Improving the lives of working animals in the world’s poorest communities

Annual Review 2012/13
OVERVIEW

100 million horses, donkeys and mules are hard at work as you read this. They are the engines that power the world’s poorest communities. An estimated 600 million people rely on the labour of these stoic animals to survive.

Sadly, many of these working equines suffer ill health, exhaustion, dehydration and malnutrition as a direct result of unmanageable workloads. Millions of working animals endure extreme suffering every day, and that means insecure livelihoods for the millions of people who rely on them.

Our vision is a world where working horses, donkeys and mules are free from suffering. To pursue our vision, we constantly review the way we work – making sure we continually strive to improve the welfare of working animals and, in turn, the communities they support.

We’ve learned many lessons this year and secured some great successes on behalf of working equines around the world.

In the following pages you can review the challenges we have faced, and are still facing, and how we’re working to resolve them.

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Caption to front cover image:
Salman, Salim and Salman, winners of our Happy Donkey competition in India. The competition encourages children to name and care for their donkey.
I was particularly impressed when I heard stories about how local people attending our community training sessions are passing on the useful information they get from us to people in other villages. This is a testament to the efforts and skill of our field teams. It is outcomes like these that we learn from and then share with teams across the 11 countries in which we work.

We now look ahead to 2014, a time when we will recognise 80 years of the Brooke’s important work, and look forward to helping an even greater number of working equine animals in need.

In this Annual Review you can find out about the difference we have made to the lives of more than one million horses, donkeys and mules this year. Every working equine animal, owner and community we help is thanks to the kind and generous donations we receive from people like you. On behalf of everyone at the Brooke I would like to extend our sincere thanks to our dedicated supporters around the globe who share our passion for equine welfare.

I’m delighted to report that the uptake of our services increased by 26% on last year.

With our charitable spend now more than £12 million, we are reaching 1.17 million working equine animals in 11 countries, in turn supporting the livelihoods of more than seven million people.

This substantial improvement comes from our commitment to never stop learning. Next year is our 80th year of operation. During this time we have developed unrivalled experience and expertise that we use to improve at every opportunity.

This year I went to see our work in Pakistan, where there are more than 4.5 million working equines. I met our dedicated teams in three of our hospitals, and made several trips into rural areas with our mobile teams.

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**Petra Ingram, Chief Executive**
WHERE WE WORK

- 7 million people were able to benefit from our services
- £15.8 million was our total income for the year
- 2 million every year is the number of working equine we aim to reach by 2016

- 1.17 million animals had access to our services
- 26% more animals used our services than in 2012
- 744,768 horses, donkeys and mules were treated in total
COVERAGE AND UPTAKE 2012/13

We calculate the number of working horses, donkeys and mules we can support by estimating how many of them there are in the areas that our services reach. We call this coverage.

We also record the number of working horses, donkeys and mules that benefit from our services. This includes animals whose owners and communities work with Brooke-supported teams and take part in training and awareness-raising in their household or community. We call this uptake.
WHAT WE’VE BEEN DOING

Over the past year we’ve increased our impact to aid more than 1.17 million working horses, donkeys and mules – enabling more than seven million people across the world to live a better life.

Our Five Freedoms
We use our Five Freedoms to define what every working animal should have. We believe every animal should be:

1 Free from hunger and thirst – having access to fresh water and a nutritious diet.

2 Free from discomfort (physical and thermal) – providing an appropriate environment including shelter and a comfortable resting area.

3 Free from pain, injury and disease – through prevention or rapid diagnosis and treatment.

4 Free to express normal behaviour – ensuring sufficient space, proper facilities and the company of the animal’s own kind.

5 Free from fear and distress – ensuring conditions and treatment which avoid mental suffering.

The following case studies are real life examples of how we use Intervention, Prevention, Influencing and Research to achieve these Five Freedoms for working equine animals around the globe.

Based on the Brooke’s own research into dependency, which estimates that each working animal supports on average a family of six people.
TACKLING HUNGER AND THIRST

Pakistan – Ajab Khan and his horse Gulali

The problem
Ajab Khan has a large family with many mouths to feed. He simply can’t afford to lose a day’s work. That means his horse Gulali can never have a day off - even in the oppressive heat.

When our team found Gulali, she was lying motionless by the side of a dusty road. Worked to the point of collapse in extreme temperatures, she was suffering very badly from dehydration and heat stress.

Ajab was devastated by her sickness. He depends heavily on Gulali. Losing her would mean losing his friend, his livelihood and even his family. How would he buy food for his children?

How we helped
We supported Ajab to nurse Gulali back to health. We taught him the importance of watering horses to protect them from heat and dehydration, and helped him to understand how to best care for Gulali.

Today
Ajab has become a passionate advocate for equine health within his community, helping friends and colleagues care properly for their working animals:

“I have a big family to support and can’t suspend work in any kind of weather. Gulali was suffering terribly. Thankfully the Brooke team helped her and showed me the importance of protecting animals from heat and dehydration. Thank you Brooke.”

This year in Pakistan we worked with communities to construct 108 water troughs and 2,871 canvas water buckets to help protect thousands of horses like Gulali from heat stress and dehydration.
TACKLING DISCOMFORT

Hosanna, Ethiopia – The grain market

The problem
Hundreds of horses, donkeys and mules come through Hosanna’s bustling grain market every day. Whatever the weather, they have to stand and wait until their owners have finished their business at the market. Often this means standing for hours in the intense heat and rain.

How we helped
We worked with the local community to build a shelter. Now working equines can shelter from the intense heat and rain and interact with each other freely. By keeping a close eye on the cleanliness of the shelter and monitoring routine mucking out, we help to keep up good standards of care.

Today
The shelter is used by over 540 horses, donkeys and mules every week – that’s 180 every market day.

As well as building this shelter in Hosanna, we worked with communities in Egypt to construct three further shelters this year, providing shade for 40% of all the licensed carriage horses in Luxor town.
ALLEVIATING PAIN, INJURY AND DISEASE

Kericho, Kenya – Fiona the farrier

The problem
Wounds, body condition, stress and hoof-related problems are rising in East Africa. When we started working in Kericho in 2010, a lack of trained farriers was an immediate welfare concern.

How we helped
We trained and qualified 10 farriers in Kericho with our partner KENDAT last year. Fiona Too Chelagat is one of our dedicated volunteer farriers. Still only a young woman, she has the courage to ignore the convention that only the men in her community can do things like hoof trimming. She lives at home with her family and is incredibly determined and passionate about the wellbeing of her community’s donkeys.

Today
We’ve had great success training female farriers, and Fiona’s determination will help blaze a trail for generations to come. Since 2010, there’s been an increase in owners checking their animal’s hooves and bringing them to farriers from 48% to 71%.

KENDAT identified and trained a total of 27 farriers in Kenya last year. There’s been a positive trend towards improved donkey welfare this year – with general reduction in wounds, and improved body condition in donkeys.

More than 66% of the donkeys had a body condition score generally maintained at 2 and above in the past year, which means that their body condition is adequate and above.
ENCOURAGING THE EXPRESSION OF NORMAL BEHAVIOUR

Pakistan – Zar Mohammed

The problem
Brick kiln donkeys endure incredibly long working hours, often horribly overburdened with heavy bricks. It’s vital that they have adequate rest somewhere safe and clean.

Zar Mohammed relies on his 16 donkeys to transport his loads at the brick kiln, but he could find nowhere to shelter them after they’d finished work.

How we helped
With our encouragement and support, the owner of the brick kiln donated 5,000 bricks to Zar.

Zar used the bricks to build a new shelter. We provided him with the right roof material to retain heat in winter and stay cool in the summer, and helped him include a water source to save the donkeys having to walk two kilometres every time they need a drink.

We also helped him include a sandpit, to make sure the donkeys had the freedom and space to roll, lie down and interact with each other – just like they would in the wild.

Today
Word has spread about the many benefits the shelter has brought to the donkeys, the owners and the brick kiln. Following the success of this project, 50 similar sheds have been built.

Hard working brick kiln donkeys can roll in the sandpit at the new Brooke shelter – just like they would in the wild.
ALLEVIATING FEAR AND DISTRESS

Guatemala – Samuel

The problem
Fear can cause serious behavioural problems for working horses, donkeys and mules. Good handling is absolutely crucial for keeping animals free from fear, as well as for their general welfare.

In Hierba Buena, Guatemala, 9 year old Samuel was kicked in the head by a fearful horse and hospitalised for a week. An incident like this is often traumatic for the child and the horse, leaving them both with lifelong psychological and physical scars.

How we helped
At the Brooke, we believe in a holistic approach to animal welfare. With our support, our partner in Guatemala, ESAP, is piloting three new initiatives: initial handling of foals, rehabilitation of equines with behavioural problems, and holistic horse handling.

Today
ESAP worked closely with Samuel, and with professional guidance showed him how to use holistic horse handling to overcome both his and his horse’s fear. Despite being nervous, Samuel was able to regain his confidence and has built back a healthy relationship with horses.

ESAP’s work on handling and rehabilitation has yielded significant results. Many difficult animals are showing huge improvements in behaviour and owner-animal relations are much healthier.
CHANGING HUMAN BEHAVIOURS

To make lasting progress in animal welfare, we have to encourage a long term change to the behaviour of the people who tend animals, those who provide services for them as well as those responsible for policy that affects these animals.

The following examples are from those who tend animals.

Working with communities and owners to prevent welfare problems

We can make a massive difference to the welfare of working horses, donkeys and mules by enabling people to implement good husbandry, friendly handling practices, basic first aid and timely preventive measures on a regular basis.

In India we regularly hold a programme of activities to involve owners of horses, donkeys and mules. This includes walks through the village to look at and discuss animal welfare, health check-ups, follow-up actions and meetings to discuss symptoms, causes and prevention of various diseases.

In Egypt we measure the effectiveness of the educational tools that we use, such as feeding, watering and appropriate stabling, to promote continual improvements in future.

In Pakistan we work in 312 equine-owning communities to instil good management practices such as heat stress management, wound management, harness maintenance and feeding and stable management.

Working with women and children to improve welfare

In Afghanistan programmes working with women have been exceptionally effective. This is because women are more accessible and receptive to welfare advice for the animals they care for. Children in Afghanistan are helping us make direct changes to the welfare of working animals at home, as well as using their powers of influence with their parents, particularly their mothers.

Schools are improving their knowledge of equine welfare. We made 115 observational visits to schoolchildren’s homes and 80% of the students were providing basic care for their animals in the form of food, clean water and a clean living area.

Our educational programme in Guatemala has enabled our partner ESAP to highlight the role of working equines in rural communities and teach thousands of children about compassion, respect, and responsibility for other living beings.

In India we are working to help the very poor nomadic Qalander communities whose main profession is equine breeding and foal-rearing. These communities live near river banks where the water is often stagnant. We are working with the community to embed a new understanding and knowledge of equine husbandry and disease prevention.
HOW DID WE DO?

Fundraising
2012/13 was a challenging year for all of us economically. Yet, thanks to your support, we finished this year with income just above our budgeted target.

We have many people to thank for this achievement. We want to thank our new American Friends of the Brooke programme who contributed more than £177,000. We want to thank our friends at Brooke Netherlands who raised a remarkable £1.3 million.

We would also like to thank our president, HRH The Duchess of Cornwall, who made time to visit our work in Petra.

Our Patrons and Ambassadors continue to promote the Brooke's good work and Deborah Meaden's visit to see our work in India generated considerable editorial, TV and print coverage.

But most of all, we want to thank the donors, big or small, who contributed to our fundraising this year. Without you we couldn’t have achieved all that you’ve read in this review.

Your support is what enables us to bring hope to so many working horses, donkeys and mules, as well as the communities that rely on them.

Thanks to you all, we raised the impressive total of £15.8 million.

Financial Overview
During 2012/13 we maintained our financial strategy of investing to expand our programme work around the world and reach more working equines. Our investment was up £1.7m or 16% on last year. Our fundraising activities are up £0.7m, or 17%.

The unrestricted net deficit in the year was almost £1.4m, which was below what we had planned for in the budget. This expected deficit was covered as planned by funds specially set aside by the Board to enable expansion of the Brooke's work overseas.

A young owner feeds his horse in front of the Brooke shade shelter outside Luxor Temple. The Brooke encourages owners to carry food with them so the horses can eat during the work day.
LEGAL AND ADMINISTRATIVE DETAILS

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**Director of Fundraising and Communications**
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The Brooke’s vision is a world where working horses, donkeys and mules are free from suffering. With your support we can make that vision a reality.

Join us

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