



healthy working animals
for the world's poorest communities

BROOKE NEWS

Charity Registration No. 1085760

SPRING 2010



**CHALLENGING
THE MYTHS
BEHIND HARMFUL
TREATMENTS**

**PUTTING
AN END TO
UNNECESSARY
SUFFERING
PAGE 5**

**BEHIND THE
SCENES OF
OUR NEW TV
CAMPAIGN
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Brooke News – only 15p an issue!

The Brooke is very careful with the funds it receives. This issue of Brooke News has been produced at a cost of 15p. Please do pass this copy on to a friend after you have read it.

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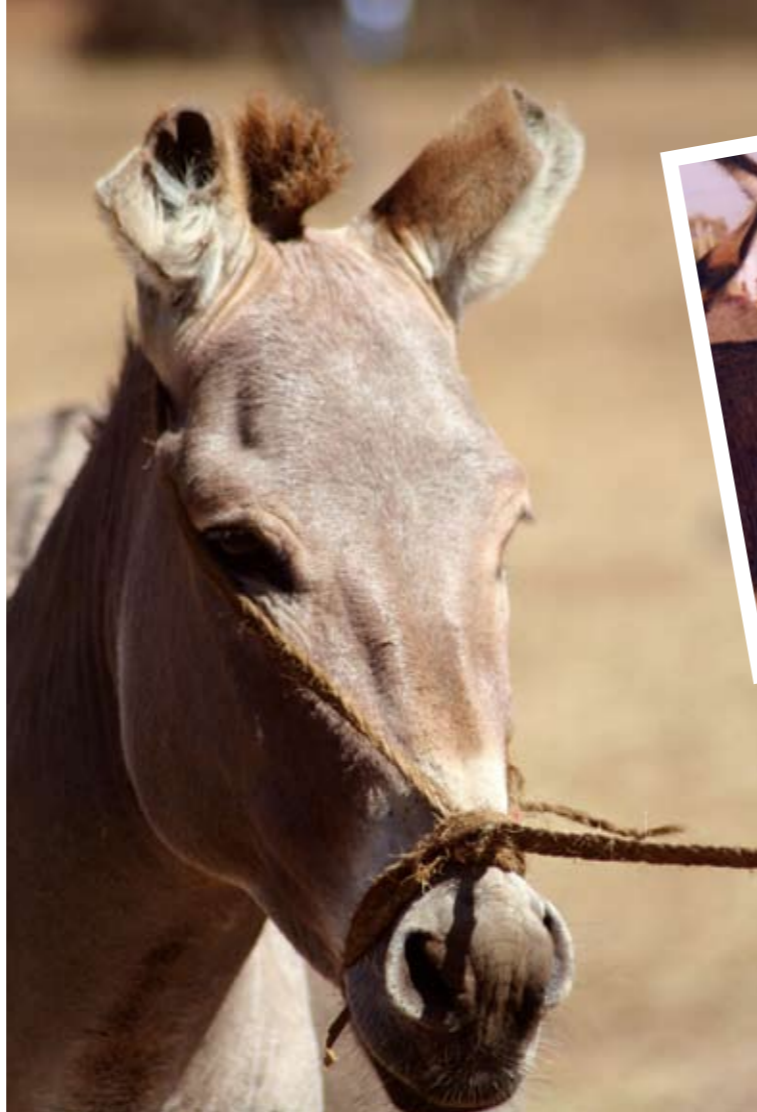
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Ear amputation is a common traditional practice in Kenya



Nostril slitting is believed to help animals breathe more easily



In poor communities overseas, millions of families depend on horses and donkeys to earn a very basic living. When animals become sick or injured, traditional treatments are often used, but some of these practices do more harm than good...

If you were to see the 'treatments' endured by these horses and donkeys, you would despair and wonder, what could justify such painful and hopeless actions?

Why pour battery acid onto a horse's wounded flesh? Or rub hyena faeces in a donkey's eye? Or practice 'firing', by branding an animal with a red-hot iron?

Yet the answer is not so simple. The owners who turn to such treatments aren't cruel. They are trying to help their ailing animals and respecting local superstitions and cultural beliefs passed down from generation to generation. Or seeking the help of respected local healers in the desperate hope that their animals can be cured – and their livelihoods saved.

You can find out more about these treatments on pages 5 and 6. As our vets in the field already know, to bring about change there must first be understanding.

More harm than good

When there is no alternative advice or treatment available, there is little to challenge harmful traditional approaches.

And so the beliefs continue: that battery acid helps a wound to heal, that hyena faeces chase away evil spirits, that donkeys cause tetanus and that they feel no pain...

In many poor communities, the only possible challenge comes from the Brooke – and our supporters.

Bringing welcome relief

With steady and quiet determination, we have shown that veterinary treatments are not only kinder but also more effective.

For example, in the Delhi region of India, where we have been working for over a decade, ear mutilation (to 'bleed bad blood') and nostril slitting (to 'improve the airways') have all but died out – with only a handful of over a thousand donkeys observed in the region showing such scars today.

That's the difference we can make with your help.

Compelling evidence

Once they have seen the Brooke in action, owners become enthusiastic converts, eager to speak up about the benefits of antibiotics and ointments instead of caustic substances such as battery acid. And traditional healers are beginning to accept our practices too.

They know we work respectfully and we always accept traditional treatments when they are useful. For example, certain herbs can combat bloating and colic, honey and neem leaves are natural antiseptics, and massage with oils and turmeric can bring relief to arthritic joints. Plus we also recognise that opinion can be divided.

Take firing for example – known to the veterinary world as 'thermocautery'.

Practiced since the middle ages, it still divides opinion. Some people claim it can stimulate tendon repair and help the healing process, while those against it firmly label it as dangerous and harmful.

In 2007, detailed research undertaken at Bristol University concluded that firing is neither justifiable nor useful for promoting healing. But even in the UK it is still permitted today 'when all other methods have failed.'



A traditional healer preparing a poker for firing

Let's show what good care can do

Whilst there is much progress to celebrate, there are still many communities beyond our reach – places where horses and donkeys are suffering still from needless pain, disfigurement, and the risk of an agonising death. **BROOKE**

Your support is essential. Each gift has the potential to save a life today – and to change a way of thinking forever. It's a powerful way to make a lasting difference. Thank you.

Your support is essential

£3.50 pays for a five day course of treatment for tetanus

£25 pays for antibiotics for ten horses or donkeys who have developed wounds or sores

£52 pays for a month's supply of painkillers to bring relief to dozens of animals suffering from misguided treatments

£80 pays for the running of two community training sessions to teach owners kinder ways to treat their animals

 Read our blog | <http://blog.thebrooke.org>



NEWS FROM THE FIELD



The Brooke has made a considerable difference in Jordan over the last 22 years

Reasons for hope in Afghanistan

In July 2009, we alerted supporters to the extreme challenges faced by working animals and their owners in Afghanistan – not only the poorest and most war torn country the Brooke has ever worked in, but one where disease and untreated injuries are rife.

Your response was incredibly generous – and your commitment has been mirrored by the exceptional dedication and ingenuity of the 12-strong paravet team. As a result, we have evidence to show that more horses, mules and donkeys are receiving the skilled and effective treatment they need.

We have also seen impressive results from our training programme around Kabul city, where local farriers have been trained to make better shoes, to 'fit the shoe to the foot, not the foot to the shoe' and have been provided with improved toolkits. Read more about the training programme at www.thebrooke.org/farriers

Up to 2,000 animals will benefit from this training, and avoid the hoof problems and lameness caused by incorrect practice. Thank you for your incredible support. **BROOKE**



The Brooke team training local farriers on correct shoeing

STEADY PROGRESS IN NEPAL

In 2008, we extended our work to Nepal, with help from our partners Animal Health Training and Consultancy Service (AHTCS).

With around one million people dependent on working animals in Nepal, the need is pressing. So we're thrilled at how quickly local owners are recognising the benefits of looking after their animals – and how they are spreading the word about good practice.

For example, twice-yearly de-worming has been widely adopted. And increased access to veterinary care has led to hundreds of animals being vaccinated against tetanus, and a decline in traditional practices such as hobbling, with eight out of ten owners no longer tying their animals' front and hind legs together to stop them running away.

Our popular treatment camps have been supported by local newspaper and radio campaigns, and we've enabled owners to practice what they've learned by giving them simple tools such as hoof picks.

As a result of the treatment camps regional mortality rates have dropped significantly in the last year; particularly impressive in such a short time. **BROOKE**



Mules grazing in Nepal after a busy day

The kindest decision is also the hardest

At our Supporters' Conference in October, a number of you asked, 'do you ever have to put animals down?'

The answer is yes – we do sometimes practice euthanasia, but only to end an animal's suffering when an illness or injury has gone too far for appropriate treatment.

For example, in the Baghat region of India, Brooke vet Dr Ratnesh recently attended a horse called Pellu - and diagnosed fatal rabies. Pellu's owner Anil Kumar was naturally shocked. But with sensitive support, he was able to see that euthanasia was the

safest and kindest option, and to act on the vet's advice to clean his stable to protect his foals and the mule he hoped to buy.

We always work closely with owners facing such a difficult decision. In some cases, we may also make a small payment if appropriate to help the family cope with the financial impact of losing their horse or donkey, which can encourage them to make the right decision for their animal. However this is rare, and no compensation was paid in Pellu's case. **BROOKE**

Our value-for-money prescription

Some supporters have asked whether we provide medicines free of charge. This depends on local circumstances and how we can best protect an animal's welfare in both the short and long-term.

In some areas where the Brooke works there are local animal health workers and government vets who the Brooke work with to ensure that horses and donkeys get the treatment they need.

Owners using these local animal health providers and government vets typically have to pay for affordable treatment – so to ensure a sustainable approach we must be careful not to build dependence on our services by undercutting them, otherwise these

local services could close. Instead, we may give owners a prescription to buy their medicines locally – although consultations with Brooke vets are always free.

When it comes to supplying Brooke vets and our community animal health workers, we buy in bulk to save money wherever possible and often set up secure supply chains – which also benefit other local health providers.

If you have any questions you would like answered, please contact our supporter services team on **020 3012 3456** or email info@thebrooke.org **BROOKE**

NEWS FROM JORDAN

We are delighted to announce that, largely due to the Brooke's work in Petra over the last two decades, owners and local animal health providers are now taking increased responsibility for providing and maintaining treatment for their animals – using the skills and understanding the Brooke has built up. This is an important achievement.

As a result we are now able to develop a different type of support for horses and donkeys and their owners in Jordan, with a focus on education, training and raising awareness. We are working closely with the local community, government and the Petra Park Authority to make sure that local veterinary care in Petra will be available, but our new approach will also ensure that improvements to working equine welfare can continue long-term.

The achievements in Jordan over the past twenty years are considerable and include an end to harmful practices such as firing, nostril slitting and the killing of colts at birth. In addition, we now never come across cases of animals suffering serious dehydration.

The Brooke is also working with tour guides and visitor centres to provide information for tourists to encourage them to use healthy animals and pay a fair price. We also encourage tourists to report any animal welfare instances or issues they come across to the Petra Park rangers so they can act accordingly. Our Happy Horses Holiday Code can be found at www.thebrooke.org/happyhorse

We will provide a further update on our new approach in Jordan in our autumn edition of **Brooke News**. **BROOKE**



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MYTHS AND TRADITIONS ACROSS THE WORLD TODAY

In remote places, where there is little access to animal health education and veterinary treatment, myths can gain a powerful foothold.

In this article, we explain the most common traditional 'treatments' and the beliefs behind them, and introduce some of the more unusual beliefs that impact on animal welfare, when desperate owners have nowhere else to turn.

You may find it tough reading. But we hope you'll be encouraged by our stories of success – and inspired to support us in showing what kindness can do.

Traditional treatments – and the myths behind them

REMOVING 'PROUD' FLESH

WHAT? In Ethiopia, traditional healers use a hot knife to cut away 'proud' flesh – the excess tissue that can grow around a wound. This can cause excessive bleeding and extreme pain – and even prove fatal.

WHY? Removal of proud flesh can promote healing, but the animal should be sedated and the person performing the procedure must be a veterinary professional.

The Brooke is bringing about change by providing accessible high quality health services as an alternative. For example, in the Shashago Woreda district of Ethiopia, we have trained 12 community animal health workers who each see around 40 horses and donkeys a month. This could protect the welfare of about 6,000 animals a year.



FIRING

WHAT? In this widespread 'remedy', a sick or injured animal is burned with a red-hot poker, sometimes from neck to tail. This leaves many animals too shocked to even feed or drink.

WHY? Firing is thought to stimulate tendon repair and to speed up healing.

The Brooke is challenging the practice of firing by training local healers in more effective treatments. In Egypt, for example, we offer informal owner visits and community meetings, and involve children to prevent harmful myths from being passed to the next generation. As a result the prevalence of firing is being drastically reduced.



SEATON

WHAT? Seaton (or 'threading') involves cutting the flesh and inserting a foreign body such as cloth or rope beneath the skin.

WHY? Traditional healers believe that this motivates the body's natural defences to move to the 'problem' area and cure it. Instead, it commonly leads to an abscess or septicaemia.

The Brooke is challenging the practice of seaton by educating owners and providing safe alternatives. For example, in Egypt we have trained hundreds of community animal health workers to deliver safe, alternative treatments.



'LUCKY' HORSESHOES

WHAT? In India, shoes from black horses are considered lucky. This means that black (and dyed-black) horses routinely have their shoes pulled off to be sold – and new ones nailed into place, causing terrible hoof damage.

WHY? This is an income stream for some poor families, often using horses that are too old or lame for work.

The Brooke is using materials such as pamphlets, posters and games to spread the word about good and bad practices in India – and making sure that affected horses have access to treatment and quality farriery.



HYENA FAECES AND GROUND GLASS

WHAT? Powdered hyena faeces and ground glass may be rubbed in an animal's eye to 'cure' cataracts and other eye conditions.

WHY? In Ethiopia, some communities associate illness with evil spirits. By applying hyena faeces, traditional healers believe they can drain the power of the spirit from the sick animal. While in India and Kenya, it is thought that ground glass can 'clear' cloudy eyes.

The Brooke is challenging this practice by showing community animal health workers how to examine and clean the eye, and how to apply ointment for pain relief. In parts of Kenya where we work, referrals for blindness caused by broken glass have been virtually stamped out.



NOSTRIL SLITTING

WHAT? In many countries, owners slit their donkey's nostrils. And in Pakistan, cartilage may also be removed from the muzzle.

WHY? Some owners believe this helps donkeys to inhale more air and therefore work harder.

The Brooke is challenging such myths by educating communities, and showing farriers and traditional healers how the practice causes pain and disfigurement to no effect. As a result, nostril slitting is down by as much as 11% in parts of Pakistan where Brooke teams operate, and has been practically eradicated in Delhi, India. **BROOKE**



THE TROUBLESOME CASE OF TETANUS

A wide range of myths and beliefs have developed around tetanus, driving some misguided remedies:

'A donkey catches tetanus when he sees a full moon' and 'donkeys with tetanus have bad blood'. In parts of Pakistan, donkeys have their ears cut or amputated to 'bleed' this bad blood.

'Animals with tetanus have air trapped inside their bodies'. Some communities believe that holding a red-hot cake of cow dung against an animal's rectum will 'smoke out' this trapped air. Myths such as this are rife in Kenya, helping to justify the widespread ill-treatment of donkeys.

What is tetanus?

- Tetanus is a deadly disease, which enters the body through open wounds
- The infected animal's muscles stiffen and spasm, making eating and drinking difficult. Even breathing may cause agony and distress
- They also suffer acute pain and become hypersensitive to light, sound and movement

The Brooke's answer

We have an effective three-point action plan to stop the suffering:

- **Prevention** – widespread vaccination programmes to stop animals becoming infected
- **Treatment** – with 'intensive care', including anti-serum, muscle relaxants and penicillin
- **Training** – to show people how to look after their animals, how to identify early signs of illness and injury and explain that some traditional remedies are harmful

This plan has proved highly successful. For example, in Delhi, we now see only three or four cases of tetanus a year.

BROOKE

With your help we can end suffering and protect livelihoods. And we are ready and able to do it now with your support.

INSPIRING CHANGE THROUGH EXAMPLE



Examples of firing in India and Pakistan

Protecting Shero from dangerous half-knowledge

Syed Kamal Shah from Pakistan thought that hot-iron firing would cure his donkey's lameness. Instead, it led to deep and painful wounds – and worse was to come...

Syed, his wife and four children eke out a precarious living transporting building materials with their cart and donkey, Shero.

When Shero became lame, Syed took him to a local healer and, in keeping with tradition in this part of Pakistan, subjected him to firing. However, rather than encouraging tendon repair as Syed hoped, the firing caused Shero immeasurable pain – and also led to him contracting tetanus, as a result of infected wounds.

Challenging harmful traditions

Firing often places animals at risk of infection. But Shero, despite his suffering, was one of the lucky ones – for Syed had heard about the Brooke clinic and brought his donkey into the care of our veterinary officer Dr Rab Nawaz.

Shero was given pain relief, his wounds were dressed and he received appropriate treatment – including quiet time in dark quarters – as tetanus makes animals acutely sensitive to noise and light.

After three weeks of rest, Shero was almost fully recovered.

Providing effective help

Syed took Dr Nawaz' advice to heart and now pledges to 'spread the message of the Brooke on how to keep the donkeys safe and healthy.'

We are working hard in Pakistan to combat firing and our experience in other countries suggests we have every reason to be hopeful.

For example, in the area around Giza in Egypt, where firing was routinely practiced by farriers, we have succeeded in turning at least one former healer, Khamis, into a passionate advocate of the Brooke.

As our mobile vet team comment: 'There is no better indicator for the improvement... than that Khamis gave up his wrong methods and let people choose the Brooke'. **BROOKE**

Bringing relief to Rabeaa and Ramah

When a local healer advised Rabeaa to open up her lame donkey's hoof and pour in hot oil, the results were excruciating – and almost disastrous...

30-year-old Rabeaa, her parents and children scrape a living as farmers, earning around 20 Egyptian pounds a day (less than £2.30) through the sale of milk and chickens.

Farming is hard, hot work in Egypt and Rabeaa in particular carries a heavy load as her husband is away. And when the family's donkey Ramah became lame, it fell to Rabeaa to find a cure.

Traditional 'treatment'

Rabeaa's neighbours directed her to a local healer called Hassan who had 'good experience' in treating the villagers' animals. He said that Ramah was suffering from a corn in his hoof and advised Rabeaa to open up the hoof and pour in hot oil to cure it.

Despite some doubts, Rabeaa returned home and asked her mother to help with this task. But her mother lost control of the boiling hot oil and spilt it on Ramah's hind leg causing terrible burns.

A fortunate coincidence

What could have spelt disaster for Ramah and the family was

thankfully averted when Rabeaa's son remembered a school visit made by the Brooke.

Brooke vet Dr Mohamed Hassib from our mobile clinic treated Ramah, giving painkillers and anti-inflammatories to ease his suffering. He then applied ointment and a bandage and showed Rabeaa how to clean and dress the wound herself.

Ramah then received follow-up visits from the community animal health team and went on to make a full recovery.

Bringing lasting change

After advice from Dr. Hassib, Rabeaa now tells all her neighbours never to use hot oil. And thanks to our work with local communities and traditional healers in the wider Aswan region, cases involving this traditional treatment are in decline. **BROOKE**



Ramah receiving treatment from Brooke vet Dr Mohamed Hassib



Your support helps in so many ways

£4.28 covers the cost of a vet's work for two hours

£34 pays for a first aid pack containing bandages, ointments and painkillers to bring emergency treatment to injured animals such as Shero

£95 pays for all the equipment and medicines a mobile vet team would need for a week in Egypt, bringing relief to wounded donkeys such as Ramah



Please remember the brooke in your will

Kinder cures for Bari and Raja

When corrosive substances such as battery acid or caustic soda are applied to a wound the skin contracts. But what looks like 'healing' to the untrained eye is both pointless for the owners and painful for their animals...

Many cultures believe that corrosive substances have healing properties – something we can relate to our own ideas about 'bitter medicine' being the most effective.

However, far from being beneficial, applying caustic substances causes extreme pain while also increasing the risk of infection – as owners Darfeta and Satpal know only too well.

BARI'S ORDEAL - SIX MONTHS OF PAINFUL 'TREATMENT'

28-year-old Darfeta Temam lives in Ethiopia and is head of a family of six. With a wife and four children to support, he supplements his work as a village farmer with income earned with his ghari (carriage) horse, Bari.

When Bari developed a number of wounds – most likely caused by the ghari, Darfeta consulted his village elders, who recommended applying battery acid.

Acting on this advice, Darfeta put battery acid on Bari's wounds – and for the first few days it seemed to be working. Then the 'healing' appeared to stop, so Darfeta tried applying herbs and ash – but that didn't cure the wounds either.

And so Darfeta persisted in vain with the battery acid, for six long months.

Help at last

Then one Saturday morning, Darfeta was on his way back to his village with three ghari passengers when he saw a number of horses and donkeys gathered together.

When he learned that they were there for treatment, he set down his passengers and showed his horse to Brooke animal health worker Wubbshet Shewarega – who alerted a Brooke vet immediately.

The most basic of materials

The vet cleaned one of Bari's wounds and applied zinc oxide. Then he showed Darfeta how to wash the rest of the wounds and apply Vaseline – and advised him to rest his horse.

In just eight days, the progress was so remarkable that Darfeta vowed; *'I won't pass by a single horse with a wound without advising the owner of this solution.'*

Wounds are still one of the most common problems for horses and donkeys in Ethiopia. So the Brooke is providing community training on wound management using basic materials which are readily available and affordable such as salted water and Vaseline. This practice, together with the efforts of our community animal health workers, is helping to reduce wound cases – and the dependence on traditional treatments such as battery acid.

RAJA'S ORDEAL – A TERRIBLE INJURY MADE WORSE

Satpal is a poor horse owner with 11 dependants, living in the brick kilns district of Muzaffarnagar in northern India.

One day, his horse Raja suffered an injury when the corner of a heavy wooden cart hit him on the knee causing swelling and terrible pain. One of Satpal's neighbours advised the traditional remedy of 'chemical firing', so Satpal wrapped the injured knee in a bandage soaked with powerful chemical agents, including caustic soda, red mercury and oil.

A shocking sight

When Satpal opened the bandage the following day he was horrified to see a massive wound. And in a state of anxiety, he contacted the Brooke team after hearing about us from a fellow animal owner.

Vet Dr Nidhish Bharadwaj and his colleagues rushed to help.

'We should not apply anything to an animal's skin which we cannot apply on our own skin' advised Dr Nidhish, who used ointments to soothe the chemical burn and painkillers to ease poor Raja's agony.

The team also vaccinated Raja against tetanus and made regular follow-up visits to check on his progress.

A complete recovery

Raja made a full recovery and Satpal now does all he can to discourage his fellow owners from resorting to harmful practices.

Echoing Dr Nidhish, he says: *'Our horses are just like us. We should never use anything on them that we cannot tolerate on us'*.

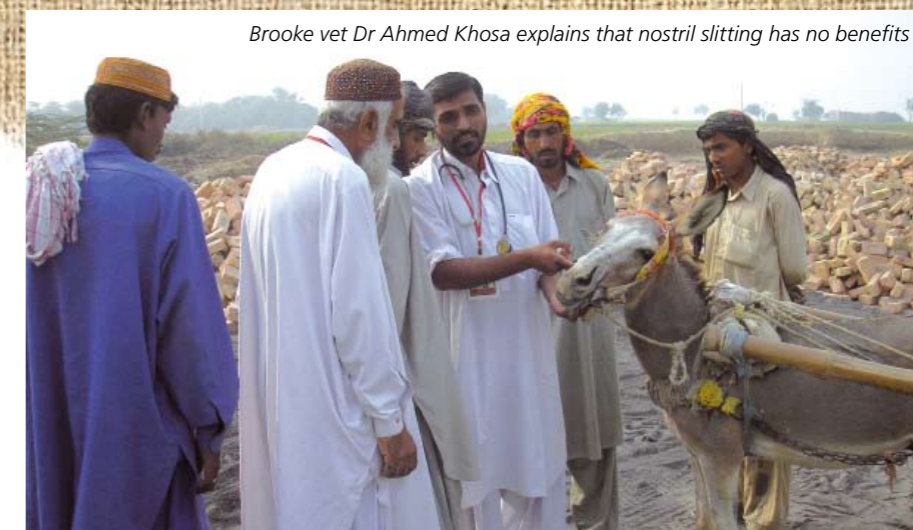
Such efforts are significant because peer pressure is a valuable tool in persuading communities to choose qualified veterinary treatment above such traditional remedies. **BROOKE**



Raja receives treatment for his injury



Satpal with Raja after recovery



Brooke vet Dr Ahmed Khosa explains that nostril slitting has no benefits

Helping Chan recover

It wasn't cruelty that drove Kawara Khan to slit his donkey's nostrils. But this attempt to help his animal 'breathe easier and work faster' could have been the death of poor Chan...

Kawara Khan supports his family by transporting goods and people in his home district of Jaffarabad, Pakistan.

With a daily income of just 150 – 200 Pakistani rupees (less than £1.50 for a family of six), the pressure to work harder is never far from Kawara's heart – and the decision to slit his donkey's nostrils wasn't difficult to reach.

However, rather than helping Chan to breathe more easily, it left him disfigured and in pain, with nostrils caked in blood and a high risk of infection from open wounds.

Timely intervention

Fortunately, Kawara turned to our community team for help.

Veterinary officer Dr Ejaz Ahmed Khosa and assistant Niaz Ahmed sedated Chan, carefully washed his wounds, treated him with antibiotics and gave him a tetanus injection. 10 days later, he was well on the road to recovery.

A lasting difference

Kawara was advised to attend Brooke sessions on animal compassion, which are helping to challenge local myths and harmful practices. Plus he was shown how the slitting of his animal's nostrils does nothing to help him breathe more easily and work faster.

'I am very sad that I made my animal go through so much pain, when it is actually not going to help him with anything' says Kawara; *'I am also trying to convince my fellow cart drivers to end such bad practices'*. **BROOKE**



Darfeta and his horse Bari after treatment

Help us stamp out harmful traditional treatments and practices for good! Call 0845 367 1934 to donate now.



Watch our videos | www.youtube.com/thebrookecharity

Case study of a healer

In the three years since he met the Brooke in India, animal owner Govind has become an effective local animal health provider – and a valuable asset to his community.

Govind is a 25-year-old animal owner, working in the Om brick kiln cluster in Ghaziabad.

His long-held interest in animal welfare led him first to earn a living as a local healer.

'I learned many local remedies, including giving injections' says Govind; 'and [I] used to practice these on my animals and other people's animals.'

Since meeting our team in Ghaziabad, Govind has attended a number

of workshops aimed at local health providers. And he has also accompanied the team on site visits, where he received training from Brooke vets.

'He became so good at primary care that he himself organises tetanus vaccination camps' says Dr Thanammal, adding; 'the owners are also happy with the presence of Govind in their locality.'

Govind cycles around all 25 brick kilns on his bicycle providing first aid treatment, helping to identify sick animals and raising awareness of sound welfare practices. And he immediately informs our veterinary team in case of an emergency or of any problems which he cannot treat himself.

'Now people give more respect to me as they know and see I have skills

to treat animals' says Govind; 'I help the animal owners to identify the problems in the early stages and make them aware of preventive practices which reduce the chance of causing more suffering and pain.' **BROOKE**



Brooke-trained local healer Govind is always on hand to bring relief to sick animals

The Brooke now in Senegal!



In 2008 we carried out a scoping study of seven countries* to explore the potential for expansion. Of these seven countries, Senegal in west Africa presented us with a very high number of working horses, donkeys and mules with significant animal welfare problems and also a high level of human poverty. For those combined reasons, the Brooke launched a 15 month pilot project in Senegal in January 2010.

Working in partnership with *Agronomes et Vétérinaires Sans Frontières* (Agriculturalists and Veterinary Surgeons without Borders, AVSF) provides us with crucial regional insight, enabling us to develop relationships and tools for possible future expansion within the country.

Top left: Horse and owners in Senegal
Bottom left: Community meeting in Senegal

In the first phase of the project we will carry out an assessment to provide information on the key equine welfare issues in south east Senegal – and help us plan our work in the area.

It is a learning phase for all concerned and through this test period AVSF, supported by the Brooke will carry out activities aimed at changing the practices and behaviour of owners and handlers in order to improve the welfare of working horses and donkeys.

Keep up to date with our progress in Senegal through our blog. Search for updates from Tania Dennison (Programme adviser for Senegal) at <http://blog.thebrooke.org> **BROOKE**



*Mongolia, Tanzania, Mexico, Mali, Niger, Burkina Faso and Senegal

Reaching 730,000 animals a year!

We are now reaching 730,000 suffering horses and donkeys a year across 11 countries – a record number! Our goal is to increase the number of working animals we help to two million animals a year by 2016.



All reach figures based on 2008/2009. During 2010/11 the following organisations will be working in partnership either directly with the Brooke office in the UK or with the Brooke operation in the country concerned:

- Afghanistan:** Dutch Committee for Afghanistan (DCA)
- Ethiopia:** Organisation for Relief and Development in Amhara and Send a Cow
- Guatemala:** Equinos Sanos para el Pueblo and Conrado de la Cruz
- India:** Action for Women & Rural Development (Uttar Pradesh), Arthik Vikas Evam Jan Kalyan Sanstha (Uttar Pradesh), Blue Cross (Andhra Pradesh), Grameen Evam Krishi Vikas, Help in Suffering (Rajasthan), New Public School Samiti (Uttar Pradesh), Sarvodaya Ashram (Uttar Pradesh) and Shramik Bharti (Uttar Pradesh)
- Kenya:** Kenya Network for Dissemination of Agricultural Technologies and Practical Action
- Nepal:** Animal Health Training and Consultancy Services
- occupied Palestinian Territories:** Agricultural Development Associations (PARC)
- Pakistan:** Sind Rural Support Organization (SRSO), Sarhad Rural Support Programme (SRSP), Punjab Rural Support Programme (PRSP), University of Faisalabad (UAF), Livestock and Fisheries Department (Govt. of Sind)
- Senegal:** Agronomes et Vétérinaires Sans Frontières (AVSF)

Asociación Humanitaria San Francisco de Asis in Peru reached 2,000 horses, donkeys and mules and educated 700 people on basic equine care through a grant from Brooke's small initiatives fund. Visit www.thebrooke.org for more details.

Help us reach our goal of improving the lives of 2 million animals a year by 2016.

FUNDRAISING NEWS

See the Brooke on TV

We recently aired our powerful new television advert featuring two donkeys from Gadaipur, India.

If you've not seen it, here's a glimpse behind the scenes.

One of the donkeys featured in the advert was Gulu, who came to our attention due to his slit nostrils, which his previous owner believed would help him to breathe more easily.

Powerful and cost-effective

The advert, filmed to a tight budget with a single cameraman, is a brilliant way of raising awareness of traditional treatments such as nostril slitting – and of the Brooke's international work for animals.

New supporters joining us mean we can help more animals with the same effective treatment we were able to offer to Gulu. **BROOKE**



A donkey with extreme nostril slitting

it's a wrap!



Cameras roll!



Setting up the shoot



Donkeys and owners working on the construction site



Filming a donkey whilst hard at work



Visit our campaign website www.helpadonkey.tv to see the advert, and please forward it to friends and family so we can raise vital awareness.

Being social

Since September 2009 we've been building online 'Brooke communities' on Facebook, Twitter and YouTube. This gives us a wonderful opportunity to share thoughts, ideas, facts and stories about the Brooke and general equine welfare issues. We also post videos and photos of our work – and invite supporters to do the same.

We've had an encouraging response – the Brooke now has over 1,500 fans on Facebook and hundreds of viewings of our YouTube videos.

We love hearing what you have to say, and really want to keep building these online communities throughout 2010 to help us increase awareness

about working horses and donkeys. So please do become a fan of our Facebook page, follow us on Twitter, comment on our posts, upload your horse and donkey related photos and videos and even start a debate!

We also have a blog where you can keep up to date with the Brooke's news, read about our latest fundraising campaigns and comment on blog posts – connecting with many other Brooke supporters and staff.

We want to raise the profile of international equine welfare issues through social media channels – and we can't do this without you! **BROOKE**

Get involved!



www.facebook.com/thebrookecharity



www.twitter.com/thebrooke



www.youtube.com/thebrookecharity



<http://blog.thebrooke.org>

GET FIT AND RAISE MONEY

Spring is here and it's the perfect time to get outdoors and start training for an exciting running event – all to improve the lives of working animals.

Last year over 80 people stepped up to the challenge and ran for the Brooke, raising over £22,000 – thank you to all involved!

This year we have places in the Bupa Great South Run – a fantastic 10 mile course around Portsmouth on Sunday 24th October. There are also runs to suit every age and ability, from local fun-runs to national and international marathons. Visit www.thebrooke.org/running for details of events near you, or for a Great South Run information pack.

Call 020 7653 5812 or email community@thebrooke.org to find out more and to become part of the Brooke's 2010 running team – we'll provide a special Brooke running vest and lots of fundraising support! **BROOKE**



Zoe Ibrahim and Layla Gordon ran the Bupa Great South Run for the Brooke – raising valuable funds for our work



TAKE PART IN AN ADVENTURE OF A LIFETIME!

Join the Brooke on an adventure of a lifetime by taking part in an overseas riding challenge to help raise vital funds for the Brooke. Over the years, intrepid Brooke supporters have embarked on riding adventures in India, Jordan, Kenya and Mongolia, and this summer will see the Brooke's 10th challenge take place in Iceland.

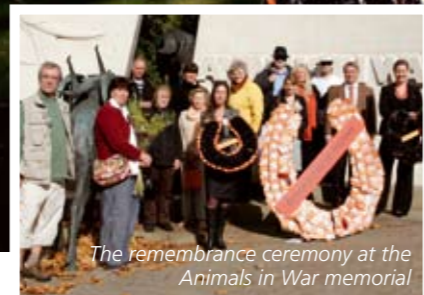
If you have always wanted to experience a new culture on horseback get in touch now for more information on the Brooke's riding challenges in 2011 and 2012. To take part in a challenge, all you need to do is pay a registration fee and pledge to raise a minimum sponsorship amount. The community fundraising team will be there to give you support and encouragement every step of the way!

Or if you prefer walking, cycling, sailing or even dog sledding, why not join one of the many open charity challenges available, and take part on behalf of the Brooke?

For more information on future rides and open challenges email: community@thebrooke.org call 020 7653 5812 or visit www.thebrooke.org/challenges

BROOKE

Remembering the Horse Heroes



Gunner Lane with her mule, Meg, prepares to lay a wreath of remembrance at the Animals in War memorial

Last autumn we asked you to remember the Horse Heroes, past and present, by sending in your messages of support. An incredible number of you did just that, and we received hundreds of inspiring and poignant messages.

We shared these messages at a special remembrance ceremony on Sunday 4th October at the Animals in War Memorial in London, which was attended by Brooke staff and invited guests. The campaign was a great success and generated local and national media coverage, raising awareness of the contribution of horses and donkeys in poor communities across the developing world – and of the Brooke's work to help them. **BROOKE**

Give us your email address!

Do you have an email address? If so, we would love to keep you up to date with our latest news through our e-communications. By doing so we can send more of our appeals via email instead of post and save on postage and printing costs – meaning more money can go directly overseas. Please update your email address on the donation form provided today! **BROOKE**



Celebrating Excellence



The Excellence Award Winners!

Veterinary and Community Awards

Most Inspirational Community Development Team

Brooke Shashego Team (Ethiopia)

Most Improved Community

Butajira Ghari Horse Owners Association (Ethiopia)

Most Inspirational Vet

Dr Salah, Brooke Cairo (Egypt)

The Peter O'Sullivan Fellowship Award

Brooke's Pakistan expansion initiative led by Major Asim

Supporter Awards

Longest Serving Supporter

Marcia McGahey

Most Inspirational Fundraiser

Vicky Farmer

Young Fundraiser

Emily Hanstock

Best Corporate Supporter

Tony Gale, Pictorial Press

Highest Fundraising Group

Aberdeen Supporters Group

On 28th October 2009 the Brooke hosted a special Supporters' Conference at St James's Palace in London. The day brought together Brooke staff, partner organisations, supporters and volunteers, celebrating the Brooke's achievements over the past 75 years and looking ahead to the challenges for the future.

Guests were honoured by the presence of the Brooke's President, HRH The Duchess of Cornwall, who spoke of her admiration for the charity, and presented our first ever Excellence Awards. These awards celebrate the work of individuals and teams in the field, and the brilliant efforts of our many volunteer fundraisers across the UK. They were voted for by supporters, staff and members of our founder's family.

The day ended with a question and answer session. Further information

on some of the areas of interest, including our approach to euthanasia and providing medicines, can be found on pages 3 and 4. Supporters also presented us with a hypothetical question of whether we would spend our last £10 on treatment or training. In response, we would look to treat the immediate problem for the animal, but also use the problem as a training opportunity as prevention is always better than cure. In this way the owner would be enabled to care for the animal better in the long-term.

The conference was a great success and really highlighted the successes the Brooke has had in the last 75 years improving working animal welfare – and the fantastic efforts of the individuals and the Brooke teams who have made it possible. **BROOKE**

HOLD A GG PARTY TO RAISE FUNDS FOR THE BROOKE!

Hold a GG Party this summer and raise funds to help 'Gee Gees' worldwide! A GG Party can be anything you want, from a Gymkhana and Grub evening to a Gumboots and Garage sale, or a Glamour and Girls night in. Or why not host a Glitz and Glamour evening and give everyone a chance to dress up!

To register for your free pack visit www.GGparty.org email GGparty@thebrooke.org or call 020 7653 5812. **BROOKE**



Our supporters don their gladrags to help Gee Gees worldwide



Supporters and Brooke staff in Egypt

75th celebration in Egypt

On 9th November 2009, 29 supporters fulfilled a dream to visit Egypt to see the work of the Brooke. All supporters gave a generous donation, as well as covering the cost of their trip. Some had seen the Brooke at work before and others knew very little about us.

They were soon to learn. The nine-day itinerary allowed us to see clinics and kilns, as well as temples and tombs. Brooke staff and our Egyptian guide made sure everything went as planned, with maximum enjoyment, comfort and information.

The itinerary took in Brooke centres in Luxor, Edfu, Aswan, Alexandria and Cairo. We observed the vets and mobile teams treating horses and donkeys, and each clinic gave a comprehensive presentation about its work, including community education programmes and partnerships with local organisations. The grand finale was a talk from staff at our Cairo clinic to celebrate our 75th anniversary, followed by a reception at the British Embassy.

Supporters were inspired and Brooke staff were encouraged and motivated by the visit.

The trip also proved a fantastic awareness-raising opportunity. An independent film crew accompanied us to follow supporters visiting the Brooke's work. As a result, several appeared on their local news channels from ITV West Country to BBC North. There were 10 pieces of TV coverage in total, along with radio interviews and newspaper articles. Thanks to all our supporters who shared their stories.

For a detailed report, please contact Lesley on 020 7653 5816.

BROOKE

The Brooke at Olympia

Miranda Richardson plays the role of a family member whose ill horse is treated by Brooke vets



© Kit Houghton

THE LONDON INTERNATIONAL HORSE SHOW 2009

The Brooke was so proud to have been chosen as the official charity for Olympia 2009, and the event was a perfect finale to our 75th anniversary year.

The Brooke's presence at the show ran smoothly with the aid of over 60 volunteers and 20 staff. Without the help of our hardworking volunteers we simply could not have managed – so a huge thank you to all who took part!

As charity of the year at Olympia, we staged a star-studded performance highlighting the history of the Brooke and the work we do across the world. Another big thank you goes to our ambassador, Major Richard Waygood MBE and Cara Hayward who worked so hard to pull the whole performance together. Award-winning actress Miranda Richardson starred alongside show jumping and dressage stars Ellen Whitaker, Geoff Billington and Richard Davison, and to make it even more special the whole performance was watched by the Brooke's President HRH The Duchess of Cornwall.

To publicise the Brooke's position as charity of the year at Olympia, our very own mascot, Abbla went out on the town to celebrate and caused quite a stir with London commuters on

Millennium Bridge. He also met up with LBC's radio DJ Nick Ferrari and Neil Fox from Magic FM, plus several other national radio presenters to highlight the work of the Brooke.

In addition, articles in the Daily Mail, the Daily Telegraph and The Sun were amongst over 30 pieces of national and international press coverage achieved to announce the Brooke as charity of the year. We are delighted with the press coverage we achieved in the run-up to the event, as the more publicity we can generate for the Brooke, the more people will hear about our vital work helping horses and donkeys overseas.

Thanks to the generosity of those who attended Olympia, kind raffle prize donors and exhibitors in the shopping village, the Brooke surpassed its fundraising goal and raised a fantastic £15,769 during the week. This will be used to fund a mobile veterinary team in Mardan, Pakistan for one year. The team will travel thousands of miles in harsh environments to provide vital medical treatment to critically sick or injured animals when and where they need it, reaching over 9,500 working animals in 2010. **BROOKE**



Abbla surprises a commuter on Millennium Bridge, a PR stunt to raise awareness of the Brooke's position as charity of the year at Olympia

MY DEAR READER



I feel such a wave of compassion towards working animals - the long-suffering horses and donkeys that become sick or injured, then endure the pain of utterly hopeless treatments.

I know your heart goes out to them too. But I hope you feel reassured that you're not powerless to help.

The Brooke is able to make a big difference wherever we work in the world. As I write, our vets are treating suffering horses and donkeys for grateful families whose livelihoods hang in the balance. But, as you know, we need to do more.

We need to replace harmful beliefs with practical skills and useful knowledge that will be passed down through generations. In time, these will become second nature, creating a permanent, positive change for future generations of horses, donkeys and mules.

Here at the Brooke we have a vision of a future where respect, care and compassion for the working animal are embedded in every community. Can you help us make this vision a reality, by taking a few moments to consider leaving us a gift in your Will?

Currently, legacy gifts enable us to help one in every three of the animals we reach. Even small gifts are incredibly valuable to us. We really are dependent on the kindness of people like you, dear reader.

Dorothy Brooke herself, of course, was the first to leave this legacy of kindness. Her values live on through our charity and have had a far-

reaching impact on the welfare of working animals and their owners. If you share her compassion, as I'm sure you do, please make sure that your own values live on by considering a gift in your Will.

Your legacy could see a future where animals aren't forced to work when they are ill or exhausted, and where owners fully understand how to look after their animal and have access to veterinary care.

Your legacy could mean that foals will be born into a community where harmful practices like firing and nostril slitting have been totally eradicated.

Your legacy could mean that there is a child, yet to be born in a community overseas, who will be set a wonderful example of kindness towards animals. They will grow up with a compassionate attitude that has been created and fostered by Brooke's approach. They will not know any different.

When Dorothy Brooke established our charity in 1934 we only worked in Egypt. Today we work in 11 countries. Just imagine what we could achieve

in another lifetime. Together, we can re-write the future for hardworking animals - and my goodness, what a wonderful legacy that would be.

If you would like more information about leaving a legacy to the Brooke, we'd be happy to send you an information pack with useful details on making a gift and protecting its value for the future. Simply contact our legacy team on **020 7653 5816** to request one, or email **legacies@thebrooke.org**

Thank you.

With very best wishes,

Lesley Cockburn

Lesley Cockburn



A sad announcement

We have been saddened to hear of the death of a special friend to the Brooke, Shahzada Colonel Khushwaqt ul Mulk. He was instrumental in the establishment of Brooke Pakistan. A full announcement can be found at **www.thebrooke.org/Khushwaqt**

Let us remember...



These tired old friends were rescued in Mrs Brooke's Old War Horse Campaign. With donations from the British public, Mrs Brooke bought 5,000 of these old, exhausted ex-war horses – and went on to set up our first free veterinary clinic in Cairo. **BROOKE**

DIARY



Remember these dates for your diary!

Come and support the Brooke at one of the events listed below. Contact details can be found under each listing (for Group contacts see box to the right). Visit the Brooke website www.thebrooke.org/ukevents for up-to-date listings throughout the year.

APRIL

18 APRIL

Car Boot Sale
Nailsea (Bristol)

Frensham Horse Ride
(Farnham, Surrey)

24 APRIL

Stand at Berkeley Point to Point
Woodford (Bristol)

Piano Recital by Patricia Jacobs
Tunbridge Wells (West Kent)

SE Arab Horse Show
Ardingly Showground (Sussex)

25 APRIL

Stand at Lackham College of Agriculture
(Bristol)

28 APRIL

Quiz Night at The Foresters Tavern
Chase Town (Lichfield)

MAY

MAY

Sponsored Walk (Lichfield)

2 MAY

SE Donkey Show
Horton Park (Sussex)

3 MAY

Collection & Tombola
Kempton Racecourse (Surrey)

Lion Mayday Fair
East Grinstead (Sussex)

8 MAY

Plumpton College Open Day
(Sussex & West Kent)

15 MAY

Plumpton College Horse Show (Sussex)

Walton on the Hill May Pageant (Surrey)

16 MAY

Sutton Dog Show
Ardingly Showground (Sussex)

21-23 MAY

Brigstock Horse Trials
Northamptonshire (Kettering)

22 MAY

Collection & Stand
Arndale Shopping Centre, Eastbourne (West Kent)

Street Collection

Frome (Dr Challoner-Green, 01225 719241)

Street Collection

Omagh, Northern Ireland (Mrs I Lowry, 028 82246362)

31 MAY

Lions Fun Day
The Quarry, Shrewsbury (Shropshire)

JUNE

4 - 6 JUNE

Holker Garden Festival
Cark-in-Cartmel (Cumbria)

5 JUNE

Donkey Derby
Oxted (Sussex)

7 - 8 JUNE

Collection at Tesco
Trowbridge (Dr Challoner-Green, 01225 719241)

12 JUNE

Ashted Village Day
(Surrey)

13 JUNE

Summer Fete
Constitutional Club
Tunbridge Wells (West Kent)

18 JUNE

Brooke Talk
East Sussex Association for the Blind, Crowborough (West Kent)

18 - 20 JUNE

East of England Show
Peterborough (Kettering)

19 JUNE

Street Collection
Devizes (Dr Challoner-Green, 01225 719241)

Wimbledon Village Fair
London (Sussex)

20 JUNE

Jevington Terrier Racing
(Sussex)

24 - 27 JUNE

Hickstead Derby (Sussex)

25-26 JUNE

Collection at Sainsbury's
Bradford on Avon
(Dr Challoner-Green, 01225 719241)

26 JUNE

Collection at Chequers Centre
Maidstone (West Kent)

Bookham & Horley Rotary Club Village Fete (Surrey)

National Pony Show

Ardingly Showground (Sussex)

27 JUNE

Blaston Show
Slawston (Kettering)

JULY

3 JULY

Abbey Fair
Shrewsbury (Shropshire)

3 - 4 JULY

Smallholders Show
Ardingly Showground (Sussex)

4 JULY

Brooke Stall
Corbridge Classic Car Show
(North East)

Zebon Copse Fete

Fleet (North East Hampshire)

10 JULY

Barnes Fair London (Marilyn of Mar, 020 8876 7103)

Tombola

Durham Miners Gala
(North East)

Banstead Village Fair

(Surrey)

10 - 11 JULY

Vintage Vehicle Show
Ardingly Showground (Sussex)

17 JULY

Street Collection
Bath (Dr Challoner-Green, 01225 719241)

Dogmersfield Flower Show & Fete (N E Hampshire)

18 JULY

Worthing Dog Show
Ardingly Showground (Sussex)

RSPCA Open Day

Patcham, Brighton (Sussex)

24 JULY

Street Collection
Tunbridge Wells (West Kent)

Marnhall Show (Dorset)

25 JULY

Eridge Heavy Horse (Sussex)

31 JULY

Street Collection
Tonbridge (West Kent)

AUGUST

4 AUGUST

Cartmel Show
Cartmel Racecourse (Cumbria)

8 AUGUST

Ardingly Riding Club (Sussex)

14 AUGUST

Street Collection Sevenoaks
(West Kent)

21 - 22 AUGUST

South East Arab Horse Show
Hickstead (Sussex)

29 AUGUST

Horley District Dog Show
Ardingly (Sussex)

Firle Place Horse & Dog Show
(Sussex)

30 AUGUST

Downside Fair
Cobham (Surrey)

The Shimwe Trust Open Day
Tunbridge Wells (West Kent)

UK GROUP CONTACTS

Aberdeen

Mrs Linda Moncur Anderson
07802 371523
linda@gsl.it

Aberystwyth

Mrs Jan Stewart
01974 261511

Bedfordshire

Mrs Sarah Flynn
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sarah.flynn@cheffins.co.uk

Bristol

Mrs Mavis Richings
01454 413499
mave@xwaysdairy.freereserve.co.uk

Canterbury

Miss Rachel Coveney
07921 931232

Cheshire

Mr Peter Swain
01925 234263
pjswain@btinternet.com

Cumbria

Miss Geraldine Braithwaite
01539 536042 (after 1pm)

Dorset

Mrs Sylvia Tabor
01258 820468

East Anglia

Mrs Liz Bennett
01692 536608

Exmoor

Mrs Rita Tremain
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ritatremain@talktalk.net

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Mrs Maggie Davis
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Hertfordshire

Miss Jean Jack
07854 246412

Isle of Wight

Mrs Patsy Firth
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Jersey

Mrs Margaret Mallet
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arianya6@hotmail.com

North Kent

Mrs Lorraine Bryant
07985 310759
dogandbutterfly@aol.com
(please put 'The Brooke' in subject line)

West Kent

Mrs Louise Brown
01892 531306 (after 6pm)
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Kettering

Mr Tim Stephenson
01536 512625

Lichfield

Mrs Sandra Newcombe
07947 708081
vicky.farmer@virgin.net

Lincolnshire

Mrs Margaret Trigg
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Mrs Alison Bowers
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Marches

Mrs Jenny Gamble
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North East

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North East Hampshire

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Mrs Elizabeth Jordan
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Topsham

Mrs Wendy Brookes
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Vale of Glamorgan

Dr Alex Rees
01446 781286

Wiltshire

Mrs Pauline Bridgen
01225 742894

Worcester

Miss Julie Reynolds
01905 426908

Yorkshire

020 7653 5812
community@thebrooke.org

South Yorkshire

Mrs Louise Mallinson
01924 465380 (after 7pm)
lamallinson@aol.com

INTERNATIONAL GROUP CONTACTS

Queensland (Australia)

Mrs Lucille Watson (61) 754421955

Wellington (New Zealand)

Ms Margaret Hall (64) 43885496

Can you help?

Can you spare a day or an afternoon a week? If so, we could really do with your help! We are looking for computer literate and general volunteers to help in our London office. To find out more please get in touch with community@thebrooke.org.

We would also like to say a big thank you to our volunteers who have generously given their time and skills over the last year.