



ISSUE
01

HOOF PRINT

HOW YOUR SUPPORT MAKES ITS MARK

Winter 2022

News from the field
Your supporter news
Horse around with our crossword!

Welcome to Hoof Print

We're thrilled to welcome you to the very first issue of our new-look newsletter! Even with a new look and feel, we know it's what's inside that really counts. We'll bring you the same great range of stories showing how your incredible support is having a real, tangible impact on the issues faced by vulnerable working horses, donkeys and mules. Plus, you'll find some exciting little additions, like our brand new crossword!

So please sit back and enjoy – we do hope you get as much enjoyment reading Hoof Print as we did putting it together.



Chris Wainwright
Chief Executive, Brooke



CONTENTS

Thank you

Over what has been an incredibly difficult couple of years, it's been tougher than ever to continue providing vital protection to vulnerable working animals. But people just like you have pulled together to help us do just that. You've been there for us and we'd like to take this opportunity to say a huge thank you.

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How you've helped more working animals than ever before



1.6 MILLION

horses, donkeys and mules reached



70,522

working animals given access to shelter in Ethiopia



1ST FARRIERY SCHOOL

outside of Europe and North America established in Senegal



190,124

of our brilliant supporters have signed the petition
to ban the donkey skin trade



**PROGRESS MADE TO REINSTATE THE
DONKEY SKIN TRADE BAN IN KENYA**



Stay up to date – visit thebrooke.org/news to get Brooke's latest news and updates as soon as they happen.

Hot off the press: protection and positive changes

SPOTLIGHT ON LATIN AMERICA

The growing demand for ejiao in China (a gelatin produced by boiling donkey skins, which is used in traditional Chinese medicine) is wreaking havoc for the donkey population in Latin America. The trade has recently gained popularity across the area, with some countries establishing agreements with China to trade donkey skins. It is making the lives of these faithful companions and hard-working members of poor families living in rural areas incredibly vulnerable.

Donkeys are used across Latin America to safely and effectively transport bulky materials such as firewood, logs, and agricultural goods. Communities are keenly aware of how important their donkeys are in helping them to survive. However, the donkey population is being decimated as donkeys are stolen and sold on the black market for slaughter.

With your help we are working tirelessly to protect vulnerable donkeys in these countries – working closely with both governments and communities to raise awareness of this growing problem and taking steps to tackle it head-on. Our main aim is to ban this senseless practice for good, so we can protect these incredible animals from a brutal fate.

SPOTLIGHT ON PAKISTAN

Heat exhaustion is a common issue for donkeys in the brick kilns of Malik Zubair, Bahawalpur. Along with their owners, they frequently work over 8 hours a day in sweltering temperatures of over 45°C.

Although owners know they need to protect themselves from the sun and so take regular breaks throughout the day in the shade, they didn't realise their animals needed the same. Donkeys were left out in the baking heat, leaving them hungry, thirsty and vulnerable to heatstroke.

Brooke's community change agents went into the brick kiln and made a difference from the inside out. They challenged owners' long-held beliefs and taught them the importance of hydrating and feeding their animals in the same way they would do themselves.

The response has been overwhelmingly positive – the Malik Zubair Brick Kiln owners started providing their animals with nutritious green fodder and water during their breaks. They then took the simple, but transformative, step of planting plenty of trees to allow the owners and donkeys some shelter from the sun together for generations to come.

Your stories

Lots of our supporters have been pulling on their trainers and clocking up the miles to raise vital funds to support vulnerable working horses, donkeys and mules around the world. Whether it's 5km or a marathon, each and every step you take is helping to change lives.



“Prosecco has a lot to answer for...”

THE LONDON MARATHON

In December 2018, after a few glasses of fizz, professional dressage rider and long-term Brooke supporter Alice Oppenheimer agreed to sign up for the London Marathon. Her goal was simple: to raise £2,500 to help vulnerable working horses, donkeys and mules.

Alice had to take her trainers on and off again a lot over the last year because the London Marathon was put on hold due to the ongoing COVID-19 restrictions. But in October 2021, she finally completed the gruelling 26.2-mile race in a time of 5 hours 8 minutes and 31 seconds. And despite the challenges faced by a tough training regime and race, Alice says it was worth it:

“The last three miles are incredible with the crowd, there are so many people willing you to the end and rounding the corner with Buckingham Palace behind you and seeing the finish is just the best feeling ever.”

To top it all off, Alice smashed through her £2,500 fundraising target. With many of her friends and family adding Gift Aid to their donations, she ended on an amazing £21,419, which will go towards helping the most vulnerable working animals around the world!

Thank you, Alice!



THE GREAT NORTH RUN

“The sense of achievement having successfully completed this famous half marathon and raising funds for Brooke was a great feeling.”

Angela



THE GREAT NORTH RUN

“I'm a long-standing Brooke supporter, it is a charity very close to my heart.”

Jeannine

Our supporters running the Great North Run raised just under £3,000 for working horses, donkeys and mules – thank you!



Are you a crafter, a runner, or a rider? If you want to use your skills to raise vital funds to support our work, visit thebrooke.org/get-involved/fundraise

A day in the life

Brooke Research and
Communications Officer
in Nicaragua



Getting up close and personal with Ariel Morales

Ariel is a Research and Communications Officer working for Brooke Latin America & Caribbean (BLAC). He is an integral part of the team there, creating sustainable change for the region's working horses, donkeys and mules. Whether it's welfare or supporting equine-owning communities, Ariel isn't afraid to get to the root of a problem in order to create a long-term solution.

"A day in the field for me is varied and full of challenges! You have to be prepared for the physical side of things – walking long distances, up steep rocky hills, across wild rivers. But you also have to deal with the technical side of things like complicated COVID-19 protocols.

"During our working day I work directly with equine-owning communities organising meetings, community assemblies and workshops – which aren't without their obstacles! **Animal welfare and sustainable development are new ideas for many of the farmers we work with, so it can be challenging explaining the link between their working animals and their livelihoods.**

"We also head out into the field to make sure owners know how to feed their animals properly. I recently spent four days visiting 105 vulnerable families and their horses – who are benefitting from a joint project between Brooke and the Association for Diversification and Communal Agricultural Development (ADDAC).

"The project teaches families how to keep their animals and themselves well fed – looking at agricultural practices and grass plots to show them how to do this effectively.

"It is so vital that we partner with local organisations like ADDAC – **it helps us make our projects stronger and helps our communities and their animals to thrive.** The families we work with now have an income stream and a more diverse food stock, which is essential for keeping their working animals strong and healthy."



Your support in action

Opening a new vet clinic in Ethiopia



Gharry horse Bora and his owner Ahmed Buta



15km

The distance a horse like Bora will travel to take a villager from Abossa Ademogne to the hospital.



4 Hours

The time it used to take owner Ahmed to reach a veterinary clinic and get medical support for Bora.



12,842

The number of working horses, donkeys and mules supported by the new Brooke-funded clinic.

How you're giving the gift of health to gharry horses

Bora isn't just at the heart of his family – he is the lifeblood of his whole community. The little gharry horse has been working alongside his owner Ahmed Buta and his ten sons on their farm in the village of Abossa Ademogne for over two years now.

One day Bora could be helping one of Ahmed's sons pull the family's cart, laden with agricultural products, to the nearest town. The next he could be carrying the children to school and taking passengers to town for household essentials, covering huge distances as he goes.

But crucially, Bora is also the closest thing the villagers can get to an ambulance. Everyone relies on him in a medical emergency, and he will often carry people to the nearest hospital over 15km away.

Like so many working animals in villages like Abossa Ademogne, Bora's value is priceless. But until recently, hard-working animals like him didn't have access to even basic veterinary care, instead having to travel to a clinic over 4 hours away.

It was something Bora's owner Ahmed found difficult to deal with, explaining that "horses used to die on their way to the centre."

That all changed with the arrival of the Brooke-funded veterinary clinic in September 2019, meaning that over 12,000 working horses, donkeys and mules were able to access good-quality healthcare. We met Ahmed outside the new centre, where he explained how thrilled he was – his beloved Bora was able to receive the care he deserved.

Not only that, but many owners like Ahmed have signed up to receive welfare and equine management training provided by Brooke-trained field agents. So, Bora is receiving the best care possible – both at home and away.

"Bora's been ill three times lately, so this is my third visit to the clinic. The treatment is good, so Bora recovers very quickly. Now as you can see he is grazing happily: it is obvious that the treatment is working."

Ahmed Buta

News from the field

Stories from around the world

Brooke India: a quick response to emergencies

The pandemic and subsequent lockdowns spelt disaster for many working horses, donkeys and mules around the world. Their owners couldn't earn enough to put food on the table for themselves and their families, let alone their working animals.

That's why our emergency appeal last year asked for you to help us change that. And thanks to your generosity, the campaign was a tremendous success! Your response has been overwhelming. Over a matter of months, funds from the appeal have meant that in countries like India we've been able to react quickly and efficiently to protect tens of thousands of hungry working horses, donkeys and mules.

Take a look at some of the impressive things you have helped make a reality in India!



21,000

Over 21,000 working horses, donkeys and mules supported.



50%

50% subsidy provided to the owners of working animals to help them buy food for their animals.



900

Over 900 equine first-aid kits were provided to owners, including painkillers, ointments and first-aid supplies, so they were able to continue providing immediate aid to injured animals.



11,190

11,190 owners benefited from the intervention.



52,367

52,367kg of emergency dry fodder was provided.



12,184

12,184 grass seedlings planted – helping owners to stay resilient and grow food for their animals in the months ahead.

Before & after

Changing lives by changing perceptions

Many working horses, donkeys and mules suffer from preventable issues. This series looks at how simple yet effective steps taken within equine-owning communities can spread outwards, and benefit more working animals for generations to come.

Before



After



Pictures for illustrative purposes

Boshe Mama loves her animals. The hard-working mother of nine runs a small-holding in Ziway, Ethiopia, where she grows wheat, barley and maize. She owns a donkey called Usheta and a mule called Dalety. But until a year ago, Boshe struggled to know how to look after her animals. She used to leave them out with no shelter at night, treat their respiratory issues by pouring eggs down their nostrils, and lance their injuries with carbon rods from a battery cell – a common way of treating wounds in her village.

Attending a community engagement group with other members of her village meant Boshe was soon able to change the quality of life for Usheta and Dalety – starting by building them a solid shelter to protect them from the elements. Not only that, but through regular training she was able to learn the basics of good animal welfare and how to treat their wounds.

"I know how to clean their hooves and I wash and clean every part of their body to prevent parasites and wounds." Boshe Mama

Treating mum to a
Mother's Day meal?



Treat a working
animal to one too!




Give mum a little extra this Mother's Day.
For just £8 you can treat a working horse, donkey
or mule to nutritious food, and protect them from
the threat of starvation.

thebrookeshop.org/collections/occasions

Walk with them forever

For working horses, donkeys and mules, the road is long and lonely. Give a gift in your Will and you can be by their side – today, tomorrow and always.



"I'm very confident that my legacy will bring about the change that I want to see."

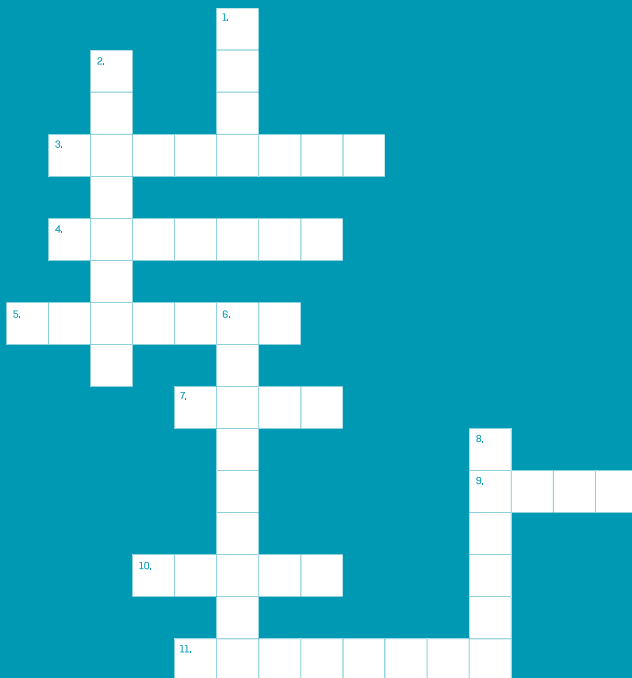
Legacy supporter, Fiona

Your gift has the power to transform their future

You could change the lives of working animals by helping us work within communities – from mentoring aspiring farriers to educating and empowering owners.

If you would like to find out more about how a gift in your Will could let your compassion for animals live on, please contact our legacy team at legacies@thebrooke.org or call us on **020 7470 9343**. Or you can visit thebrooke.org/legacies to request your 'Guide to Leaving a Legacy'.

Horsing around



Crossword time!

Settle down with a cup of tea and test your equine (and Brooke) knowledge.

Across

3. What drink did professional dressage rider, and long-term Brooke supporter Alice Oppenheimer, blame for her signing up to the London Marathon?
4. In 2020/21, Brooke helped over 1.6 _____ working horses, donkeys and mules across Africa, Asia, Latin America and the Middle East.
5. _____ Brooke was the founder of our charity in 1934, where she campaigned to find and protect the lost warhorses of the British, Australian and American forces.
7. What is the name of the gharry horse on page 8 of this edition of Hoof Print?
9. The donkey _____ trade is built around the production of ejiao and we at Brooke are committed to banning this senseless trade.
10. Sound a horse makes?
11. One of the countries Brooke works in?

Down

1. Not a horse or a donkey, but a ____?
2. What is the name of the practice which trims, rasps and shoes a horse, donkey or mule's hooves?
6. The new name of Brooke's newsletter.
8. On page 10 of this edition of Hoof Print, what is the name of Boshe's donkey?



Want to get more involved with Brooke?
Find us on Facebook or Instagram
[@thebrookecharity](#), for more news,
fun and inspiration!

Crossword answers:

Down – 1: Mule, 2: Farriery, 6: Hoof Print, 8: Usheta
Across – 3: Prosecco, 4: Million, 5: Dorothy, 7: Bora,
9: Skin, 10: Neigh, 11: Ethiopia

Looking ahead

What the next six months have in store for Brooke

With your support, over the next six months we aim to work at a grassroots level within **7,000 communities across 11 countries**. Each country has specific areas we aim to focus on, but the goal is the same across all of them – achieving lasting positive change to the lives of working horses, donkeys and mules.



Kenya

- Sustain our lobbying and follow-up with the government on the ban of the donkey skin trade.
- Continue to work with key people and organisations in neighbouring countries, aiming for a collective approach to tackling the donkey skin trade.



Tanzania

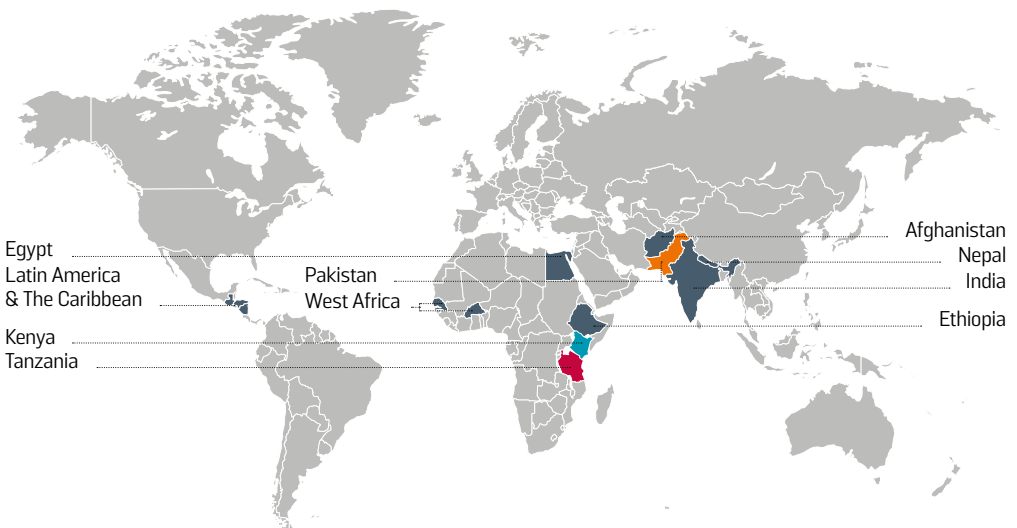
- Keep supporting the government in the continued fight against the donkey skin trade.
- As in Kenya, continue to work with our partners to establish a continental approach on the donkey skin trade.



Pakistan

- Start a huge five year project to scale-up our work in the brick kilns of Pakistan, with the ultimate aim of measurably improving the welfare of 75,000 working equine animals by 2026. This work has been made possible thanks to a substantial grant from a long-standing Trust partner.
- Work in 200 coal mines to improve the practices of owners and establish an effective and sustainable animal healthcare system.

● Other countries we work in



“ ”

I have always loved horses, even from a very young age, and now I have met people at Brooke who show me how to love them more and to take care of them the right way.

Sangue Diouf, Brooke-trained farrier, Senegal

