

ANIMAL MATTERS



TOGETHER WE'RE BUILDING A BETTER WORLD FOR ANIMALS

THIRTY YEARS ON THE FRONT LINE

Femke is passionate about protecting Indonesia's wildlife. Meet the newest arrival.

THE TRUTH ABOUT TOURISM

Wildlife tourism has a dark side. We investigate why one travel giant still profits from it.

INSIDE:
THE RESCUE
THAT CHANGED
EVERYTHING FOR
ONE ELEPHANT
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STANDING THEIR GROUND

Logging, mining and hunting are closing in on Cameroon's gorillas

Welcome

Hello, and welcome to your Autumn issue of Animal Matters. It's been quite the summer. Between the heat, the dry gardens and the strange, unseasonal weather, many of us have felt the world shifting a little beneath our feet. For animals, that shift has been felt just as sharply, if not more so.

In this issue, we're taking you further into the places where these changes are being felt the most – from a forest in Cameroon, to a coastline in Thailand, to the wildfire-scarred landscapes of Brazil.

But before anything else, we wanted this issue to start with a **thank you**. Whether you've been with us for one year or twenty, your time, your donations, or simply staying by our side, has made a real difference to animals.

This magazine is our way of sharing with you what that support makes possible. Not just the headlines, but the small and life-changing moments in between: rescue, recoveries, and releases back into the wild. We hope you'll enjoy hearing about them as much as we've enjoyed sharing them.

Because of you, a baby pangolin has been born safe in Indonesia. Two orphaned pumas are just weeks away from returning to the wild in Brazil. And a group of monkeys once forced to perform on the street now live free on a protected island.

None of this would have happened without you, and we hope this issue leaves you feeling every bit as proud of that as we are.

Thank you.



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A full-circle moment

In 2024, 31 monkeys were rescued from a dancing monkey training centre in Cirebon, the last of its kind in Indonesia. After 18 months of veterinary care and rehabilitation with our partners JAAN, every one of them has now been released onto a protected island off the coast of Java. That's rescue, rehabilitation and release in action, funded from start to finish by supporters like you.

Scan to watch
the release:





© World Animal Protection / Caio Cavalcante

Alfa and Beta are ready for the wild

Two orphaned pumas, found alone in Brazil after losing their mothers to deforestation, are just weeks from release. Alfa was found at only 1.25kg. Beta arrived with an injury to her eye. Your support funded the pre-release enclosure that has given them the space to relearn the instincts they will need, from climbing and hunting to keeping their distance from people, before they return home.

Rescued, rehabilitated and free

THANKS TO YOU

Ten years of second chances

This September, Reteti Elephant Sanctuary turns ten. For a decade, over 100 local keepers have provided round-the-clock care to orphaned elephant calves. Long'uro is one of them. He was rescued after becoming trapped in a well and attacked by hyenas, an ordeal that cost him two-thirds of his trunk. Today, he has learned to feed, drink and play without it. Your support goes towards rescuing and rehabilitating more orphaned calves like him.

Scan to watch Long'uro's story:



A tiny pangopup brings hope for pangolins

Behind every rescue is a team who never stops. **Meet Femke,** the woman who is always ready to answer a call for help.



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Thirty years ago, Femke arrived in Indonesia as a young student studying orangutan conservation. *"I realised there was no organisation dedicated to improving animal welfare and addressing wildlife crime,"* she says. In 2008, she founded the Jakarta Animal Aid Network (JAAN) with friends who felt the same. Today, JAAN's team of 80, mostly local professionals, work across Indonesia to rescue and protect animals from wildlife crime, funded in large part by supporters like you.

It's the kind of network that made this year's rescue possible. Earlier this year, authorities in West Java rescued two pangolins from a wildlife trafficking operation, uncovering nearly 50 kilograms of pangolin scales in the process. The pair, later named Jo and Davi, were brought into JAAN's care, where the team made an unexpected discovery: Davi, thought to be male, was in fact female. Days later, she gave birth to a healthy pangopup.

Without the rescue, Davi and her baby could have been lost to the illegal wildlife trade. Instead, they are safe, and the pangopup is already exploring its enclosure and staying close to its mother's side.

"My phone is on 24/7," says Femke of life running JAAN. *"There might be animals in urgent need, so we must always be ready."*

She still remembers the first dancing monkey she rescued, a macaque named Johnny, found chained to a traffic light with most of his teeth

removed by his handler. *"I promised him we would come back for him,"* she says. *"Which we did."* The rescue helped lead to a ban on dancing monkeys in Jakarta in 2014.

Since then, she's seen real change. *"There's now a ban on the primate pet trade in Bali, and we're running a national campaign to extend that further,"* she says. *"There's more awareness from the public, more local people getting involved, and a large network of volunteers ready to take action for animals."*



© JAAN



© JAAN

Bailey, JAAN's rescue-dog-turned-wildlife detective, leads their K9 unit, sniffing out trafficked animals hidden in crates and cargo across Indonesia's ports.



© JAAN



© JAAN

DID YOU KNOW?

A mother pangolin carries her pup on the base of her tail as she forages. If threatened, she curls her whole body around it, shielding it from danger, exactly the instinct Davi is now free to pass on to her own pup.

Running JAAN isn't without its pressures. "Some of our programmes couldn't happen without support," Femke says. "We can do a lot of work on the ground, but we don't always have the funding for it, and that's where World Animal Protection has stepped in."

"What gives me hope," she says, "is that there is more and more involvement of local communities, and more volunteers ready to take action for animals."

"THERE MIGHT BE ANIMALS IN URGENT NEED, SO WE MUST ALWAYS BE READY."



© JAAN



© JAAN

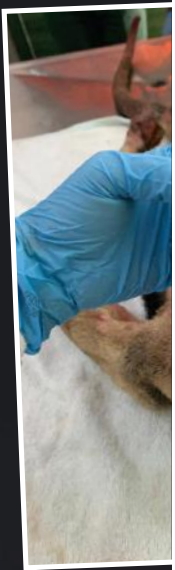
A HAPPY ENDING

In May, four pangolins were rescued after poachers used dogs to drag them from their burrows. One of them, Datuk, needed emergency surgery for severe bite wounds. He's now fully rehabilitated and preparing for release. The other three, Apip, Bagas and Cinta, are already back in the wild.



Protecting animals on the front line of a changing world

Across the planet, wild animals are facing rising pressure on the places they call home. Working across land, water and fire, your support is helping protect habitats and the animals who depend on them, from Cameroon's forests to Thailand's coastline to Brazil's wetlands.



© World Animal Protection



THAILAND

We spent summer dipping in the ocean, but for dugongs, the sea is their home – and it's dying.

Global climate patterns have altered Thailand's Andaman coast, destroying thousands of acres of seagrass fields. In the last two years alone, 150 dugongs have died, most from starvation. Your support could help fund the restoration of up to 800,000 square metres of seagrass meadow, giving this vulnerable species a chance to recover.



© Bob Brewer / Unsplash



CAMEROON

This summer in the UK, our grass turned yellow. In Mintom, an entire forest is disappearing.

The forests of Mintom are home to gorillas, chimpanzees and countless other species, but logging, mining, hunting and agriculture are steadily destroying their habitat. These forests do more than shelter wildlife: they store carbon and stabilise the climate for everyone. Your support could help protect this habitat through Wildlife Heritage Area status, keeping the forest standing and its wildlife safe.

OUR CHANGING CLIMATE IS PUSHING WILDLIFE TO THE EDGE. WILL YOU HELP PROTECT THE NATURAL WORLD ANIMALS STILL HAVE LEFT?



DONATE NOW



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© World Animal Protection / Noelly Castro

ANIMALS ON THE **EDGE**

Protecting animals from climate pressure isn't only about restoring habitats, it's also about changing the systems that drive the crisis in the first place. In the UK, we're promoting regenerative, animal-friendly farming practices that work with nature rather than against it. In Africa, we're supporting a coalition calling for fairer, more humane food systems as the continent adapts to a changing climate.



These three projects are part of a growing global network. Today, 23 Wildlife Heritage Areas around the world are helping protect habitats for wildlife, from the orangutans of Sumatra's Gunung Leuser to the whales of Australia's Whitsundays and Costa Rica's Golfo Dulce. Each one is proof that when we protect the places animals depend on, nature has the chance to recover.



Scan to see how your support is helping protect wildlife across the world.



© Fernando Faciole



BRAZIL

This summer, the same scorching heat that saw barbecues banned in the UK also set Brazil's landscapes alight. For wild animals, there's nowhere else to go.

Hotter, drier conditions are making Brazil's wildfire seasons longer and more severe, and wild animals are too often left out of emergency response plans. At least 16.95 million animals were killed in the Pantanal fires of 2020 alone. Your support could help train fire brigades and local responders to rescue and care for wild animals when disaster strikes.

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What the brochures don't tell you

Millions of us book holidays every year hoping for unforgettable moments, but for hundreds of thousands of wild animals, tourist entertainment means a lifetime of suffering hidden behind the scenes. The good news? Travellers are becoming more aware of the dark side of travel, and together, we're pushing the industry to change.

The truth about dolphin shows

Dolphins in captivity are confined to tanks up to 200,000 times smaller than their natural range. They're trained to perform tricks, swim with tourists, and endure crowds, noise and constant stress. Some are separated from their calves. Many carry visible signs of injury. This isn't a relic of the past – sadly, it's still happening.

Most major travel companies, including Expedia Group, Virgin Holidays, British Airways Holidays, TripAdvisor and Booking.com, have already stopped selling tickets to captive dolphin venues. TUI has not.

You can help change that. Sign our petition calling on TUI to end the sale of dolphin entertainment tickets.

Too big to ignore

In South Africa, thousands of lions are still bred in captivity for tourist encounters. Cubs are separated from their mothers for petting experiences; adults are later hunted for sport. Our research shows the industry may be costing South Africa the very tourists it's trying to attract: 70% of international visitors say they'd be deterred from visiting a country that breeds lions in captivity for profit.

Change is already happening

249 travel companies have now joined our Wildlife Friendly Travel Network, pledging to offer holidays where animals can be observed in the wild, safely and at a respectful distance, instead of used for entertainment.

Scan here to check for
wildlife-friendly companies



Small actions, real impact

You don't have to choose between loving travel and protecting animals, or between everyday life and helping the planet. Here's how small choices add up to real change.

ONE SMALL CHANGE

You can have an impact without even leaving your home. Choose one action each week!



Have one meat-free day a week



Research one wildlife-friendly holiday company before booking



Refuse single-use plastic for a week.
Bonus: buy a reusable World Animal Protection water bottle from our webshop at shop.worldanimalprotection.org.uk.



Plant one pollinator-friendly flower



Share a wildlife protection story with someone new

WILDLIFE-FRIENDLY TRAVEL CHECKLIST

Before you book your next trip, can you tick all five of these boxes?

- ☐ Visitors can't touch, feed or bathe the animals
- ☐ Animals have space to roam and hide from view
- ☐ The venue focuses on rescue, rehabilitation or conservation, not entertainment
- ☐ Animals aren't bred for tourist experiences
- ☐ Welfare comes before entertainment, always

Scored 5/5?

Book your tickets!

If every reader of this magazine ticked just one box, together we'd be reducing demand for the industries putting the most pressure on wild animals.



CHANGE STARTS WITH A CHOICE, WHETHER THAT'S THE HOLIDAY YOU BOOK, THE PLATE YOU FILL, OR THE COMPANY YOU CHALLENGE TO DO BETTER. TOGETHER WE CAN MAKE A BIG DIFFERENCE TO ANIMALS.

What your plate means for the planet

Climate change is one of the greatest threats facing wild animals today, and factory farming is one of its biggest drivers. Understanding the link is the first step to changing it.

Raising animals for food at industrial scale takes an enormous toll on the planet. Vast areas of land, including irreplaceable rainforest in regions like the Amazon, are cleared each year to grow crops for animal feed. That deforestation releases carbon into the atmosphere and destroys the habitats wild animals depend on to survive.

Animal farming is responsible for around a sixth of global greenhouse gas emissions, more than every car, plane, ship and train in the world combined. And the pressure is growing: global meat production has increased fivefold over the last fifty years, and is forecast to grow by a further 50% by 2050.

Just one company, JBS, one of the world's largest meat producers, generates emissions equivalent to 13.9 million cars every year.

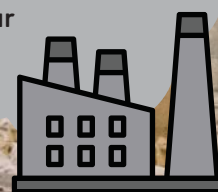
Behind these numbers are billions of animals living short, confined lives, and a natural world under mounting strain to keep up.



Animal farming is responsible for around **a sixth of global greenhouse gas emissions**



One company, JBS, generates emissions equivalent to 13.9 million cars every year



© World Animal Protection / Tracks Investigations

WE'RE PUTTING AN END TO FACTORY FARMING

Through our *No Future for Factory Farming* campaign, we're calling for an end to the most intensive, damaging farming practices, and for a food system that works for animals, people and the planet alike.

Find out more and add your voice at worldanimalprotection.org.uk/our-work/farming

The supporters going the distance

London Marathon, two years running

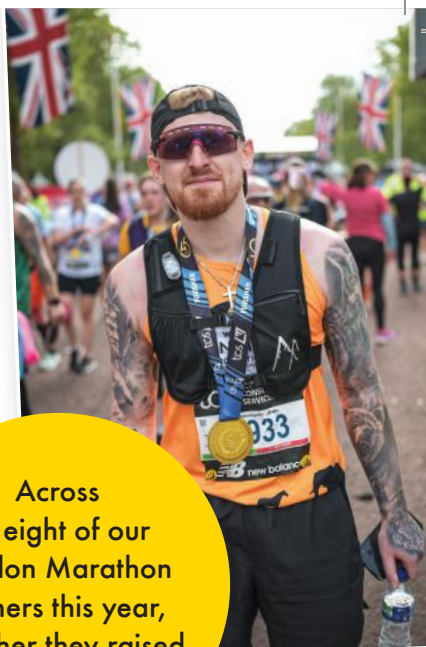
Sam Chamberlain ran the London Marathon for us for the second year running, and was our top fundraiser again this year, beating his own time from 2025 along the way.

"There was never any doubt I'd take the opportunity to run for World Animal Protection again," Sam says. "The trust they placed in me to deliver a second time

filled me with real pride. A young boy's childhood dream of making a difference for animals, in any way I can, has been fulfilled, and nothing beats that."

He's quick to credit the team behind him. *"The whole team made me and the other runners feel like superstars, cheering us on and waiting patiently to see us pass on the day."*

Across all eight of our London Marathon runners this year, together they raised £20,121.



115 miles for animals

Tiger and Luisa took on the Utah 115, a brutal 115-mile desert ultramarathon with over 4,000m of elevation gain and a 50-hour cut-off. Tiger completed the full course in 49 hours and 35 minutes,

with no sleep. Luisa ran around 152km before a severe hip injury forced her to stop, after pushing through significant pain for much of the race.

"We are running for the animals, those suffering in silence, those without protection, those who feel pain but have no voice. Taking even small steps to make it better for them is the least we can do." Luisa says.

"Doing something out of the ordinary always requires a 'why,'" Tiger adds, "and organisations like World Animal Protection give our mission a purpose. They give us every reason to push past our limits, further than we could go on our own."

Together, they've raised over £5,000 for animals so far.



CHALLENGE EVENTS

Get involved!

If you'd like to take on a running challenge we have a range of events, from tough mudders and inflatable races, to marathons in Amsterdam or Milan!

www.worldanimalprotection.org.uk/get-involved/fundraise/ or contact fundraising@worldanimalprotection.org.uk

Be a voice for animals for generations to come

For more than 70 years, supporters like you have helped World Animal Protection protect animals from cruelty, exploitation and suffering.

So many fantastic supporters continue that compassion into the future by leaving a gift in their Will. It funds over a third of

our work! Gifts in Wills create a better world where animals are protected and respected.

Like many of our supporters, Jane has chosen to leave a gift in her Will to help protect animals for generations to come.



"Animals are more vulnerable than human beings. They need a voice."

Jane,
World Animal Protection supporter



October is Free Wills Month

World Animal Protection has partnered with Farewill to offer a free Will-writing service all year round, so there is no need to wait to get your affairs in order.

There is no obligation to leave a gift to World Animal Protection.

But if you choose to remember animals in your Will, your kindness will help create a better future for animals.

To find out more about our free Will-writing services or to request your Gifts in Wills

Guide, scan the QR code or visit worldanimalprotection.org.uk/our-free-will-offer or you can contact Farewill directly on 0208 050 2686.

In partnership with
Farewill

YOUR CHANCE TO WIN.

THEIR CHANCE FOR A BETTER FUTURE.



Every week, our lottery players help give vulnerable animals a brighter future, simply by playing our Weekly Lottery.

For just £1 per line, you'll be entered into our weekly draw for the chance to win cash prizes, including a £25,000 jackpot.

Every Friday brings a fresh chance to win. Will the next draw be your lucky one?

Find out more and sign up at worldanimalprotection.org.uk/get-involved/lottery

Players must be aged 18 or over. Please play responsibly.

HOW IT WORKS

- Entries cost just £1 per line, per week
- Weekly draws every Friday
- £25,000 jackpot plus other cash prizes
- Play up to five lines each week

PLAY. PROTECT. WIN.

