Every Life Counts!
Stories of animals you helped save.

Elephants March ... with 290,000 petitions to end the ivory trade.
Fred has asked me to introduce this issue of World of Animals to highlight two of the special animals featured ... Sugar Bear and Asha the baby rhino. As Director of IFAW’s Animal Rescue Programme, I see firsthand the hope you bring to animals in distress every day. Their individual stories are testament to the lifesaving care your support provides.

Whether a wild animal needs rescue from harm, or an abused cat or dog needs critical care, you make it possible for IFAW to save animals large and small.

Thank you for making a difference in these animals’ lives,

Ian Robinson
Director of Animal Rescue

Contents

Every Animal Counts ...
Saving precious lives. ......................................................... page 3 – 5

A Global March
to save elephants from ivory trade. ........................................ page 6 – 7

Animal Matters
IFAW news from around the world. ........................................... page 8 – 10

Conservation Partner
Disney creates rescue fund. .................................................. page 11

From Ship to Shore ...
Protecting whales. ................................................................ page 12– 13

Campaign Update
IFAW Works to Protect Elephants in Boubanjida. ....................... page 14

The Animals’ Best Friend
Pet insurance with a difference. ............................................. page 15

Purr-fectly Adorable!
Kittens rescued in China. ...................................................... page 16

Over the last year, you helped make a big difference in so many innocent lives. Here are three stories of animals your generosity touched.

Sugar Bear
After the State of Ohio passed stronger legislation following a tragic wild animal massacre at a backyard menagerie in Zanesville, many big cat and other exotic animal owners couldn’t afford to keep their facilities open. IFAW has been working to find suitable sanctuaries for animals who must be relocated.

One of them is Sugar Bear, an 8-year-old black bear who was originally rescued from a ‘canned’ hunting farm at the age of 16 months. IFAW moved Sugar Bear and five tigers from a bankrupt family compound to safe, permanent homes last June. According to the USDA inspector in Ohio, Sugar Bear is the nicest bear she’s met during her career. So when he went into his transport cage without any trouble, he was rewarded with his favourite food – yogurt.
Saving Precious Lives

For the journey, sweet Sugar Bear had to share his trailer with Gage, a tiger going to a Nevada sanctuary. Gage had been growling, snarling and carrying on since we started loading. Although we put plywood between their cages as a visual barrier, Sugar Bear stood up and peeked over to see who was making all the noise. What a shock! When he got down and looked out at IFAW rescuers, his eyes were as big as saucers.

After Gage and another tiger, Syber, were safely delivered to Nevada, Sugar Bear continued on to his new home in peace, where he joined three other black bears at a sanctuary in California.

Asha the Rhino

When floods swamped the forests of India last summer, hundreds of animals were swept away or stranded. The Assam Forest Department rescued a baby female rhino, less than a month old, in Kaziranga National Park and brought her to IFAW’s Wildlife Rescue Centre.

Although the calf suffered some bruises, she was basically healthy. Vets and animal keepers at the centre gave her milk every two hours and named her Asha, which means ‘hope.’ Being a typical baby rhino, she was docile and playful. As soon as possible, they removed her from isolation and took her for walks around the centre. Now she is learning to forage for grass.

She has a big brother, too. Another rhino calf – a six-month-old male named Pravir – was also rescued after he strayed from a national park into a village. When they are old enough, they will be released back to the forest together.

Bernie

Bernie was found abandoned in an empty lot in Mexico about to be run over by an industrial sweeping machine. He was starving and weak from pneumonia.

At the IFAW-supported clinic at the Humane Society of Cozumel, Bernie received emergency treatment and was cleaned and fed. IFAW’s vet Erika Flores gave him round-the-clock medicine, along with nebulisations to clear his lungs. Bernie thrived under care, growing from just over 3 pounds to 11 pounds in one-and-a-half months.

Erika kept the loveable little dog in foster care while he recovered. He caught on quickly living in a home ... learning to play with toys and other dogs.

Then a family visiting Cozumel from Iowa met Bernie quite by accident and fell in love with him. They adopted him the next day and took him home.

A couple of days later, they sent this note to Erika: “The trip went extremely well. Bernie was very quiet and well-behaved. He immediately started playing with our other dog and even our cat. Today when my younger three children met him they were as happy as I’ve ever seen them! The puppy is worn out from playing, but overall doing very well.”

Each of these stories reflects our belief in the intrinsic value of every animal. At IFAW, we work just as hard to save one little life as we do to protect entire animal populations.
Thousands March for Elephants

In July, IFAW staff from seven offices handed over the signatures of nearly 290,000 IFAW supporters to government officials, demanding action to save elephants from poaching and illegal ivory trade. The signatures were collected through IFAW’s global mail and online campaign: Elephant March.

In 2011, more than 23 tons of illegal ivory was seized and thousands of elephants were killed. During 2012, for the first time in many years, widespread elephant poaching was reported across the entire elephant range in Africa, including among populations in Southern Africa that were previously thought to be safe.

Speaking Out Against Ivory

In Germany, IFAW supporters signed 56,000 petitions urging Minister of Environment Peter Altmaier to take a strong stand against any decisions at CITES that would allow ivory trade or lessen the protection of elephants.

IFAW’s Kelvin Alie and Roddy Gabel of the US Fish and Wildlife Service.

IFAW UK Country Director Robbie Marsland presented more than 51,000 postcard petitions from our supporters to the UK Environment Minister Richard Benyon in Victoria Gardens, next to the House of Lords.

In the US, Kelvin Alie, IFAW’s Wildlife Crime and Consumer Awareness Programme Director, met with Roddy Gabel, Chief of the Division of CITES Management Authority at the US Fish and Wildlife Service. He presented one big card, which represented 2,295 postcards sent by supporters urging the government to take a stand against the ivory trade. More than 27,000 Americans also expressed their opposition to ivory trade via our online petition, FaceBook or email.

In France, 38,000 people signed our online petition within 8 months. We also had more than 18 million pro bono placements of our Elephant March campaign online to spread the word.

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The highlight of the campaign was when Mr. Hans Bleker, Secretary of State on Environment in the Netherlands, publicly declared the Dutch will not support ivory stockpile sales any longer.

Whatever ivory sale proposal comes forward at CITES in Bangkok next year, they will pro-actively lobby against it. This is a historical change since the Dutch helped champion the last ivory trade deal (102 tonnes of raw ivory) when CITES met in The Hague in 2007. The highest political figure of the country has now said that deal has failed.

With hundreds of thousands of people all around the world speaking out, governments can no longer ignore the brutal killing of elephants for their ivory tusks.
Tortoises Rescued

In the Middle East, spur-thighed tortoises (Testudo graeca) are popular with people who keep wild animals as pets. Last spring, customs officials seized 536 tortoises from a traveller trying to smuggle them from Jordan into the Kingdom of Saudi Arabia. Jordanian officers delivered the tortoises to the IFAW-supported Princess Alia Foundation for care. Later, they were released back into the wild in their native habitat in the northern region of Jordan.

Undercover with INTERPOL

Following IFAW’s training of agents, police, customs officers and other authorities in procedures to prevent wildlife trafficking, INTERPOL launched Operation Worthy. During a three-month crackdown, INTERPOL arrested more than 200 people, seized almost 2 tonnes of ivory, 20kg of rhino horn and military grade machine guns in 14 African countries.

David Higgins, manager of INTERPOL’s Environmental Crime Programme, said: “The intelligence gathered during Operation Worthy will enable us to identify the links between the poachers and the global networks driving and facilitating the crime.”

Stepped up enforcement efforts are showing poachers and traffickers that wildlife crime doesn’t pay.

Elephant Art Jam

IFAW teamed up with Artjamming South Africa for the first time for an “E is for Elephant” Paintathon. Part of IFAW’s Animal Action Education Programme, the event joined 372 children from 4-14 years old with local celebrities who painted 10 doors that were auctioned online.

The two-day event celebrated elephants and highlighted the dangers they face as they continue to be poached for ivory. Even as the artists were jammin’, a news broadcast of a seizure of 46 elephant tusks at Cape Town International Airport made the threats to elephants very real for every adult and child present.

Protecting an Ancient Antelope

Across the pastoral steppes in the south of Russia, the only humans are the ranger patrols dedicated to protecting a dwindling population of endangered saiga antelopes ... and poachers. Saiga antelopes survived saber-toothed tigers, but over the last 10 years the population has decreased by 90%. Meanwhile warehouses in China store 30 tons of saiga antelopes’ horns for traditional medicine.

Since 2005, IFAW has supported the “Stepnoy” anti-poaching team, supplying two vans, a motorcycle, protective clothing, even fuel. Now poaching has declined and the protected area is a nursery for the saiga antelopes, a sign of hope for the future.

Wildlife on the Internet

In April, IFAW persuaded the largest Chinese language search engine, called Baidu, to remove a dozen forums that promote wildlife trade. Later, Baidu installed hot links with IFAW campaign banners urging people to say no to elephant, tiger or rhino trade through its photo search page.

Over ten million people use Baidu picture every day. Baidu generously provided this promotion to IFAW for free.

Travellers Think Twice

Over the summer holiday season, IFAW displays in two major European Airports informed travellers about animal products and cautioned them to think twice before buying animal souvenirs. Souvenirs made from animals add an unnecessary threat to endangered species. In addition, these souvenirs very often cause cruelty and suffering to animals.

The displays reached out to passengers travelling through the airports in Frankfurt, Germany, and Brussels, Belgium. Airport Frankfurt donated the space for ten displays near the long distance departure gates.

 travell ers Think Twice
InternationaI Fund for Animal Welfare

Established in 1995, the Disney Worldwide Conservation Fund (DWCF) has continued this legacy and has provided more than $20 Million (US) to programmes in 112 countries.

For well over a decade, the DWCF has helped IFAW rescue and care for the animal victims of disasters and protect habitat critical to elephants, tigers, porpoises and other animals. Disney supported IFAW and local partners’ efforts to rescue thousands of endangered African penguins after an oil spill in South Africa in 2000. Since then, they’ve helped IFAW respond to the Haiti earthquake, Hurricane Katrina, the Asian tsunami and many other disasters.

Now the Disney Worldwide Conservation Fund has awarded a grant to not only help IFAW rescue animals from disasters but also train and equip IFAW and our animal rescue partners.

The Animal Rescue and Readiness Fund will be used for direct emergency responses around the world and to help our partners prepare their rescue personnel for emergencies.

Disney has been a committed supporter in IFAW’s mission to make the world better for animals. We look forward to continuing to work together and going wherever we are needed to help suffering animals.

For more information about the Disney Worldwide Conservation Fund:
www.disney.com/conservation

Disney has a long legacy of preserving the natural world and inspiring people to take conservation action that dates back to the company’s founder Walt Disney.

Combating Wildlife Traffickers

As part of a three-year partnership with the Ethiopia Wildlife Conservation Authority to combat an upsurge in wildlife trafficking in Ethiopia, IFAW trained more than 30 wildlife conservation and federal security and customs officials.

The training proved to be an eye-opener for the participants where they pledged to play their role in protecting their wildlife by ensuring those involved in trafficking face the law.

Speaking at the training workshop in Addis Ababa, James Isiche, IFAW East Africa Regional Director said that criminal gangs involved in wildlife trafficking had become more brazen and were using seaports and airports in Kenya and Tanzania that were no-go zones in the past, with the contraband mainly destined for Asia.

“With the emerging trends in technology, gangs are using the internet and mobile phones with utmost effectiveness and efficiency. Today more than ever the illegal trade in wildlife poses a serious threat to the survival of many endangered species in Africa and globally. And although we should bear in mind that the financial implication of the illicit wildlife trade is estimated to run into billions of dollars, we should not forget that the environmental costs are profound, deadly and immeasurable,” added Isiche.

Floods Threaten Wildlife

During the monsoon season in northeast India, IFAW and our partner the Wildlife Trust of India helped the Assam Forest Department rescue 100 animals from floods. In preparation, IFAW had put a team of seven vets, 10 trained animal keepers and a number of volunteers on high alert.

The teams rescued hog deer, wild boar, sambar deer, rhino and elephant calves. Most were released when the floodwaters receded, but injured or infant animals – like the little rhino Asha – remained in care. (See related story on page 3.)
Whales in Focus

Research Mission Becomes Rescue Mission in Iceland

Song of the Whale conducting research off Iceland’s coast

IFAW’s state-of-the-art research vessel, *Song of the Whale*, sailed to Iceland this summer.

Her research mission was interrupted as soon as she arrived in Reykjavik by the reports of a possible stranding of 200 pilot whales 20 miles down the coast. Thanks to the quick actions of local divers, fishermen and a whale watch boat, the pilot whales were herded away from shore.

*Song of the Whale* tracked the whales as they made for the safety of deeper water.

*Song of the Whale* was in Iceland to study blue and fin whales, to observe the interaction of whale watch boats with the local minke whale population and to serve as an ambassador for IFAW’s campaign to end commercial whaling and protect whales against the many threats they face.

The blue and fin whale study was a fascinating collaboration with the University of Iceland. The University provided *Song of the Whale*’s crew with a specially-designed listening device that was deployed deep into the North Atlantic to record and count the number of blue and fin whales.

*Song of the Whale*’s collaboration with the University was covered by nearly all of Iceland’s major media outlets, helping further our efforts to better understand and protect whales off of Iceland and beyond.

“Meet Us Don’t Eat Us”

Tourists visiting Iceland the past two summers have been greeted on the street by a human-sized whale tail and teams of volunteers who have a simple message from Iceland’s local whales: “Meet us, don’t eat us.”

This high-profile campaign from IFAW and Ice Whale (Iceland Whale Watchers Association) encourages visitors to think carefully about the menu choices they make in the country’s excellent restaurants to ensure they don’t go home with a bad taste in their mouths.

IFAW believes an estimated 40% of tourists are persuaded to eat whale meat while in Iceland, mainly out of curiosity. The result is that whales are killed every year just to be sampled by tourists.

The “Meet us, don’t eat us” campaign has ruffled some feathers in Iceland. Despite IFAW signing and paying a four-month contract to place ads in Keflavik Airport last year, the airport’s general manager ordered IFAW to remove them shortly after they went on display following complaints from whalers. This sparked a major media debate in the country on the issue of free speech and IFAW was delighted that many Icelanders, including politicians, spoke out in defence of the campaign.

We hope that by presenting tourists with the full facts about whaling and whale meat consumption in Iceland, many of them will satisfy their culinary and cultural curiosity and “meet” these amazing creatures on a whale watch off the coast of this beautiful country in lieu of “eating” them.

**Mixed Results for Whales at IWC**

The International Whaling Commission’s 2012 meeting in Panama had some wins and losses for whales, and continued an overall movement towards a more civil and democratic forum.

One of the most important proposals voted on at the meeting was the South Atlantic Whale Sanctuary. While a simple majority of countries voted in favour of the proposal, it failed to reach the three-quarters majority required for approval.

Perhaps the most newsworthy item coming from Panama was the announcement from South Korea that they would begin whaling. After heated discussions at the conference and in the media afterwards, Korea thankfully backed down from their plan. But there’s still a possibility that it will submit a whaling proposal to the Scientific Committee of the IWC, so we must remain vigilant.

So the results for whales from IWC Panama were certainly mixed, and IFAW and like-minded organisations must continue to work hard to save whales from commercial whaling and the many other threats they face.
The Animals’ Best Friends

Like most IFAW supporters, Elaine & Chris Fairfax have had a lifelong passion for animals. Twelve years ago Elaine & Chris decided to combine their personal and professional interests by forming Animal Friends, an innovative pet insurance company with a difference.

Animal Friends Insurance is an ethical pet insurance company that donates large amounts from its own profits to animal charities worldwide each year to help less fortunate animals in desperate need of care, attention, shelter and sometimes just love.

Animal Friends is now one of the top ten pet insurers in the UK and is the first choice for many animal lovers.

Million Pound Challenge

The company recently made a fantastic gift of £80,000 in support of IFAW’s work with animals in danger and at risk. The donation is part of the company’s “Million Pound Challenge” to give away £1,000,000 to animal charities around the world. “I have been a supporter of IFAW for very many years and it is my great pleasure to be able to invest in their wonderful work”, commented Elaine. IFAW UK Country Director Robbie Marsland accepted the donation with gratitude. “This gift will make a massive difference to the animals: Heartfelt thanks to Elaine & Chris for this huge vote of confidence in our work”, he remarked.

In Profile

IFAW Works to Protect Elephants in Boubanjida

In Mid-February 2012, IFAW was alerted that shots were heard uninterrupted for six weeks in one of the most beautiful protected areas of northern Cameroon, the National Park of Boubanjida.

Professional poachers determined to harvest the most ivory possible by emptying the park its last elephants. Whole herds fell under fire from assault rifles.

In collaboration with our contact on the ground, we denounced the shameful, methodical massacre of hundreds of elephants in the park. The media seized on the subject, and international pressure quickly made the slaughter in Boubanjida a state affair, involving the highest levels of Cameroonian authorities. IFAW’s exposure compelled the government to react. Without media pressure initiated by our teams, no action would have been taken.

In five days, IFAW organised a mission to meet the Cameroonian authorities so that they would deploy military forces in the area and document this tragedy and try to count the number of elephants killed. What is at stake in Boubanjida is an exact replication of what happened in Chad a few years ago jeopardising its elephant populations, before President Idriss Deby decided to go to war against poachers.

A TV crew from France 2 television travelled with IFAW to examine the pressure that poaching is placing on this iconic animal. “Memoirs of elephants” was broadcast twice on April 22 and August 12 mobilising the attention of more than 3 million viewers.

Sudanese poachers were elated to have killed in two months 650 elephants of the thousand sheltered by the park before being stormed by Cameroonian’s military. This figure is staggering, but attests to this terrible reality: the African elephant is in danger again!

Poaching of elephants for their ivory has become out of control across the African continent and the main trigger is none other than the insatiable demand from Asia for ivory ... thousands of kilometres from Boubanjida.

Faced with this increased poaching, IFAW has supported the fight against poaching in some Central African countries in particular since 2009. Along with this commitment, fighting wildlife traffickers in collaboration with INTERPOL or educating consumers about the impact of their choices on animal communities are all actions IFAW is taking to win the difficult struggle for the preservation of this iconic species, the elephant.

Campaign Update

Campaign Update
Snowy was rescued with her brother, Cloud, from the streets of Beijing, China. Less than a month old, they were very weak and suffering from a skin infection. But with loving foster care at the IFAW-supported Lucky Cats rescue shelter, they grew strong and healthy. The kittens were inseparable so they were both adopted by the same family.