The Brooke – caring for working horses, donkeys and mules for 80 years

Overview

Right now, 100 million horses, donkeys and mules are hard at work. The lives of 600 million people depend on them.

Many of these animals are ill, exhausted, injured, malnourished and dehydrated. They’re suffering because there’s a shortage of affordable healthcare and a lack of understanding of basic needs.

We want a world where working horses, donkeys and mules are free from suffering. Each year, we strive to work in the most effective way possible, so we can help as many animals as possible.

We work with communities, helping them to improve the wellbeing of their animals by ensuring they can access necessary treatments and services. And we work to influence policies that affect working animals. Together, we’re making positive, lasting change.

This year we’ve continued to learn and to grow.

We’re proud that we’ve expanded our work and now reach almost 1.5 million animals a year – an incredible 27% increase on last year.

In this review of our work in 2013-14 you can read about some of our successes, gain an insight into the challenges we face, and discover how we’re saving and changing animals’ lives – with the help of supporters like you.

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Front cover: A member of the thriving local women’s equine welfare group and her Marwari horse in Baghpat, India. © The Brooke/Anna Fawcus

Manuel Albeno, a 68-year-old father of nine, and grandfather of many more, with his beloved stallion, Carmello, in Peten, Guatemala. © The Brooke/Anna Fawcus
Over the past five years, the Brooke has grown substantially, both in the number of working horses, donkeys and mules we are able to reach and the generosity of the supporters who make this possible.

Whether we’re dealing directly with people and animals at community level, or influencing policy-makers internationally, there’s a growing awareness that a holistic approach – focusing on owners’ understanding of good animal welfare – delivers better results for animals and people alike.

Over the past 12 months, we’ve continued to learn from our practical experience. We share our tools and techniques with vets and local service providers in all the countries where we work. To ensure our expertise is even more widely available, we published our Working Equid Veterinary Manual, which is now being used in 30 countries around the world.

We continue to expand with new regional offices in East and West Africa, while a pilot project in Nicaragua is opening up new opportunities to help working animals in the towns and cities of Central America.

A special year for the Brooke

We celebrated our landmark 80th anniversary with a compelling exhibition by former champion jockey Richard Dunwoody MBE. His photographs tell the story of the challenges the Brooke faces in the field every day. We were delighted that our president, Her Royal Highness The Duchess of Cornwall, attended a special event at the exhibition, where she met with long-term volunteers and staff.

Today we are reaching almost 1.5 million working equine animals each year – a legacy Dorothy Brooke would be very proud of. However there is still more to do. Thank you to everyone who is helping us work towards a future where working horses, donkeys and mules are free from suffering.

With the help of our loyal supporters we:

• helped almost 1.5 million hard-working animals all over the world – that’s 27% more than last year • improved the lives of more than 7 million people who rely on those animals • trained 1,857 new vets • recruited 13,364 new supporters • increased our media coverage by 45%, and reached 25,000 Facebook fans and 6,000 Twitter followers – growing awareness of the work we do • made a tangible difference to animals and their owners in 11 countries • are on track to improve the lives of 2 million working horses, donkeys and mules by 2016.

Message from our Chief Executive

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The outcome of our work

Coverage and uptake

We use two terms to describe the extent to which working animals and their owners are able to use our services: coverage and uptake.

Coverage

Coverage refers to the number of working horses, donkeys and mules with access to the services that the Brooke provides or supports.

Uptake

Uptake refers to the number of working animals using services such as health check-ups, general or emergency treatment through their owners or users. Last year uptake improved by 10.5%, increasing to 823,022.

During 2013-14 we made progress towards our target of reaching 2 million equine animals a year by 2016

Coverage and uptake from 2012-13 and 2013-14

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<td>9,500</td>
<td>2,467</td>
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<td><strong>Total</strong></td>
<td><strong>1,178,200</strong></td>
<td><strong>1,494,000</strong></td>
<td><strong>744,768</strong></td>
<td><strong>823,022</strong></td>
</tr>
</tbody>
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A young boy helps feed the family horse in Chimaltenango, Guatemala. © The Brooke/ Richard Dunwoody MBE
Celebrating 80 years helping hard-working horses, donkeys and mules

The backdrop for the Brooke’s anniversary launch was an exhibition, featuring images of our work captured by former champion jockey Richard Dunwoody MBE.

In January, over 200 guests joined us at a private view at London’s St-Martin-in-the-Fields to see the images which were taken in India, Pakistan, Guatemala and Egypt. The evening was attended by guests including broadcaster Alastair Stewart OBE and legendary racing commentator and Brooke patron, Sir Peter O’Sullevan.

A royal launch
Our president, HRH the Duchess of Cornwall, launched our anniversary celebrations by cutting a commemorative cake and meeting long-term Brooke staff and volunteers. The Duchess also hosted a special luncheon at Clarence House. We are honoured by her continued involvement and interest in our work. “During the Second World War my father was a cavalry officer in Cairo, and I recollect him telling me about Dorothy Brooke, that was when my passion for the Brooke was ignited. Now, as its president, I try to support the Brooke’s work wherever I can,” the Duchess said.

Joey from War Horse lends his support
Our community group in Aberdeenshire was joined by Joey, the puppet star of the stage version of War Horse, for a fundraising event that raised over £31,000 for the Brooke.

The beginning of the story
When Dorothy Brooke first visited 1930s Cairo she sought out starving former war horses, and decided to take action. To celebrate our anniversary, we’ve reprinted Dorothy’s fascinating diaries, which include photographs of Dorothy and the animals and owners she helped.

To order your copy, costing just £5, email: info@thebrooke.org or search for it on Amazon Kindle.

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Exhibition images by Richard Dunwoody MBE. For more information, please visit: www.flickr.com/thebrookecharity
New ways of working with communities

Working with communities is key to making long-term, sustainable changes in the way animals are treated.

We tailor our approaches to the specific needs and character of the countries, towns and villages where we work. We also recognise how important it is for owners not only to participate in, but also feel a sense of ownership towards their local projects. Here are some of the ways we’ve been working with communities around the world to give working horses, donkeys and mules the chance of a better future.

Children are driving change in Afghanistan

In Afghanistan, working with women and children has proved to be a very successful way to influence entire communities to care for their animals better. Our children’s volunteer groups have been instrumental in changing owners’ attitudes. Now 60% of owners provide food and water to their animals three times a day (almost double the national average). Our training has also led to noticeable improvements in stable cleaning, mud plastering to prevent parasites, and the use of light blankets, safe tethering pegs and portable water troughs.

Self-regulation in Kenya

Our community engagement programmes in Kenya mean there are now 148 local groups. Many of these have included animal welfare clauses into their local laws and are even introducing their own disciplinary measures, such as fining owners who overload their animals. In some places customers are encouraged to refuse services from owners whose animals are in poor health.

Targeted training in India

In India, each community has its own saving and welfare group. There are groups for men, women and children. By acting together they can maximise their impact on welfare as each member of the family relates to the animal in a different way. We now have over 2,300 equine welfare groups across India.

A welcome rest for horses in Hosana

In the Ethiopian town of Hosana, our equine shelter in the marketplace has made a marked difference in the lives of local animals. Now 70% of all animals attending the market are unloaded, taken to the shelter and given water and feed from the shelter store. With up to 120 animals attending each market day, twice a week, the shelter is having a substantial impact on local animals.

Broadcasting our message

In countries including Kenya, Pakistan, Senegal, Egypt and Guatemala, phone-in radio programmes are broadcasting and discussing animal welfare messages. It’s a powerful way to influence attitudes and reach large numbers of owners.

Thanks to programmes like these we’re working towards our first strategic objective – to achieve long-term, sustainable improvements in animal welfare
Changing policies changes animals’ lives

As well as working directly with communities and their horses, donkeys and mules, we continue to drive changes to policy and legislation – which will benefit animals and owners in the long-term.

Expanding our capacity
Over the past year, we’ve expanded our advocacy programme and continued to grow our advocacy capacity in the countries where we work.

In 2013-14 we:
• recruited an international advocacy adviser and an advocacy capacity building adviser to join our UK team
• put our advocacy capacity building project into practice, building on staff skills in our country programmes through training and technical support
• organised our first international advocacy workshop with representatives from our country programmes.

Making an impact internationally
We were selected to be a member of a working group set up by the World Organisation for Animal Health (OIE). The group is working on a pioneering project to develop the first international Standards for the Welfare of Working Equids, which are expected to be adopted by 2016. This initiative is a major step towards promoting action and ensuring that working horses, donkeys and mules are taken into account by policy-makers.

We’ve been influencing policy development in a number of our country programmes too.
• In Kenya we’ve been working to help revise the animal welfare act and to develop a new veterinary policy.
• In Pakistan we’ve been advocating to influence the new draft animal welfare act for the Punjab province.
• In India we’ve ensured that working horses, donkeys and mules are included in the national insurance scheme for animals.

Putting women on the agenda
We carried out research for our Voices from Women project into how equines contribute to the lives of women in communities in Ethiopia, Kenya, India and Pakistan. By talking to women who live and work with these animals, we aim to ensure that they have a chance to express their experiences, opinions and needs.

The findings were published in our first international policy report, Invisible Helpers: women’s views on the contributions of working horses, donkeys and mules to their lives, which highlights the support system that working horses, donkeys and mules provide for women and their families and the importance of good animal welfare.

“Living without a donkey is like living with a broken leg. You cannot accomplish much.”
Ruth Mueni, 48, Nachu, Kenya
Lightening women’s burden

Clothes: purchased with the money earned

Household expenses: household bills and essentials purchased with money earned

Animal Feed: fodder for all other livestock carried home

Water: daily supply carried in one trip

Flour: for cooking transported back from the mill

Firewood: for the home transported everyday

Children: the burden on women is reduced and they can spend more time with their children

Grain: for sale transported to market

School fees: children go to school because school fees paid for from earnings

Working horses, donkeys and mules - at the heart of homemaking

Medicine: health is improved with medicine purchased with earnings

Greater status: increased contribution to her community improves a woman’s social status

Food: families can afford better food with the money earned from their working equine
Leaders in research

We continue to complement our work in the field with robust research, which feeds back into our projects – ensuring that animal treatments and advice on husbandry and handling are as effective as possible.

Grounded in good evidence
The research we carry out has contributed significantly to the international body of evidence on working equine welfare.

In 2013-14 we carried out research:
- in Egypt on deworming – building on earlier research
- in Jordan on human-animal interactions
- in India on diagnosing the blood-borne parasite Trypanosoma evansi, which causes Surra.

Showcasing our work
We recognise the importance of sharing our work with a wider audience and continued to do so in 2013-14.

We presented at six conferences including the:
- European Veterinary Conference (Voorjaarsdagen)
- Universities Federation for Animal Welfare International Animal Welfare Science Symposium, alongside our partner in Guatemala – ESAP
- Scientific Conference of the Kenya Veterinary Association
- World Equine Veterinary Association congress
- Annual Congress for the Indian Society for Veterinary Surgery
- Havemeyer Foundation-hosted workshop on identifying priority diseases for working equines.

The Brooke Journal
We developed and shared guidelines for a new scientific journal which will enable and encourage sharing of Brooke knowledge around the world. It will also provide staff with the chance to build their skills in writing up their work in the scientific format required to have it considered for publication by academic journals, leading to wider recognition and sharing of their work.

Ten years of pioneering research
To mark ten years of formal research, we presented an overview of our history and achievements to some of our supporters.

We also held an international research forum for Brooke country programme staff in collaboration with researchers from Bristol University. The forum focused on building understanding of key research methods in our country programme teams.

Published research
The Brooke India team describe a pilot project to develop owners’ awareness of how they could lead in preventing equine welfare problems before they start. Rather than traditional educational methods, the project was based around involving the owners directly in defining their own animals’ specific needs and ensuring that these needs and feelings were at the centre of their analysis.

Lisa Van Dijk and the Brooke India team, PLA Notes, 2013

A collaborative project was undertaken between Brooke Pakistan and Bristol University to describe and quantify the severity of lameness problems affecting donkeys pulling goods carts in Lahore. The work involved documenting the types of clinical signs exhibited by animals suffering from these problems and will help with future monitoring of field programmes to improve the welfare of these animals.

Christine Reix and others, Equine Veterinary Journal, 2014
Expertise for tomorrow, as well as today

Building relationships with local people is key to creating sustainable changes in animal welfare. That’s why we work to enhance the skills and capability of local service providers, who already have the trust of their communities.

In Jordan we’ve supported government vets with regular training, which improved the way they worked as well as their handling of animals.

In Nepal the number of cases treated by trained service providers has increased to 33%. We’ve also launched a new strategy focusing on farriery and lameness.

In Guatemala and Pakistan Brooke-trained local service providers are dealing with increased numbers of cases, promoting sustainability.

In Kenya there’s also been a shift, with local service providers growing in confidence. More owners are able to give their animals first aid, while trusting service providers to deal with emergencies.

In Afghanistan, improved links between equine welfare groups and local providers is making it easier for owners to access services. Equines in Ethiopia are served by 202 government health service providers working in 125 centres, as well as 87 community-based animal health workers.

Our ground-breaking manual captures 80 years of global veterinary expertise

The pioneering Working Equid Veterinary Manual is a comprehensive guide to providing effective care to working horses, donkeys and mules. Hundreds of copies are being distributed to vets and paravets around the world to aid treatment and training.

The manual features practical advice, case studies, photographs and evidence-based information on the best treatment of common conditions, as well as the management of infectious diseases.

Small initiatives, big results

Our Small Initiatives Fund supports organisations which are committed to helping improve the welfare of working equines but aren’t eligible for more substantial funding.

To apply for a grant of up to £5,000, organisations must generally be working in countries outside those where we currently operate. This year, we provided funding for All About Animals (AAA) in the Gambia and the Asociacion Humanitaria San Francisco de Asis (AHSFA) in Peru, as well as continuing to work with the Gambia Horse and Donkey Trust.

Changing attitudes

AAA’s three-month project in the Gambia reached 1,000 working equines and their owners, increasing communities’ understanding of good animal welfare and improving the health and wellbeing of their donkeys.

The project offered training and support to owners and their families and visited schools to communicate key messages. New light bits were designed and distributed, replacing the tight, twisted nylon ropes and harsh bits that were previously used.

Harness health

The Gambia Horse and Donkey Trust held five harnessing workshops, attended by 468 people. Harness and health checks were carried out and necessary treatment provided. Locally made harnesses were available for sale. Memorable demonstrations at the Trust’s annual show highlighted how and why harnesses should be fitted correctly and harness-makers were supported to make a living selling harnesses locally.

Caring for animals, educating children

In Peru, the AHSFA reached more than 6,000 animals during a nine-month project. Workshops educating children on equine wellbeing and care were held in 25 primary schools, with 18,857 children participating.

The organisation brought veterinary care and training to owners in villages on a weekly basis. Animals were assessed and treated while their owners were able to learn about improving their care, recognising symptoms and preventing illness and injury.
Focus on fundraising

Our supporters have continued to help us raise vital funds in a whole variety of ways – from regular donations and gifts in wills, to imaginative challenges.

In 2013/14: £12.1 million was raised through fundraising – yet again exceeding our target.

Sue’s desert challenge

Sue Warnock took on the gruelling Marathon des Sables to raise £2,000 for the Brooke. She spent six days running 156 miles across the Sahara in temperatures reaching 50°C. With limited water supplies, basic sleeping facilities, and a pack with her provisions on her back, Sue got a taste of the conditions many working equines endure. “It breaks my heart when I see horses, donkeys and mules work in such hard conditions. This challenge gives me just a taste of what it’s like for them every day,” Sue told us.

“Supporting the Brooke is to have the best of both worlds – helping people and animals. Knowing that my contributions go towards teaching people how to care for their beloved horses and donkeys as well as providing veterinary care, shelter and water for the animals is very heart-warming.”

Mrs Wilkinson from Southampton on why she chooses to support the Brooke.

Atlantic Polo Team raises thousands for the Brooke

Four professional polo players took part in the world’s toughest ocean rowing race in aid of three charities, including the Brooke. The Atlantic Polo Team raised £5,000 for their challenge and also nominated us as charity beneficiary of last June’s British Polo Day, which raised £28,000. We are delighted to have their ongoing support.

13,364 new supporters donated to the Brooke, allowing us to reach even more animals.
Financial review

BHA Netherlands 6%
American Friends of the Brooke 1%
Investment income 2%
Activities for generating income under 1%
Donations 53%
Legacies 38%

Total income £17.7m

Charitable expenditure 67%
Fundraising 28%
Supporter services 4%
Governance costs 1%

Total expenditure £17.5m

An adorned mule waiting for its next passenger in mountainous Katra, India. © The Brooke/Richard Dunwoody MBE
Our officers

President
HRH, The Duchess of Cornwall

Honorary Vice Presidents
Dr David Jones MRCVS
Ms Ann Searight
Mr Denys Bennett
Dr Richard Philip MRCVS, OBE

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

Ambassadors
Ms Emma Milne MRCVA
Mr Nigel Payne
Major Richard Waygood MBE

1. Member of Finance Committee
2. Member of Remuneration Committee
3. Member of Governance Committee
4. Appointed on 26th June 2013
5. Appointed on 11th December 2013
6. Resigned on 25th September 2013

Trustees
Chairman
Major General Peter Davies CB (to 25 September 2013) (6)
Sir Evelyn Webb-Carter (from 25 September 2013) (4)

Deputy Chairman
Mr Stephen Savage (6)

Honorary Treasurer
Mr Paul Elphick FCA (1,2)
Mr Richard Britten-Long (1,4)
Sir Robin Christopher KBE, CMG (6)
Mr Peter Coo (1,2)
Mrs Jane Holderness-Roddam (5)
Mrs Angela Horsman (1,4)
Mr Ian Kerr (1)
Sir David Madden KCMG (1)
Mr Patrick Rodier (3,6)
Mr Michael Seton (1)
Mr Anant Shah
Mrs Caroline Stockmann FCA, DCHA (1,2)
Professor Natalie Waran (4)

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Company No: 4119581
A company limited by guarantee
A charity registered with the Charity Commission Charity No: 1085760

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www.brooke.nl

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Ghaziabad – 201010, Uttar Pradesh. India
www.thebrookeindia.org

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Lahore Cantt. Pakistan
Tel: +92 42 665 0751
www.thebrooke.org.pk

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Tel: +20 2364 9312
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www.thebrookeindia.org

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