

Chairperson's Report for Jan- Dec 2015

Projects and Partners supported in 2015

INDIA

Friendicoes – Sponsorship Equines and bovines Program [\$7750],
Fuel for Mobile Equine Ambulance/Clinic [\$7200], 2nd Ambulance/Clinic
vehicle [\$7000]

The Asswin Project Sponsorship Donkey Program [\$200], [Donated
supplies of medicines and equipment] and Generator [\$8,000],
Donation of funds [\$400]

Help In Suffering – Sponsorship Camel Program [\$1300], Camel
Clinics and rescue [\$6000] and new Camel Ambulance [\$11,000], Gifts
that Give

Animal Rahat- bullock sponsorships [\$1950], Gifts that Give [\$150]

Hope and Animal- dog Sponsorships [\$1600] and donations [\$600]

SRI LANKA

Donkey Welfare Project [\$6000] - Bridging Lanka

NEPAL

Animal Nepal- Donkey Sponsorships [\$9500] , Microscope and Medical
Supplies, Funds for rebuild of ICU unit and Fridge [\$12,000] and
donations [\$2790] Gifts that Give

Happy Children's Orphanage- dog Sponsorship – Tommy [\$300]

THAILAND and LAOS

Elephants WFFT- Elephant Sponsorships [\$6200] and donation \$100.

INDONESIA

Gili Island Equine Clinic Program, [Gili Islands] [\$1600] and donated
medicines and equipment, Animal Friends Yogyakarta - Street Working
Monkey Rehab program [\$6000] and Gifts that Give [Nurses Salary for
one week]

ISRAEL

Pegasus – Equine sponsorships [\$2400] and funds for rescues and
feed [\$4600]

ROMANIA

Footprints of Joy [New] –Horse Sponsorships– Save the Dogs and
other Animals [\$1400] Donation for a horse rescue \$500

SOMALIA

SAWS- Donkey Welfare Program [Somaliland] [\$5400]

TANZANIA

MAWO [New] – Donkey Outreach Program [\$2500]

TAPO [Tanzania Animal Protection Organisation]-Funds to make
harnessing and saddle padding for working donkeys [\$3,422.09]

AFGHANISTAN

NOWZAD- Donkey Sponsorships [\$1700] and Donkey Welfare
Program

[\$20, 200] inc Grant from Australian Ethical Group and Lush Cosmetics

PAKISTAN

SAYVET – Donkey and Camel Welfare and Clinic Program [\$7500]

EGYPT

Egyptian Society of Animal Friends- Equine and Camel Clinics in Cairo
and Port Said [\$12,500] and Gifts that Give

Total donated in Sponsorships \$36,150 [We have a total of 151 sponsors]

Total donated to program partners \$ 165, 112.09

Program Partner Update Notes: All programs are still active as of December 2015 except Port Said in Egypt Clinic Program which has had to be cancelled due to lack of funds to continue the program, lack of cooperation from local group in Port Said and government red tape. TAPO project partnership on hold- lack of funds to continue harness program so can focus on an on-going donkey welfare program with MAWO in Meru area of Tanzania. TAPO ran their programs as need arises, SAYVET on hold until they open a bank account in SAYVET's name [to date this is progressing but very slowly due to bank and govt red tape]. Gili Island program has switched from providing funds for pop up clinics [3-4 per year] to providing feed and upkeep of rubbish ponies on the island. Only one new program- through Animal Nepal we are assisting with feed and vet clinics for trekking horses at a ranch gone bust in Chitwan Nepal. At this point in time no increase in payments can be made to current projects. For more information and outcomes on the projects we assisted in 2015 please use the following website address that will take you to our newsletters published in 2015. <http://www.animalaidabroad.org/component/acymailing/lists>

Memberships \$ 1,350 [Total Financial Members – 317 [Comprising of 1 year memberships = 96, 3 year memberships = 66, Life Memberships = 152, Corporate Memberships = 3]

Donations - \$78,680.59

Some notable donors in 2015:

Allison Thompson- \$1000

Rosemary Fry - \$10,000

Barbara Hacker- \$5200 [Voyage Vegetation event]

Nola Criddle - \$5,000

Ann Jones- \$2000

Nada Leonard - \$2100

Nicholas Duncan \$1050

Martin and Evelyn Wong \$2200

Merchandise sales - \$11,746

Workplace Giving Program - \$2,032.50 [Currently have 5 people on this program]

Moneyboxes in 2015- \$4,328.30

Fundraising Events - \$25,782.47

Gifts that Give Program- \$1, 406

Street Appeal – \$1, 275.60

Chocolates – \$ 2 467.00

Expenses: \$49 515.45

Merchandise- \$20,383.38 [A large proportion of this expense is a bulk order of toys that should carry us through for the next 3 yrs].

Other Admin [Honorariums, printing, postage, event fees, Insurance, Xero] \$29 132.07 [Full breakdown in the Annual Treasury report]

Other notable FACTS and FIGURES and THANKS in 2015-

- AAA trip to Nepal and India- \$1615, 12 x AAA supporters attended led by Colleen McKenney to our projects in Nepal and Nth India. It was a huge success. Other trips planned.

-Facebook page: 27 424 Likes [Kaylene Idda has done a tremendous job on our FB page. Note Kaylene taking a 2 ½ month break to do her Yoga Instructors course in 2016]

-AAA E- Newsletter subscribers-1945, 3 newsletters went out in 2015

- Website and other programs – started the Gifts that Give Program, Monthly subscription donation program set up

-Marketing Update [Website/Facebook]- Comparing Jan 2015 to Dec 2015

Website visits: Month of Jan 775 visited our site in and Dec 1118

Average visits per day: 25 [Jan] and 36 [Dec]

Number of people who visited website from FB page 44 [Jan] and 243 [Dec]

New Visitor: -January- 40% and Returning visitor – January 59.4 %

New Visitor- December 25.9% and Returning visitor- December -74.1%

Top 3 countries viewing us 2015: Australia, USA, UK. Other countries also viewing: Indonesia, Brazil, India, Germany, Russia, Canada.

Top pages visited in 2015: Home, Sponsor Animals, Contact Us, Campaign pages [e.g. Nepal Earthquake Appeal] and Merchandise.

-Capital Achievements in 2015- ICU Nepal and solar fridge Animal Nepal, Nepal, Camel Rescue Vehicle with Hydraulic lift [HIS India], Mobile Equine Vehicle [Friendicoes, India], Generator [The Asswin

Project, India]. All in operation except the Camel Ambulance which has arrived but in the process of hydraulic lift being manufactured and assembled on vehicle.

-New partner gps to join AAA- MAWO, Tanzania, SAWS, Somaliland and SAYVET, Pakistan [currently on hold till they open a SAYVET account],
Nepal- Chitwan horses

-Grants success- Australian Ethical Gp \$20,000 and Lush Cosmetics [\$7400]

-Interstate branches update 2015. We now have 4 interstate branches with Marie Crilley in NSW, Lee Dean in ACT, Dawn Perry in VIC and Bridget Finch in SA. All our Coordinators have been attending animal related events in their home state capitals. Everything going very well and we appreciate these ladies' efforts and time they give to AAA.

-Thanks to core key admin team- Dianne Lawrence [Treasurer], Wendy Jacobs [Sponsorships and Memberships], Sarah Lyons [Merchandise and Sponsorship Reports], Bliss Hodgson [Website] Kaylene Idda [Facebook], Gemma Heggie [formatting e-newsletter]

-Thanks to our 2015 Committee who have supported AAA and attended all committee meetings in 2015. Also to Caroline Hughes for her hard work in collecting items for our 2015 Quiz and Garage Sale plus her years of support and service to AAA. Thanks to Katy Jaksic for a successful Quiz in 2015- this was our main social fundraiser in WA in 2015 also to Barbara Hacker who organised and hosted an event at her restaurant- Voyage Vegetation.

Looking Forward to 2016

- Promote and increase animal sponsorships [Looking at businesses to take out whole sponsorship \$600]
- Promote workplace giving program, bequests, corporate partnerships and sponsorships, monthly subscription donations
- Maintain current project partner commitments
- Other income streams- shopnate, challenge events/sporting
- Ambassadors
- 10-year anniversary 2017 planning
- Planning for International Working Animal Day in conjunction with 10-year anniversary of AAA.