The most compelling evidence of our impact comes in the form of case study information, articulating the benefit of our work on the individual horse, donkey or mule, and its owner, as shown on the Brooke website: www.thebrooke.org



© The Brooke

Dr Rab Nawaz at our clinic in Mardan, during the floods in Pakistan last year

Specific examples of the outcome of our work across the four key areas are detailed below:

1. Direct veterinary intervention

Brooke staff and staff employed by Brooke funded affiliates and partners provide veterinary treatments and animal health services to relieve the suffering of working horses, donkeys and mules.

A significant part of this involves our veterinary work which aims to provide access to preventative and emergency treatment services. Direct, hands-on veterinary treatment is and always will be an important part of our work to improve the welfare of animals with acute pain, injury and disease where it is needed.

The Brooke funds dedicated veterinary and animal health teams who provide free emergency, general and preventative treatment where needed to working horses, donkeys and mules through our mobile services in a number of countries and static veterinary clinics in Pakistan and Egypt; immediate relief of pain is always our priority. During the year a total of 240,000 animals were treated by the Brooke. Where the Brooke operates clinics, these are audited as part of an ongoing cycle of clinical appraisal and improvement, ensuring that the service provided is of a high standard.

In addition to the Brooke's ongoing direct veterinary intervention, in Egypt, between February and 21 April, we provided emergency feed, water and treatment, working with the Donkey Sanctuary and the Egypt Society of Animal Friends, with funding from the Brooke and WSPA, to animals whose owner's livelihoods had been disrupted following political instability. Around 90,000kg of feed was distributed and over 16,000 veterinary treatments were carried out in Cairo, Edfu, Aswan and Luxor.

240,000
animals were
treated by the
Brooke



© Ramia Elsayed

Keeping watch at a brick kiln in Helwan, Egypt

.....
4,600
 animals were
 given short-term
 relief after the
 floods in Pakistan

In Pakistan, following the worst floods in 80 years, the Brooke established emergency contact points in Peshawar and Mardan to look after the health and welfare of horses, donkeys and mules. The objective was to provide short-term relief to roughly 4,600 animals affected by the flooding in Northern Pakistan (KPK) and South Pakistan (Sindh). Relief points provided:

- fodder to equines and other animals affected by the floods
- fresh drinking water
- veterinary treatment and vaccinations
- education for owners on first aid techniques for their animals
- education for owners on the early prevention of diseases.

We provided this short-term relief where no other veterinary services existed and where animal owners or other practitioners do not have the required level of skill.

In 2010 at Kasna, Gautam Buddha Nagar, Uttar Pradesh, India, donkeys were found in severe respiratory distress due to an outbreak of *Streptococcus zooepidemicus*. The Brooke's early diagnosis and preventative measures enabled all infected animals to be successfully treated and this outbreak was effectively controlled.

A high number of cases of colic and respiratory problems in villages of Barabanki, Uttar Pradesh, India, were discovered by the Brooke's research team to be linked to equine owners feeding mainly wheat husk to equines. Owners were advised on appropriate, affordable changes to their feeding practices and the problem was resolved.

This direct hands-on approach is an important part of our work to improve the welfare of animals with acute pain, injury and disease and our teams strive to attain high quality veterinary care, wherever possible using locally available medicines and equipment, which provides a foundation for a sustainable service in the long-term.

© The Brooke / Manpreet Romana



Early morning at a brick kiln, Uttar Pradesh, India

2. Prevention of welfare problems

The focus of the Brooke's work is always to do what is best for the welfare of working horses, donkeys and mules overseas, working closely with local communities to ensure a long lasting improvement.

The animal welfare team ensures that all our field teams are trained in using animal welfare friendly practices and all understand and put into practice our Minimum Standards of Animal Welfare and Guidelines.

The Five Freedoms

We use the 'Five Freedoms' as our basis to define what every animal should have:

- Freedom from hunger and thirst – having access to fresh water and a diet to maintain full health and vigour.
- Freedom from discomfort (physical and thermal) – providing an appropriate environment including shelter and a comfortable resting area.
- Freedom from pain, injury and disease – prevention or rapid diagnosis and treatment.
- Freedom to express normal behaviour – providing sufficient space, proper facilities and company of the animal's own kind.
- Freedom from fear and distress – ensuring conditions and treatment which avoid mental suffering.

You can read the full text of the Five Freedoms Welfare Assessment Framework at the Farm Animal Welfare Council (FAWC) website: www.fawc.org.uk To address the Five Freedoms effectively, the Brooke works together with the animal owners and local service providers to tackle the underlying welfare problems solved by veterinary treatment and also many problems that need to be resolved through good husbandry and management. We work in all countries to increase understanding of equine behaviour, supporting people to improve stabling, feeding and watering, as well as to handle animals in a calm and gentle manner. We strengthen owners' skills to provide very basic health care for their animals, such as washing minor wounds to prevent infection, making it possible for such problems to be dealt with immediately.



Mr Ali of the Petra Horse Owners' Association, Jordan

© Felicity Matthews

.....
Lameness assessments now take less time

Assessing Welfare

The Brooke is at the forefront of assessing the welfare of working equids in developing country contexts, finding a range of innovative ways to assess the results of our work and learn for the future.

There are a number of examples of how we have developed this over the past year:

- We refined and updated our welfare assessment tool developed jointly by the Brooke and the University of Bristol. This will be rolled out in 2011/12, enabling us to measure with greater confidence changes in welfare. Last year, 8,882 animals were assessed using an earlier version of the tool as part of baseline studies for ongoing monitoring.
- We use animal-based indicators to provide specific information on a particular welfare issue, for example, a group of indicators representing a specific disease or condition can be selected which owners can then monitor.
- Our field teams continue to adapt participatory tools from the wider international development sector allowing communities to monitor the welfare of their own animals to measure the impact of our work. We have produced a manual for field workers to explain this tried and tested way of working which ensures more people, and ultimately more animals, can benefit.
- We supported Bristol University to produce a concise and practical lameness examination tool for use in the field. This lameness-assessment tool required much less time (approximately 15 minutes per animal rather than 80 minutes) to complete than previous methods and focuses on key pathologies and sites of pain in relation to lameness, ensuring more efficient field work.



Donkey being treated for hoof infection at a brick kiln in Egypt

© Rania Elsayed

What we have learnt from our assessments

During the year, we have learnt a great deal from the assessment of our work. This is illustrated below with a number of examples:

- A Participatory Impact Assessment of the Pilot Farriery Project in Butajira, Ethiopia was carried out in October 2010. Based on the evidence provided in this study we were able to conclude that the improved farriery service during the pilot project period substantially reduced the prevalence of leg and hoof lesions in the gharly horses studied. The increased awareness of health issues, improved care by the owners and use of government vet services by the study participants also substantially reduced the loss in income related to health problems for gharly horse service providers. This intervention had positive impacts both on the welfare of horses and livelihoods of their owners
- In 2010, Brooke India conducted a participatory review and reflection exercise in all ten district equine welfare units and found improved body condition, reduced prevalence of wounds and preventable diseases, and an improved quality of service by local health providers and farriers. Coverage of brick kilns nearly doubled during the year and 540 new equine welfare groups were formed. The empowered equine owners within these groups were trained how to obtain tetanus vaccination programmes administered by government vets, to collectively buy feed at low cost, to cultivate green fodder on brick kiln sites and how to improve husbandry practices. The formation of equine welfare groups enabled equine owning families to open bank accounts and build up savings for use in an emergency; obtain credit at a lower rate; negotiate lower prices with local service providers; negotiate effectively with brick kiln owners; and encourage women to play an important role in improving husbandry practices.

.....
Improved farriery service reduces leg and hoof lesions



Best friends!

© The Brooke

.....
540 new equine welfare groups formed in India

New bits relieve pressure on mouths



Before



After



Straight bar bit

- This review and reflection exercise also identified that in our work with partners, we found that most of the communities had developed a better understanding of good animal welfare management, such as the importance of cleaning and soaking fodder, giving sufficient water, regularly grooming animals, cleaning hooves, cleaning the stable, adding salt to the diet, wound management and identifying basic disease symptoms which allowed for early treatment. As a result, the communities have built stronger links with different service providers which are contributing to the better condition of their animals.
- As part of our preventative work, a bit trial study was conducted over three months in Mardan, Pakistan to assess the efficacy of the straight bar bit. Community feedback led to slight modifications and revealed dramatic improvements over a month, with lesions healing, less pressure put on the animal's mouth, and prevention of pain and suffering. The new bits were readily accepted by the community, and as a result of the study, it was recommended that the revised straight bar bit should be made available at local markets at affordable prices for donkey and horse owners to buy.
- In Afghanistan, we've improved animal welfare understanding, attitudes and practice. Donkeys had no names in the past, but children in the equine welfare groups are now naming them. Beating has reduced and watering is normally carried out by the children. The enhanced levels of the owners' awareness and understanding of the Five Animal Freedoms have brought positive changes in the attitude of 2,000 owners, benefiting 3,000 equines in terms of water accessibility, improved stabling, less beating, less overloading and fewer wounds.
- An evaluation of the Brooke supported programmes in Herat and Kabul, Afghanistan, was carried out in July 2010. Positive changes in animal husbandry practices of animal owners were noted. The difference in equine welfare between areas where Brooke has and has not been implementing programmes through trained paravets and with the Dutch Committee for Afghanistan (DCA) team was significant, indicating that our work was making a positive difference to the welfare of the equine animals.

- In Kenya, focus group discussions were conducted by our partner KENDAT with young people in all the regions to review their experience and lessons learnt through radio and outside broadcast sessions. A total of 113 young people (mainly donkey owners and users) were involved. Use of voice commands and non-injurious whips were listed as the main lessons learnt. In Lari and Mwea, the prevalence of wounds in donkeys had reduced as a result of improved handling and care as emphasised in the radio programmes.
- Mandera county and the entire northern region of Kenya experienced severe drought because of the failure of the short/long rains of 2009/10. The donkeys were the most affected because of overwork, trekking for long distances and carrying heavy loads. Our partner, Practical Action, distributed veterinary drugs to address problems such as internal parasites and respiratory infections. Shades and troughs were restored, resulting in improved welfare for the donkeys in the area.
- In India, we carried out a scoping study of needy working equine animals in seventeen districts of Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Uttar Pradesh, Rajasthan, Maharashtra and Andhra Pradesh to identify potential areas for future intervention to improve animal welfare. There is no doubt of continuing need and this work will form the basis of our in-country expansion during 2011/12.



Rasta and General after treatment at a donkey welfare day in Kenya

Radio advice helps reduce wounds in donkeys



Mah Gul in Afghanistan grooming her donkey

More examples of the positive outcome of our prevention work

- In Nepal, we've provided training to animal health workers, supplying first aid kits for use with working horses and donkeys, built shade shelters and set up community animal welfare groups.
- In Ethiopia, plans to construct a shade shelter at the grain market in Hosanna were agreed and signed with the local authorities. The building work is now underway.
- In Senegal, we have supported communities to construct shelters and house donkeys in stables with access to food and water instead of roaming around. Owners have now put in place forage reserves to deal with food problems during the lean period. There is evidence that these practices have been copied in areas where we are not directly working.
- In Guatemala, we held training sessions which resulted in communities taking greater responsibility for their animals' welfare.
- During the year, we conducted a number of capacity building programmes to improve the handling of equine animals. An example of this, is in India, where we held 172 such programmes to enhance the skills of government veterinary officers and livestock extension officers.



Dr Dinesh collecting information from an owner in southern Nepal

© The Brooke

172
workshops were held to enhance the skills of government vets



© The Brooke / Anna Fawcus

Carrying wood in Guatemala

3. Influencing to improve animal welfare

The Brooke aims to ensure that working horses, donkeys and mules are recognised as indispensable to the lives of the people they serve, playing a part in alleviating human poverty, to advocate for changes in policies and practice to improve their welfare.

Despite playing a crucial role in poor households in developing countries, working horses, donkeys and mules are largely invisible in international development policy and plans, and are absent in agricultural and food security plans.

They are neither on the livestock radar in agricultural or food security discussions nor do they feature in transport policy discussions. Not having a positive, powerful, modern image, they have a very low status. Where they do appear in government statistics, the information is often unreliable. Their economic value is hard to articulate and they are not part of the export or trade debates like bovine and ovine animals.

As outlined in our International Strategy, the Brooke aims to significantly increase our impact on working equine animal welfare, within and beyond the geographical areas in which we work, through influencing and collaboration with local, national and international institutions.

We strive to ensure that working horses, donkeys and mules are recognised by local, national and international organisations as being indispensable to the livelihoods of the people they serve. During the year, the Brooke commissioned a research study in Ethiopia which has clearly established the link between animal welfare and livelihoods. The evidence provided by this study will be used in our work during 2011/12.

The Brooke engages in processes to bring about change in the policies, laws and practices of influential individuals, groups and institutions resulting in the protection of working equids or the improvement of working equine animal welfare.



Quenching his thirst

© The Brooke

Clear link between animal welfare and livelihoods

.....
157
people from
32 countries
attended
the Sixth
International
Colloquium on
Working Equids
hosted by the
Brooke in India

In December 2010, the Brooke hosted the Sixth International Colloquium on Working Equids in India attracting 157 people from 32 countries, with the theme of learning from human development charities. We are engaging with the Food and Agriculture Organisation (FAO) of the United Nations and the World Organisation for Animal Health (OIE) to raise the profile of working equine animals with the long-term aim of having welfare standards internationally agreed through OIE.

To this end we joined with the FAO in facilitating a month long E-consultation on working animals in February 2011 and hosted a workshop session on working animals at the 5th Pan Commonwealth Veterinary Conference held in Ghana in March 2011.



Looking after his horse

Spreading the lessons learned from our work in the countries where we operate is very important in influencing others to develop and improve animal welfare interventions and is something we actively pursue.

In India, many of our partners are human development organisations who initially had little experience in equine welfare. During our review and reflection exercise, they explained that their involvement with the Brooke has made them see that working equids and their welfare are integral to the success of their programmes, given their important contribution to the livelihood of the owners.

In Kenya, the Brooke works through its partner KENDAT, broadcasting a weekly national radio show 'Mtunze Punda Akutunze' ('Look after your donkey and it will look after you'). This has been dispensing advice and awarding prizes to exemplary owners and reaches thousands of poor communities. It is also heard in neighbouring Uganda, Tanzania and Ethiopia.

In Guatemala, community radio is the main source of information for most rural people and it was also used successfully to disseminate key equine welfare messages.

4. Practical research

The Brooke uses a range of methods and approaches to research key issues. In particular, we encourage participatory methodologies with equine-owning communities.

We have benefited from adopting approaches which have been applied successfully in the promotion of public health and in the agricultural extension sector.

Learning from the wider development sector and involving owners in research, we are able to incorporate existing knowledge into projects leading to greater acceptance of the findings and making positive change easier to implement.

In Ethiopia, as previously mentioned, we undertook an important study of the positive impact working equine animals have on the livelihoods of owners. We plan to use the findings to emphasise to key local and national decision-makers the importance, and economic value, of working equines.

In Pakistan a project was conducted to study the prevalence, clinical signs, treatment response and necropsy findings in equids suffering from surra (Trypanosomiasis) in Gujranwala, Pakistan. For this purpose 7,349 animals were tested over a period from April 1997 to January 2010. By learning from the findings and adopting good practices as well as raising the awareness of owners and encouraging them to take action against the disease, the prevalence of surra in the project area has now been reduced from 10.46% to 3.96%.

We endeavour to ensure our research is practically applicable in the field and where appropriate is published in peer-reviewed journals. We also encourage dissemination of our research work through conferences and meetings both at local and international level. Our research publications and outputs are listed under the research section on the Brooke website: www.thebrooke.org



A farrier working in India

.....
Prevalence
of surra has
decreased

Raising support

Trekking through rivers in Iceland, Ruby Grimshaw's support for the Brooke over 15 years, clearly knows no bounds. Here she talks about her fearless fifth horse trek for the Brooke.

For someone who never switches her electric blanket off apart from a few weeks in August, the thought of a six day ride in Iceland wasn't that enticing. But my first sight of the Icelandic horses - with shaggy manes and flowing tails, soon put any doubts to rest.

These horses, pure bred descendents of horses brought to Iceland by the Vikings in the ninth century, were sensible, calm, enormously strong, extremely surefooted and above all, great fun to ride.

The first thing we had to do after tacking up our horses on a chilly morning, was to learn how to sit to the tölt. This pace, smoother than the normal trot, means that the hind legs perform a canter stride while the front pair maintain a trot. Some of the horses paced, which I found the most comfortable. However, after trotting for 5hrs a day for 6 days, even a tölt can feel like sitting on a pneumatic drill.

The weather changed almost by the minute, with pouring rain followed by brilliant sunshine and the most beautiful rainbows. The landscape too ranged from majestic, threatening hills and glaciers to white-specked lakes and rolling green pastures.

Numbering about 20 riders, we drove the rest of the herd before us - over seventy horses. It was thrilling to see them plunging through the rivers ahead of us, or silhouetted against the skyline, manes and tails flying. It was like being in one of those old John Wayne movies.

I admired the calm quiet way the Icelandic wranglers dealt with the herd, and was amazed when, on a river bank, or in a field, miles from anywhere, we would change horses. The wranglers would corral the herd with a piece of twine which we all took turns to hold.

At the end of the week my knees and back ached, but strangely enough my bottom was fine. Would I do it again? Definitely! We were all thrilled to hear that we raised £54,000 for the Brooke.

© The Brooke / Jeannine Williamson



Ruby Grimshaw on the Brooke's Iceland trek

£54,000
raised for the
Brooke

Fundraising

Thanks to the commitment and generosity of our supporters, our fundraising income continued to grow last year, despite a tough economic climate. Total income increased 12% from £13,483,000 in 2009/10 to £15,065,000 in 2010/11.

The most significant factors behind the growth in income were, as in the previous year, record breaking legacies of £5,871,000 and a very strong performance by Brooke Netherlands. Our investment in boosting long-term fundraising income has continued to bear fruit. It's led to an 8% increase in donations from individuals paying by direct debit this year. Nearly 40,000 people now give us a regular gift, which is the highest figure we've achieved so far.

This year, we've made the most of online channels to raise funds and increase awareness, launching a new website in March, and further developing our presence on social media.

Our Promise to You

The Brooke has recently joined the Fundraising Standards Board (FRSB) – a government approved regulatory body that ensures charities raising money from the public act in an open, fair, honest and legal manner at all times.



As a member of the FRSB, we have signed up to the following codes:

- We are committed to high standards
- We are honest and open
- We are clear
- We are respectful
- We are fair and reasonable
- We are accountable

.....
We are committed to high standards
.....

Further information is available from: www.thebrooke.org/our-promise-to-you

Our supporters

The work we undertake to improve equine welfare across the developing world wouldn't be possible without building strong and long-lasting relationships with our supporters and partners.

We'd like to extend a special thank you to everyone who supported us during the year for their continued generosity and commitment to our work. If you'd like to support us, please visit: www.thebrooke.org/donate

Individual supporters

We're very grateful for the kindness of our generous supporters who gave substantial gifts to the Brooke last year, helping us to improve the welfare of working horses, donkeys and mules across the world. We look forward to working with our existing supporters and developing new relationships over the coming year.

Corporates and Trusts

We're also very thankful for the generosity of our corporate partners and charitable trusts and foundations who have supported our work over the past twelve months and are involved in a wide range of projects, including work in Ethiopia, Kenya, India, Egypt and Pakistan. They are helping us to make equine welfare sustainable across the developing world.

We are extremely grateful for their support and strive to build long-lasting relationships so they can really see the difference their donations make.

Leaving a lasting legacy

One in three working horses, donkeys and mules would not be helped without legacies from the Brooke's generous supporters. They are not all large amounts but combine to make a huge difference to the welfare of suffering animals and their hard working owners. Each and every legacy is vital to the future of our work and will help us to reach even more animals in need. We would like to pay tribute to all those who so kindly remember our work in their Wills and to express our thanks to their friends and relatives.



Supporters across the country were baking for the Brooke in 2010

© The Brooke

If you would like to know more about our work, or might consider including the Brooke in your Will, please contact legacies@thebrooke.org or call us on +44 20 7653 5816.

Volunteers

Volunteers are important to the Brooke's success. Their efforts to generate money to fund the work of the Brooke, Brooke affiliates and partners overseas, and to build awareness of the Brooke in the UK, were channelled through hundreds of local events and close liaison with local newspapers, radio and TV stations. Brooke volunteers work individually and as members of the Brooke's network of regional groups, of which there are 37 in the UK and abroad. There are also a number of volunteers working in the Brooke's UK office, making a direct contribution to the success of centrally managed fundraising, supporter care and awareness programmes. The Trustees and staff are extremely grateful to all the individuals who devote so much time and energy to the Brooke.

Support from overseas

In addition to all the support we receive from UK donors, we are very grateful to our colleagues in Brooke Netherlands and American Friends of the Brooke, who work hard to raise important additional funds. In 2010/11, income from overseas contributed 8% of our total income, and we look forward to seeing this support increase in future years.

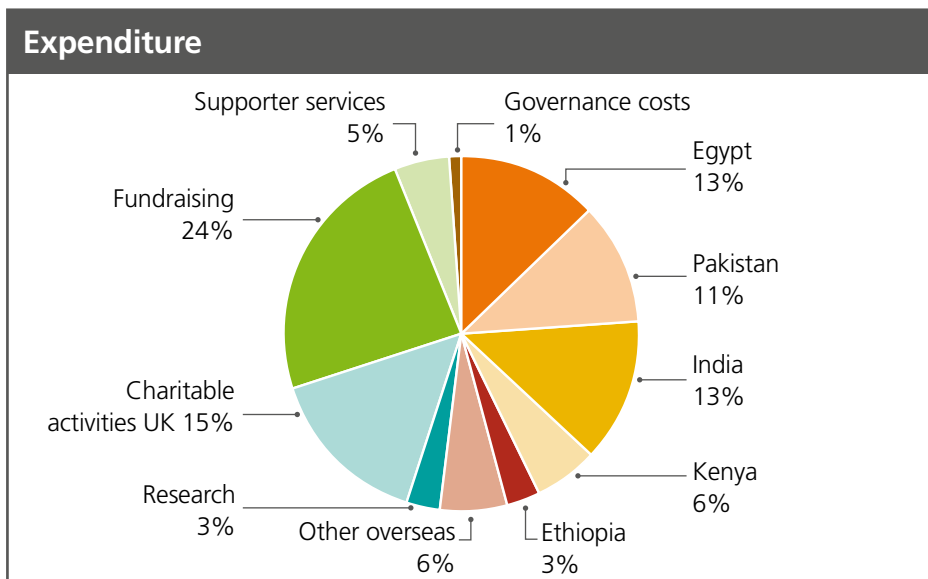
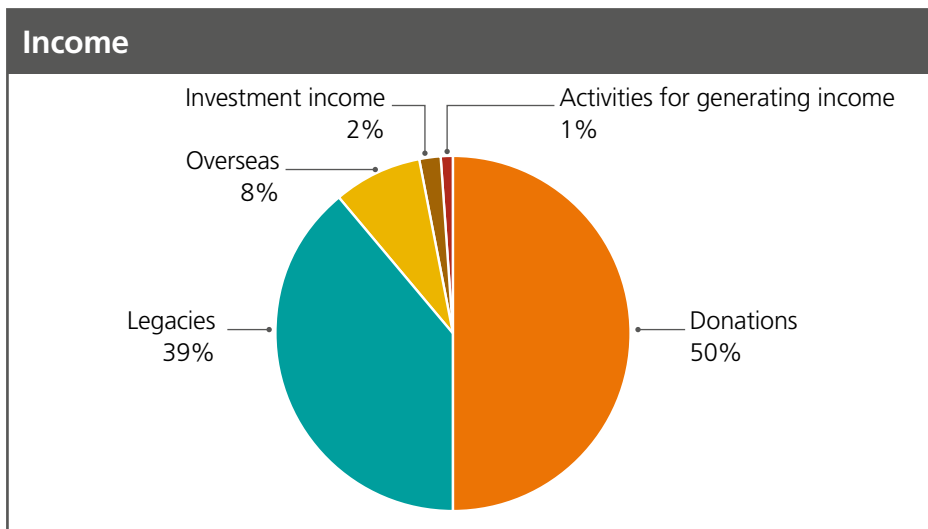
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Thank you to all our supporters



© The Brooke

Brooke supporters Andy and Tessa celebrate after completing the 2010 Great South Run

Financial review



A copy of the full audited report and accounts can be downloaded from our website – www.thebrooke.org – or obtained by writing to our Supporter Care Team at the address on the back cover.

Legal and administrative details

President

HRH The Duchess of Cornwall

Patrons

HRH Princess Alia bint Al Hussein of Jordan
Sir Peter O’Sullivan CBE

Ambassadors

Ms Emma Milne MRCVA
Mr Nigel Payne
Major Richard Waygood MBE

Trustees

Major General Peter Davies CB (Chairman)
Mr Stephen Savage
Lester Corp FCA*
Mr Peter Coe
Mr Denys Bennett
Sir Robin Christopher KBE, CMG
Ms Cecilia Hope
Dr David Jones MRCVS
Mr. Ian Kerr
Sir David Madden KCMG
Miss Sally Nichols
Dr Richard Philip MRCVS, OBE
Mr Patrick Rodier
Ms Ann Searight
Mr. Michael Seton

Senior Management Team

Chief Executive
Petra Ingram FCMA

Director of International Development
Dorcas Pratt

Director of Resources
Sue Coles FCA

Director of Fundraising and Communications
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* Retired September 2010

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A charity registered with the Charity Commission
Charity No 1085760

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