



SPCA
愛護動物協會

Annual Review 2010

Society for the Prevention of Cruelty to Animals (Hong Kong)



About the SPCA (HK)

CONTENTS

- 01 About the SPCA (HK)
- 03 Overview
- 05 Our Work in Numbers
- 07 Inspectorate
- 09 Adoption
- 11 Veterinary Services
- 12 Education
- 13 Welfare
- 15 Community Development
- 17 China Outreach
- 19 Our Supporters
- 20 Acknowledgement
- 21 Financial Report
- 25 SPCA Officials
- 27 How You Can Support the SPCA (HK)

SPCA (HK) is the largest animal welfare organisation in Hong Kong and the region. From its early days as a purely volunteer-based body, the Society has grown into a major charity with 25,000 members, handling 9,000 animals each year and working jointly with the government and community to fulfill our mission to "promote kindness to animals, to protect their health, cultivate a deep respect for life in the community".

The Society achieves its mission through several major service areas:

Rescuing, Preventing Cruelty, Inspecting

The SPCA Inspectorate, with its distinctive blue-and-white uniform, is Hong Kong's only dedicated animal rescue team. SPCA Inspectors roam high and low to pluck animals caught in precarious situations to safety. They are also responsible for investigating animal cruelty complaints and cases, and patrolling markets and pet shops to investigate and prevent cruelty and to advise on the humane treatment of animals.

Adopting Animals

Surrendered and rescued animals need a new home, and our adoption department is geared for just that. With five adoption centres across the territory, we find homes for around 3,000 animals each year. Each animal that is available for adoption receives full veterinary attention and care from our staff.

Controlling Animal Populations

Animal overpopulation is a constant problem, and SPCA (HK) is working hard to address the issue. Our Cat Colony Care Programme, which is one of the world's largest Trap, Neuter and Return schemes, works with 457 volunteers to manage 1,195 colonies of stray cats. Our desexing scheme stretches out to the New Territories, where our Animal Welfare Vehicle, a specialist mobile surgical unit, travels to each day to help control the companion animal dog population.

Campaigning for Animal Welfare

SPCA (HK) welfare experts conduct research on animal welfare issues that affect Hong Kong, such as Prevention of Cruelty to Animals ordinances, laws regulating the pet trade, and also undertake campaigns such as promoting the bans on shark's fin and fur seal products, and promoting humane treatment of farm and food animals.

Educating the Young

For Hong Kong to truly appreciate animal welfare, it is imperative that we start at the roots. SPCA's education team reaches out to schools and students to inculcate respect and kindness towards all life forms at a young age. The Inspectorate operates a Cadet Inspector Corps which enables teenagers aged 16 to 17 to shadow the duties of the SPCA Inspectorate and learn about animal rescue and care.

Harmony in the Community

As Hong Kong's pet population balloons, responsible pet ownership (RPO) becomes an increasingly important area. SPCA (HK) believes that RPO is not just between the pet and the owner, but also involves good neighbourliness. Through seminars, competitions, and carnivals, SPCA (HK) highlights the tenets of RPO in the community, and strives to increase understanding, tolerance and appreciation among all parties.



OVERVIEW 2009 - 2010

In early 2010, the SPCA (HK) celebrated its 88th year of taking care of animals in Hong Kong with a members' celebration in the courtyard of the Old Central Police Station. Staging the event in this historic venue - which was built around the same time the Society was set up - helped to underscore our own history while paying tribute to our longstanding relationship with the Hong Kong Police. The SPCA (HK) remains committed to promoting kindness and preventing cruelty to animals through welfare initiatives, educational activities, rescues, and expertise and knowledge sharing.

The Society is a registered charity, run by its members through an Executive Committee. It receives less than 1% of its funding from government, and is supported through the operation of veterinary clinics, boarding facilities, members' services, fundraising activities, donations and membership fees. It must raise the funds it spends on animal welfare itself - and did so successfully again this year.

In 2009/2010, the Society achieved its welfare, veterinary and education objectives. We introduced some new initiatives, highlighted in this review, and despite rising costs, managed to raise a fair surplus. With our loyal members' ongoing support, the Society continued to work towards making Hong Kong a safe place for animals, where animals and people may co-exist harmoniously. We continued to advise, lobby and help the government and other organisations to promote responsible pet ownership and alleviate the problem of animal overpopulation. The Society partnered in a review of Hong Kong Animal Welfare legislation with law professor Amanda Whitford of Hong Kong University.

A long-term, holistic approach to reducing unwanted animal populations remains our top priority. We are committed to ending the killing of thousands of animals each year simply because they lack a home. Years of education, and spay and neuter programmes, have seen a decline in the number of unwanted animals over the last decade. But there is still much work to be done to make Asia's world city a true 'No Kill' city.

The SPCA's Cat Colony Care Programme (CCCP) continues to grow. We now have 457 registered carers and 1,195 registered colonies, across Hong Kong. This managed birth-control programme has also proven effective in other world cities. Carers catch the cats and bring them to the SPCA to spay or neuter them. They are then microchipped, eartipped and returned, to live out their lives under a carer's watchful eye. It is testament to our commitment to controlling animal populations in a humane and effective way.

We continued to work closely with the government and other animal welfare groups to find a lawful way to allow us to trial a similar 'Trap, Neuter and Return' (TNR) programme for dogs and to increase our work in spay, neutering and educating, part and parcel of our effort to reduce the need for the present method of catch and kill.

A major change in our operations occurred when the lease on our Pokfulam Centre expired. Apart from housing a small adoption centre, retail and a veterinary clinic, the centre's main role was to provide kenneling and care for the regular prosecution case animals, social welfare cases, tragedy cases and even prisoners' dogs. Its loss has put considerable strain on our existing facilities and a search is underway to identify new premises to accommodate these important requirements.

Our Inspectorate continued to work around the clock rescuing and protecting a wide range of domestic and wild animals. Their expertise continues to expand and the year saw more Inspectors receive additional training in a range of areas - including care of horses and fish. Our Cadet Inspector Scheme continued to grow and our first Volunteer Inspectors were inducted. Although they received over 41,000 hotline calls this year, and there was a slight rise in complaints, there was no corresponding rise in the number of animal cruelty and abuse cases. The community's concern about animal welfare continues to rise as the public becomes better informed and less tolerant of those who do not respect animals.

The SPCA (HK) continued to share its knowledge and experience. Several of our staff participated in and gave presentations at forums, conferences and meetings in Hong Kong, elsewhere in China and around the region.

We made some headway in the Mainland during 2010. The SPCA (HK) was involved in the experts' draft proposal of China's first animal protection law, the Prevention of Cruelty to Animals Law of the PRC, which is no small achievement. In Addition our SPCA education package has been adapted for use in primary schools in Xiamen.

Despite the challenging economy, the Society's finances remain sound. The Fundraising Department worked overtime to ensure we had the considerable capital required to carry out our welfare initiatives. Our dedicated and generous volunteers deserve much of the credit as we could not have achieved our goals without their considerable time and effort. We rely on this team of caring people to help walk dogs, clean kennels, work at charity stalls and serve in many other key roles.

The SPCA (HK) extends a heartfelt thank you to our members, volunteers, donors and everyone who has supported us throughout the year. Your generosity and thoughtfulness have helped a great number of animals. It has also benefited many people and enhanced social harmony.

Cathy Hilborn Feng
Chairman

Sandy Macalister
Executive Director

SPCA CASE FILES

ANIMAL CRUELTY IS A CRIME!

From April 2009 to March 2010, the Inspectorate received a total of 41,317 calls and handled 6,275 animals. SPCA Inspectors rescued 1,747 animals, investigated 843 complaints, and conducted inspections of 1,694 pets shops.

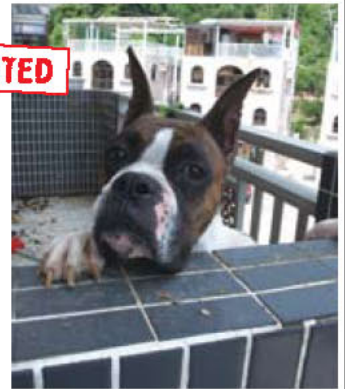
A puppy was trapped on a rock below a slope behind a residential building in Kwun Tong. Four Inspectors working as a team searched along the top of the slope and finally located the puppy. After abseiling down the slope, and much effort, the Inspectors rescued and took the puppy to our SPCA hospital for a veterinary check up.



RESCUED

CONVICTED

A boxer was left in its own filth and lacking water on the balcony of a village house in So Kwun Wat. Responding to an alert, SPCA Inspectors helped to initiate prosecution of the dog owner, resulting in a conviction on three counts of animal cruelty and a fine of \$3,000.



CONVICTED

A person who left 2 dogs without food and water in an unattended village house in Yuen Long caused one to die and the other to be severely malnourished. This person was prosecuted under the Prevention of Cruelty to Animals Ordinance on four counts of animal cruelty and was sentenced to 160 hours of community service.



PROSECUTED

A person was prosecuted under the Prevention of Cruelty Ordinance for leaving 4 dogs and one rabbit in an unattended village house at Lok Ma Chau without proper care, resulting in the death of the rabbit and leaving the others severely malnourished.



RESCUED

A dog was reported trapped on the West Kowloon Highway outside Nam Cheong Station at Sham Shui Po. With the help of the Police, the traffic was brought to a temporary halt while SPCA Inspectors made a quick rescue. The dog received veterinary treatment at our SPCA animal hospital.

In response to reports regarding an injured dog with a wound on its right front leg at Diamond Hill Cemetery, a team of Inspectors cordoned off the cemetery and searched for the dog. After much effort, it was finally trapped and taken to our SPCA animal hospital. The



RESCUED

veterinary surgeon examined the open wound on the right front limb, which was caused by a rubber band tied to the limb. The dog was treated and once recovered was adopted by a loving family.

A dog was trapped on the steep slope near a residential estate in Kwun Tong. A team of Inspectors arrived at scene, located the dog, climbed down the steep slope through heavy bush and brought it to safety. The dog, which appeared to be healthy and injury-free, was then returned to its owners at the scene.



RESCUED



RESCUED

2 dogs were trapped in a cave in Sai Kung. A team of four Inspectors arrived at the scene, and one abseiled into the cave and freed one dog. As it was getting dark, the other dog could only be rescued the following morning. Both dogs were found to be in good condition and returned to the nearby village.

OUR WORK in Numbers



SNAP Figures

	2009/10	2008/09
Number of Vouchers Reimbursed	891	931
Cost of Voucher Reimbursed (\$'000)	\$180.0	\$191.1
Number of Private Veterinary Clinics in Scheme	63	65

Veterinary Procedures for Year 09/10

TREATMENT CATEGORY	2009/10	2008/09
Consultations (including emergencies)	28,365	28,179
Vaccination	23,370	17,972
Surgery (non desexing)	2,248	4,894
Desexing Surgery*	14,466	13,727
Hospitalisation	2,874	3,187
Dentistry	1,936	2,016
Diagnostic Imaging	4,153	4,535
Total Number of Procedures	77,412	74,510

*Includes desexing surgery performed via the Animal Welfare Vehicle, Cat Colony Care and Community Dog Programmes



Inspectorate Figures

	2009/10	2008/09
Total Hotline Calls Received	41,317	37,335
Emergency Vet Calls	1,444	1,220
Collected/ Rescued by inspectors	6,275	5,595
Rescues	1,747	1,710
Complaints of Cruelty Investigated	843	829
Animal Trading Inspections	1,694	1,292
Advice Given	192	264
Warnings Given	67	68
Prosecutions Instigated	8	13



Education Talks to Young People

	2009/10	2008/09
Talks at SPCA premises	192	216
Talks outside of SPCA	43	38
Audience reached	20,776	21,504

Membership

	2009/10	2008/09
Active members	24,433	23,955

Publicity

	2009/10	2008/09
Media exposure	829	723



Animals Handled

	2009/10			2008/09	
	Dog	Cat	Other	Total	Total
Collected/ Rescued by Inspectors	2,441	3,021	813	6,275	5,595
Surrendered by Owner	170	422	421	1,013	1,094
Stray Found by Public	498	722	208	1,428	1,728
Selected from AFCD for rehoming	103	12	0	115	173
Selected from shelters for rehoming	2	143	429	574	264
Kept for Homing	563	1,390	1,023	2,976	2,739
Number of foster animals	93	597	35	725	696
Strays to AFCD	1,053	1	81	1,135	1,003
Humanely destroyed	1,314	2,725	568	4,607	4,453
Number of animals homed	578	1,353	916	2,847	2,907



Animal Welfare Vehicle Report

	2009/10				2008/09
	Dog	Cat	Other	Total	Total
No. of animals desexed	2,023	1,629	0	3,652	3,392

Total Number of Homed Animals

2009/10				
Dogs	Cats	Others*	Total	
578	1,353	916	2,847	
2008/09				
Dogs	Cats	Others*	Total	
771	1,566	570	2,907	

(*Rabbits/ Hamsters/ Chinchillas/ G.pigs/ Birds/ Tortoise/ Terrapin/ Others)



CCCP Figures

	2009/10	2008/09
No. of cats handled	5,612	5,503
Returned to colony	5,423	5,301
Sent to homing	163	165
Euthanased	16	24
Return to carer for treatment before surgery	2	0
Reclaimed back by owner	8	13

INSPECTORATE

Rescuing and handling over 6,200 animals; making over 800 investigations



Type of work handled	Year 2008-09	Year 2009-10	Year-on-year change
Calls	37,335	41,317	(+10.6%)
Animals handled	5,595	6,275	(+12.2%)
Animals rescued	1,710	1,747	(+2.2%)

Prevention of Cruelty			
Investigations	829	843	(+1.7%)
Inspections	1,292	1,694	(+31.1%)
Total	(2,221)	(2,537)	(+14.2%)

Actions			
Advice given	264	192	(-27.3%)
Warning given	68	67	(-1.5%)
Prosecutions	13	8	(-38.5%)



Introduction

It has been a successful year for the SPCA Inspectorate, which saw an increased work load with the unit handling an additional 3,982 calls, a significant increase of 10.6%. The unit continued to be restructured and adapted to meet the increased operational demands. The unit has gone from strength to strength and remains an excellent model in Asia, sharing expertise with several organisations in the region.

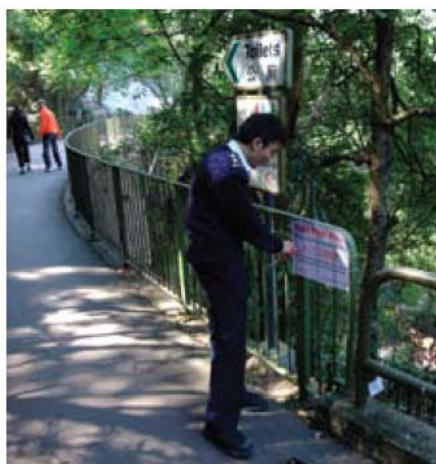
Prevention of Animal Cruelty

The number of animal cruelty complaints continued to increase during the past year. However, substantiated and genuine cruelty cases continued to decrease. This was also reflected in the reduced number of advice, warning and prosecution actions that were required to be taken. Many complaints related to dogs barking and the majority of the investigations undertaken revealed no animal cruelty offences. However in these instances the Inspectors, wherever possible, took the opportunity to educate dog owners on various animal welfare issues as well as methods to reduce nuisance caused to neighbours.

Inspections carried out at wet markets and pet shops also increased by 31% to 1,694. Inspectors found their efforts had yielded an improvement in the animal welfare standards in these businesses. This was reflected by the reduced number of advice and warnings given. Fewer than 20 complaints against wet markets and pet shops were recorded and there were no prosecutions instigated in these areas.

The overall situation reflects a continued and growing awareness by the public and a higher standard of welfare for animals in Hong Kong. Although most of the complaints did not reveal offences being committed under the law, it did show that a growing number of public did not accept the standards set by the current law. The confinement of animals in cages, for example, is a regular point of contention and is considered by many to be cruel, although it unfortunately remains not an offence under the existing legislation.

Our Inspectorate—which remains at the forefront of animal issues on a daily basis—is a strong advocate for the review and improvement of Hong Kong's animal-related laws to better protect animals and satisfy the public's expectations. Hong



Kong's present animal cruelty law, which fails to include "a duty of care" for animals element, remains the main impediment to the Inspectors' daily work.

New Territories Inspectorate Base

Detailed analysis of the Inspectors' work distribution confirmed that half of all work was performed in various parts of the New Territories while the unit operated from its base in Kowloon. In order to improve our service to the community, especially response time, the unit has been actively seeking a suitable site for its Headquarters in the New Territories. This remains an urgent issue and it is hoped that such a base will become amalgamated into a proposed NT Welfare Centre when a suitable location is identified.

Improvement through Training

Continued training for the 22 strong team remained a high priority and a total of 12 formal training courses covering a wide range of knowledge, skills and expertise were held throughout the year.

Two trainers from the Royal Society for the Prevention of Cruelty to Animals in the United Kingdom again provided the Unit with advanced training in investigation skills and techniques. Other training was provided by specialist institutions such as the Hong Kong Jockey Club and the Civil Aid Service, while a strong partnership was maintained with Kadoorie Farm,

where experts provide wildlife training for our team and work with us on a daily basis in the rescue of wildlife. We are grateful for everyone's efforts on our behalf.

Volunteer Inspectors Unit

A new Volunteer Inspectors Unit was formally established in January 2010. The unit began with five officers, and consisted of animal-related professionals who, after continued training, have enhanced its capabilities. The unit will eventually grow to 14 officers.

Cadet Inspectors Corps

The Cadet Inspectors Corps, now in its third year of operation, inducted 57 new cadet inspectors this year. In addition to providing standard training, our cadets also attended a successful two-day camp on animal population control.



ADOPTION

Finding homes for over 2,800 pets



March 2010 saw the closure of the Society's Pokfulam centre, which was a key component of the SPCA's facilities allowing us to look after a range of animals that needed care: from abused animals in cruelty prosecution cases or those that needed emergency care, either through their owners' incapacity or for other reasons such as a fire or other emergency.

The economic downturn continued to have an impact on the adoption rate with the adoption rate for cats and dogs down 17% compared before the global economic crisis hit. Also the number of animals abandoned at 8,176 increased; the first upward trend for 3 years. Despite the difficult climate, we were able to find homes for 2,847 animals.

The first weekend in May saw the annual Adoptathon. This year was also the impetus for a campaign called "Second Chance for Love" which featured owners recounting stories about their adopted animals and their lives together. The weekend was full of fun with an open day showing the veterinary facilities – visitors could visit the clinic and surgical suites. Guided tours were held and there was the opportunity to chat with vets and vet assistants. The fun continued outside the Wan Chai centre in the car park with music and entertainment, food and beverage and charity sales stalls. Over this weekend 86 animals found homes and 4,738 visitors stopped by to show their support for animals – this was despite the fact that Hong Kong had its first H1N1 case on Friday 1 May.



With the support of the Kadoorie Farm and Botanical Gardens (KFBG), and the Customs and Excise Department, more than 500 razorback turtles were put up for adoption. After receiving interim care at KFBG they were subsequently re-homed by the SPCA (HK) in August. This case highlighted some of the issues surrounding the trade in exotic pets. The SPCA (HK) is seeing more unusual species and breeds being sold by the pet trade and subsequently abandoned.

The Kowloon adoption facility was named in honour of Ines Soares De Rosa – a long-time supporter of the SPCA (HK) who died in 2007 and left a bequest to the SPCA (HK).



VETERINARY SERVICES

Providing quality health care for animals

The SPCA (HK) Veterinary Services Department enjoyed a good year clinically, financially and in terms of welfare.

Consultations and desexing surgeries showed a slight increase and the

department returned a healthy 5% growth in net revenue over the previous year. The department's principal role is to provide high-quality primary veterinary consultation and surgery to serve the needs of our members' companion animals and generate much needed funds for the welfare work of the Society.

The department consists of six static clinics (plus a mobile clinic) and employs an enthusiastic team of over 70 staff, including 22 veterinary surgeons from all over the globe. Our veterinary surgeons encompass an in-depth knowledge of all the major fields. They are encouraged to pursue special interests such as acupuncture and traditional Chinese medicine, dermatology, chemotherapy, ophthalmology, cardiology, ultrasonography, feline medicine, soft tissue surgery and orthopaedic surgery; several half-day and full-day clinics have been set up for this purpose.

Our wide range of services include full hospitalization, in-house laboratories, radiology, ultrasonography, electrocardiography, endoscopy, wellness clinics, weight management clinics, grooming, boarding and retail shops. Our 24-hour veterinary emergency service continues to be busy dealing with both pets and welfare emergencies brought in by our inspectors or the general public.

As well as financial support for welfare initiatives, the department is also directly involved in the welfare work of the Society by providing

veterinary expertise for our Cat Colony Care and Community Dog Programmes, China Outreach, animal adoption, prosecution cases and Animal Welfare Vehicle. During the 2009-2010 year, veterinary staff performed spay/neuter surgeries on 5,600 street cats and the low-cost desexing of 3,600 cats and dogs in outlying areas, including the border zone.

The SPCA (HK) believes regular courses and training are a must if a high standard of veterinary care is to be maintained. In October, the department conducted its own Continuous Professional Development course in cardiopulmonary medicine. Four evenings of lectures were presented by Dr. Virginia Luis Fuentes, Senior Lecturer in Internal Medicine at the Royal Veterinary College, London. A hands-on workshop was also held for a small group of vets to improve their cardiac ultrasound techniques. This arrangement was in response to the observed increase in cardiopulmonary disease among the ageing pet population of Hong Kong. The course was also open to private vets to help raise the overall standard of veterinary care in Hong Kong.

This philosophy also extends to our support staff and we are proud to have been the first veterinary practice in Hong Kong to offer recognised training courses to nursing and customer service staff.

In addition to our commitment to educating our staff we also accept schoolchildren, veterinary students and Chinese veterinary surgeons for work experience and in-house observation.

The department provides veterinary support to various promotional and fundraising activities run by the SPCA, helping to encourage responsible pet ownership and providing free pet checks and first aid as required.



EDUCATION

Grooming 20,000 young persons to love and respect animals

The Way Forward

The SPCA (HK)'s Education Department has prioritised promoting awareness of its messages of compassion and responsibility towards animals in Hong Kong's schools. That this policy has created a flurry of interest among educators, leaders and pet owners speaks volumes about how receptive people are to our messages and how willing they are to spread the word throughout their communities.

Since our last annual review, we have reached over 20,000 people through our talks on-site and in schools. The emphasis on proactive sessions with students from kindergarten through university helped us fit into their academic needs. In doing so, we formulated different formats for each level which not only makes the material more interesting but is also reflective of their daily school curriculum.

Many new opportunities arose this year for using the Humane Education package launched in 2007. Humane Education is viewed as an important tool in cultivating civic-minded youth and is accepted by Hong Kong educators in a position to shape tomorrow's leaders.

There are now 24,000 students receiving Humane Education tutorials in their classrooms, primarily in the areas of life education, general and liberal studies. Initially targeted at primary and secondary teachers, we constantly seek ways to introduce the Humane Education package into uniformed youth associations and leisure-oriented groups to make it more adaptable and user-friendly. Whether it is the creation of new modules for clubs like the YMCA or modifying existing community-focused programmes with the Girl Guides and Boy Scouts, we work to fit every niche possible.

We need to excite youngsters by speaking their language, so our department has embraced the world of technology by partnering with the Institute of Vocational Education to develop innovative interactive gaming projects, promotional films and websites.



Making progress all round



We are pleased to see that the Cat Colony Care Programme (CCCP) continued to expand with more carers enrolling, more colonies covered and an increased number of cats neutered. Over the course of the year a team representing the SPCA (HK) programme visited Macau and hosted trips to Hong Kong, discussing the programme and related concepts with the Macau Government and various NGOs.

The work done by our Behaviour and Training team continues to go from strength to strength. New classes are being added in concept, with clicker training; and capacity with classes available in Sai Kung and an increased number of trainers able to meet demand.

Dogs in villages, on construction sites and at container depots continued to benefit from the SPCA's animal birth control programme that helps to de-sex dogs under the Community Dog Programme.

We continue to be active in contributing to the welfare of animals of many species, giving input into and assisting with welfare issues facing wild or feral animals such as macaques, boar, pythons, cattle and buffalo. This assistance is not just advocacy but also practical – either assisting with programmes or attending animals that need rescue or are injured.

The sixth Asia for Animals Conference was held in Singapore in January 2010. We were instrumental in developing this initiative in 2001 and have played a key role ever since by supporting the development of animal welfare initiatives and education around Asia. This conference was no exception with two of the pre-conference day-long workshops being run by SPCA (HK) representatives on veterinary medicine in the welfare context and human-macaque conflict management and issues. During the main conference, SPCA (HK) staff coordinated and made a presentation on





companion animals, education and working with government. It was heartening to see the progress and enthusiasm in Asia that has occurred and continues since the initiative was started 10 years ago.

In Hong Kong there is a problem with animal hoarding or collecting where parties have animals in excess and such numbers exceed either their available resources or physical ability to care; sadly often worsening the plight of these animals. This year we assisted with two notable cases: in one we were called to assist with a public housing tenant who was keeping a number of cats and did not maintain a good environment and level of care for the cats. This was not helped by the fact that the cats were not neutered. The Housing Authority contacted us to mediate in the situation – giving advice on cat management and practical assistance. The situation was finally resolved with a number of the cats being re-homed, the others neutered, and the care and condition of the cats remaining in the flat improved.

Another case involved 48 dogs and was a classic example of how problems can develop and quickly become overwhelming. What had begun as a Good Samaritan act of taking in a few stray dogs became a major problem as they mated and reproduced. The owners tried to find homes for the offspring – often giving them away but the new owners weren't necessarily getting them neutered straight away. When a litter was produced the puppies would be handed back to the original owners, compounding the problem. In this case, the level of care was maintained but the uncontrolled breeding was becoming problematic. We worked in partnership with the owners to re-home some of the dogs, educate owners of dogs already re-homed and, most importantly, to neuter the remaining dogs.

On the legislative front, the SPCA (HK) continues to participate in producing a report for the government's Central Policy Unit on a comparison of Hong Kong legislation. The report produced in conjunction with the University of Hong Kong highlights some of the areas in which Hong Kong's legislation is now deficient, given recent developments in animal welfare concepts and science. It also makes comparisons with other jurisdictions, in which laws have already been updated.

In practical terms, we continued to lobby for tighter control on the trade in dogs – strongly supporting tighter regulation of the commercial pet trade – namely the further regulation and control of both commercial and so-called "hobby breeders". In addition to lobbying the SPCA offered comment on implementation aspects. It is disappointing to note that towards the end of the process the legislation was watered down by the removal of some of the measures that it was hoped would assist in the monitoring of the trade involved in hobby breeding.



COMMUNITY DEVELOPMENT

Enhancing social harmony through Responsible Pet Ownership



In a move to reflect our role within the community, the Marketing and Communications Department was renamed the Community Development Department. This change in nomenclature indicates our ongoing work to promote harmony within the community through responsible pet ownership, appreciation for pets as companion animals, and maintaining a healthy balance for the needs of dog owners and non-owners.

In April a campaign to stop the importation of Canadian fur seal products kicked off with a press conference featuring SPCA (HK) Ambassador Karen Mok's visit to the

Canadian ice floes and her personal appeal to end the seal hunt. Our campaign in Hong Kong drew attention in the Canadian Senate and through our efforts to stop seal products from coming to Hong Kong, the seal hunt will stop.

On the community front, the department was busy with a number of projects with District Councils to improve Responsible Pet Ownership. We held 2 carnivals at the Wanchai Pet Promenade for dog lovers. The latter carnival on January 17 marked the closure of the facility due to reclamation for the Central Wanchai Bypass. Although the promenade is sadly missed, it served

its role well in showing Hong Kong how a well designed and spacious pet friendly facility can enhance the quality of life for all people, whether or not they are animal owners. The cleanliness of the park and the good behaviour of all users set an example for other districts to live up to. In keeping with the spirit of the East Asian Games, we also held a "Energetic Dog Sports Day" in conjunction with the Kowloon City District Council on the Polytechnic University campus.

Highlighting peoples' relationship with their pets, SPCA (HK) held a photo competition, entitled "SPCA Photorama".

We are thankful to our sponsors Tamron and GotoEvents.com, which provided prizes and technical expertise. More than 600 entries were received

One of the year's highlights was working with Hong Kong's top 10 designers in a campaign to help raise funds for the SPCA (HK). They are Dr. Kan Tai-keung, Alan Chan, Michael Miller Yu, Lillian Tang, Freeman Lau, Another mountainman, Tommy Li, Eric chan, Sandy Choi and Eddy Yu X Toby Yeung. Produced by Giordano, the teeshirts were sold in all their retail outlets in Hong Kong throughout September and October.



In July, SPCA (HK) hosted a gala premiere of the blockbuster Disney animated movie "UP" at the JP Cinema. Over 500 guests enjoyed the premiere in both 3D and original versions, including 100 underprivileged children generously sponsored by the Joseph Lau Luen Hung Charitable Trust.

This year's mid-autumn festival is made special with SPCA very own mooncakes.

Featuring a winning design by students of the CO1 School of Visual Arts, the moon cakes added a special meaning to the festivities with their message of love and care.

SPCA's raffle sales took place in August and September. We achieved over \$956,000 in revenue, thanks to members and supporters of the Society, and volunteers who helped us sell tickets. We are also grateful to our Grand Prize sponsor Air New Zealand for donating 2 business class airline tickets to London.

The annual signature event of SPCA is the Family Wag "N" Walk to Save Animals. This year's event again took place at the Hong Kong Disneyland Resort Area. A more scenic route, a full scale pet carnival and a display of classic cars at the event area helped round off a fun-filled day for about 2,800 participants and the 1,000 dogs who took part.

As SPCA (HK) relies on public donation for its operations and upkeep, the department pays a lot of effort to generating income. Our charity stalls are fast becoming a regular fixture in town, helping us maintain street level presence and raise funds through our branded products. Our Animal Sponsorship Programme continues to generate a healthy income stream. Membership is also on the rise through active renewal programmes and member activities such as new member orientations and member communications.

Wrapping up a great year, SPCA (HK) held 88th Anniversary cocktails, at the Central Police Station on Hollywood Road. The choice of location for this auspicious event reflects our long and strong association with the Hong Kong Police. SPCA (HK) Humane Awards were presented to persons who had made great contributions to help and protect animals.



Changing attitudes through education

The SPCA (HK) participated in a groundbreaking animal-rights development in China this year. An expert's draft of the proposed Prevention of Cruelty to Animals Law of the PRC was submitted to the Standing Committee of the National People's Congress after two years of work.

A group of Chinese and international experts with animal welfare law experience, led by Professor Chang Jiwen of the Chinese Academy of Social Sciences, took the moral position of prevention of cruelty as the bottom line in drawing up the draft. In Beijing March 2010 a forum allowed more stakeholders to participate in the process with the resulting historic draft covering animal protection, management, rearing, breeding, transport, slaughter and their use, including in scientific experiments, education and commerce. In September 2009, SPCA (HK)

made a presentation at a Beijing forum on animal welfare law highlighting the importance of educating non-government organisations and the general public on welfare issues and the need for a solid legal framework.

SPCA (HK) continues to work on its shelter project set up after the Sichuan Earthquake in 2008. Final improvements were made to the facilities and the groundwork was laid for a visit by a team of our vets and veterinary nurses in May 2009. During the May visit an audience of more than 300 heard SPCA (HK)'s Chief Veterinary Surgeon, lecture on cat and dog infectious diseases at Southwest University in Chongqing. This was

followed by an experience-sharing session on surgical techniques with some of the professors and students, which formed the basis of an effort by local and Hong Kong volunteers to spay and treat more than 100 shelter dogs. We visited the shelter again when we returned to the university to lecture on veterinary ethics and dysuria (urination problems) in dogs and cats.

Assisting with our veterinary education initiative, our Senior Veterinary Surgeon lectured on joint disease in dogs at the inaugural Small Animal Veterinary Congress of Western and Eastern China, held in Shanghai in May 2009, and to graduate students in Nanjing Agriculture University and the Guangzhou Veterinary Association Annual Conference.



Our strategy of raising veterinary standards in order to lift welfare standards paid off when both the Southwest University in Chongqing and the South China Agricultural University in Guangzhou started animal welfare courses in their veterinary medicine syllabuses. We continued to promote and distribute SPCA (HK)'s Veterinary Desexing DVD in Putonghua to both students and practicing vets during our activities.

Chinese vets continue to attend to our Visiting Vet Programme and observe and learn from us in Hong Kong. They gain exposure to advanced surgery and medicine and also learn about animal welfare and how it fits into the world of clinical veterinary medicine. The SPCA also gave a presentation and in-house tour to the Guangzhou Veterinary Association members.

Many of the animal shelters in China are in poor condition as a basic understanding of animal welfare is not recognised or routinely accepted. We are committed to helping and improving standards of animal welfare. We provide the shelter management with advice and technical support; involving sending trained staff to advise on housing, disease control, desexing and adoption. We also provide educational materials about responsible pet ownership. Shelter managers were also invited to Hong Kong to learn firsthand at our adoption centres. We provide animal

rescue training that enables volunteers to carry out the vital welfare work of saving stray, injured and abandoned animals in China.

Our cat trap, neuter and return expert, gave a presentation on the practical implementation of the Cat Colony Care Programme at an Animals Asia Foundation (AAF) symposium. Interest in this programme has grown and similar animal birth control programmes for street cats now exist in many cities in China and including the recent introduction into some Beijing parks.

We plan to work with the Chinese Agriculture Ministry's Veterinary Bureau and the Public Security Bureaus (PSBs) to develop animal welfare and shelter management programmes by providing advice on protocols, fundraising, design, training and technical support.

The PSBs have demonstrated some remarkable, positive changes. August provided the opportunity for SPCA (HK), AAF and the Humane Society International to review a humane dog management model developed and adopted by the Nanjing PSB. The SPCA Inspectorate gave a presentation on humane dog handling, which was well received by the PSB.

Since 2007 the SPCA (HK) has worked with the Nanjing PSB, giving advice on shelter design and development. That work has

resulted in the advocacy of responsible pet ownership: to date 40,000 (of an estimated 100,000) dogs have been vaccinated and 29,000 registered. The shelter offers direct public adoption, while the PSB has set up dog-friendly areas and organises education campaigns with the help of dog owners and trainers.

As PSBs in China have the role of dog management and enforcing related legislation working with them is key. SPCA (HK) staff delivered training to a group of shelter managers and PSB officials at a December Dog Management Workshop in Guangzhou organised by AAF.

The SPCA (HK)'s general focus on educating the young continued in China. Building on the success of our Hong Kong Humane Education Package, the Society worked with the Xiamen Animal Protection Association and the Xiamen Education Bureau to launch a four-year joint humane education project. Several workshops and summer camps were held, which offered the SPCA a trial run of its educational materials. The detailed plan and programme was finalised in October 2009. The eventual plan is to roll out a national Humane Education Package, starting in Xiamen primary and secondary schools and targeting 35,000 students. The first phase started in April 2010 and marks a first for animal-welfare education in China.



Our **SUPPORTERS** 我們的支持者



SPCA thanks our volunteers in Homing, Veterinary Services, Welfare Services, Inspectorate, Fundraising, Education, Administration and Finance for all your efforts to improve conditions for animals in Hong Kong.

香港愛護動物協會感謝所有義工朋友，在領養部、獸醫部、福利部、檢核部、籌款部，教育部行政部和財務部負出的努力，令香港動物生活條件得以改善。

We are also grateful to the following Corporate Supporters:

我們也鳴謝以下公司的支持：

Aeon Credit Service (Asia) Co. Ltd., Alex Chung & Co. C.P.A., Antalis (Hong Kong) Ltd., Brilliant Sunwave Ltd., C & K Recycle Company Limited, Cheers Hong Kong Limited, Commercial Radio Productions Ltd., Conrad Hong Kong, CRA International (Hong Kong) Ltd., Delphi Limited, Doluna Productions Ltd., Doriano International Limited, Easy Access Enterprise Ltd., Echo Asia Pacific Limited, Everluck Products Ltd., Extra Trading Company Ltd., Fiona Hardie I.D. Ltd., Fortune Track Ltd., Gaia Group, Giordano Limited, Goldman, Sachs & Co., Good Bye Dear Pets Funeral Centre, Grand Treasure Industrial Limited, H.K. Chan & Company, Hip Hing Sec., Ltd., Ho Fung Food Limited, Hong Kong Aero Engine Services Limited, Hong Kong Disneyland Resort, Hong Kong Life Insurance Limited, HSBC International Trustee Limited, Intercontinental Film Distributors (HK) Ltd., IMTEC, Far East Limited, Kam Wai Travel Company Limited, Lee Lung Company Limited, Occasions PR & Marketing Ltd., Ocean Profit Investment Limited, Pantrade Development Co. Ltd., Prince Jewellery And Watch Company, ProJob21.com Ltd., Recycle Cycle (HK) Company Limited, Regent Shop Ltd., Sanrio Wave Hong Kong Co. Ltd., Shiba-Tech Co. Ltd., Silvercon Limited, Sinokey Building Materials Ltd., SmarTone Mobile Communications Ltd., Sunwide Trading Limited, Swire Group Charitable Trust, Tang, Che Man & Co., The Cathedral Clares, The D.H. Chen Foundation, The Hong Kong And Shanghai Banking Ltd., The Hong Kong Council Of Social Services, The Shek O Country Club, The Hong Kong and China Gas Company Ltd., Trinity & Company, Tsang Mui Millennium School, Universal Enlightenment Society, Venture Studios (HK) Limited, Walt Disney Studios, Watson's Wine Cellars, Welfare Fund Ltd., Whitewater Ltd., Wizoffice.Com (Hong Kong) Limited, Wochetex Ltd.

And all the companies which have so generously helped us help animals!

同時向所有曾慷慨贊助動物福利的公司致謝！

ACKNOWLEDGEMENT 致謝

The SPCA (HK) would like to gratefully acknowledge our friends and supporters:

1. Sponsors and donors who have contributed financially, practically and morally.
2. Members and volunteers who have contributed invaluable services and provided support for the welfare of animals in Hong Kong.
3. The Bo Bo Wu Animal Welfare Fund, established in 2003 in the name of a well-known and much beloved Pomeranian, continues to help pet owners and animals by providing financial support to those who cannot afford veterinary care.
4. The Pamela D Barton Veterinary Education Fund, set up by Pamela D Barton MBE to support welfare and veterinary training courses among all staff.
5. The Sir Robert Ho Tung Charitable Fund. The continuous support of the Fund helps us with our welfare work.
6. Paul Bartels and his company Extra Trading Ltd, for his continued support of animal welfare.
7. Hills Pet Nutrition, which offers SPCA support covering a wide range of animal welfare activities, assistance with animal adoption and behaviour and training programme, and also help with our veterinary and educational initiatives.
8. Royal Canin, which continuously supports our events enabling us to raise funds for our animal welfare initiatives and spread our message of caring for animals, especially in veterinary education initiatives in China.

香港愛護動物協會謹向以下各位表示萬二分謝意：

1. 所有贊助人和捐贈者在經濟上、實際行動上和精神上的支持。
2. 所有為有需要的動物提供悉心的照料與援助的會員及義工們。
3. 於2003年成立，為紀念已故松鼠狗伍寶寶的伍寶寶動物福利基金，為受傷或染病而有經濟困難的動物提供援助。
4. 彭美麗巴頓獸醫教育基金由彭美麗女士(MBE)設立，以資助員工在本地和國外獸醫醫藥方面的發展。
5. 何東爵士慈善基金持續支持協會進行動物福利工作。
6. Paul Bartels和他的Extra Trading Company Ltd持續支持香港及亞洲的動物福利事宜。
7. 希爾思寵物食品營業公司每年資助協會一連串動物福利活動包括我們的動物領養及行為訓練項目，並同時支持獸醫服務和教育項目。
8. 法國皇家寵物食品公司持續贊助多項籌款活動，使我們可為動物福利項目籌募經費，在社區宣揚愛護動物的訊息，及在內地進行獸醫教育工作。



FINANCIAL REPORT 財政報告

SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS (HONG KONG) TRUSTEES INCORPORATED
(EXTRACTED FROM AUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2010)

香港愛護動物協會信託人法團 (摘錄自2010年3月31日年度的審核財政報告)

STATEMENT OF FINANCIAL POSITION 財務狀況表

As at 31st March 於3月31日

(以港幣百萬元計算)

		2010 HK\$mn	2009 HK\$mn
ASSETS	資產		
Fixed assets	固定資產	3.0	3.4
Investment	投資	6.2	5.5
Current assets	流動資產		
Inventories	存貨	2.4	2.1
Accounts receivables	應收賬款	1.9	2.3
Cash and cash equivalents	現金及現金等價物	54.7	47.0
		<u>59.0</u>	<u>51.4</u>
Total assets	總資產	68.2	60.3
LIABILITIES	負債		
Accounts payables	應付賬款	8.8	7.7
Education fund	教育基金	1.7	1.8
Total liabilities	總負債	10.5	9.5
Net assets	淨資產	57.7	50.8
FUNDS	儲備金		
Accumulated fund	累積盈餘	55.3	49.5
Designated funds	指定用途基金	1.7	1.3
Fair value reserve	公平價值準備金	0.7	0.0
Total funds	總儲備金	57.7	50.8

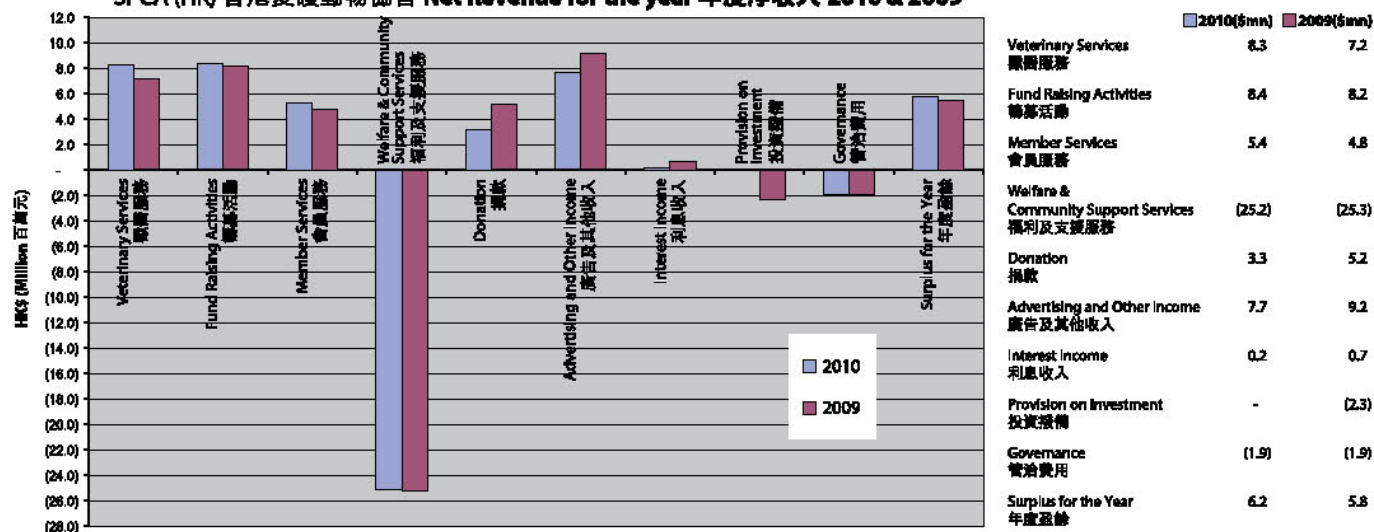
Cathy Hilborn Feng

Chairman 主席

W. H. Fung

Treasurer 司庫

SPCA (HK) 香港愛護動物協會 Net Revenue for the year 年度淨收入 2010 & 2009



SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS (HONG KONG) TRUSTEES INCORPORATED
(EXTRACTED FROM AUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2010)

香港愛護動物協會信託人法團 (摘錄自2010年3月31日年度的審核財政報告)

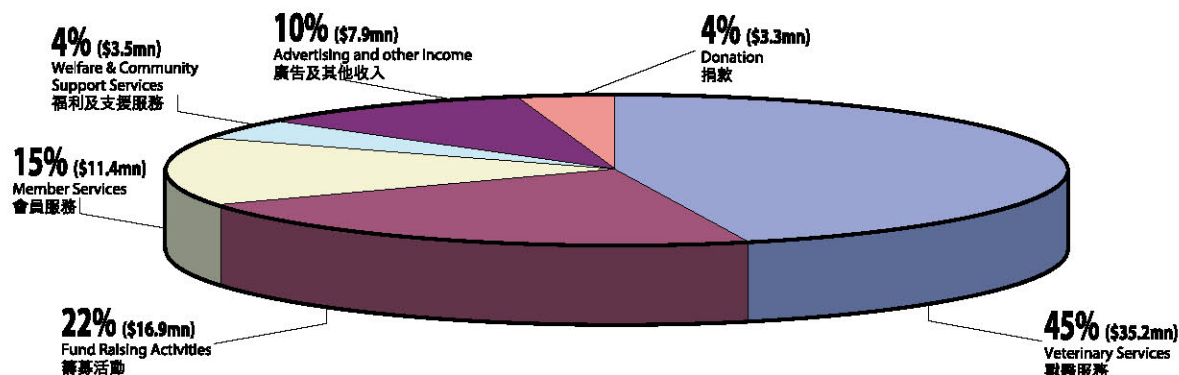
STATEMENT OF INCOME AND EXPENDITURE 收支結算表

For the year ended 31st March 截至3月31日年度止

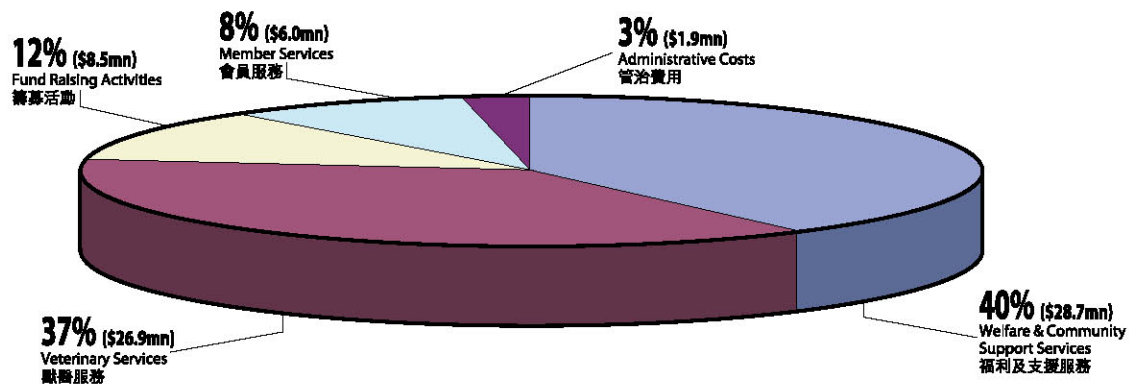
(以港幣百萬元計算)

		2010 HK\$mn	2009 HK\$mn
Income	收入	50.1	46.7
Other income	其他收入	28.1	29.7
Total income	總收入	78.2	76.4
Total expenditure	總支出	(72.0)	(70.6)
Surplus for the year	年度盈餘	6.2	5.8

SPCA (HK) 香港愛護動物協會
Total Income 總收入 2009-2010 (\$78.2mn)



SPCA (HK) 香港愛護動物協會
Total Expenditure 總支出 2009-2010 (\$72.0mn)



Narrative to the financial report

Overall

For the year under review, we achieved a modest growth in total income of 2.4% when compared to last year. The significant decline in general donations and advertising income, 37.1% and 21.6% respectively, were more than off set by a double digit growth in gross income from retail and fund raising activities, 35.3% and 15.5% respectively. In particular the increase in retail revenues is encouraging given the Society's renewed focus on this important service for our members. Income from veterinary services also achieved a respectable 4.7% growth. The declines in general donations and advertising income were probably a latent effect of the worldwide financial crisis. This also impacted interest income which suffered a drop of 66.1%. On the whole the Society coped well with the turbulent economy and we were able to adapt our operations in a timely and orderly manner to overcome the difficulties of very challenging times.

Outlook

The closure of our Pok Fu Lam operation at the year end when the landlord resumed the land for re-development was a setback, although expected. Finding a viable replacement to serve the needs of our members and the public at large, as well as provide a base for our operations is a priority. The volume of need for our services, the cost effectiveness of operation and the impact on existing alternative services would be the key determinants of selecting a location to set up the new service centre. The threat of inflation on the cost of operations will remain one of management's major concerns in the coming year, particularly in areas of services where we are reluctant to pass increases onto our membership.

Net Revenue

After absorbing a 2.1% increase in total operational costs and overheads we attained a respectable increase of 6.9% on net revenue surplus of \$6.2 million. In order to balance the need to sustain our animal welfare commitments and the negative impact on income and costs from a weakened economy, we had to cautiously re-prioritise our scope of work. That approach resulted in an increase of 25% on CCCP expenditure, a reduction of 5.7% on SNAP and a small increase of 0.9% in Inspectorate expenditure. We have and will continue to strive for continuous improvement in cost effectiveness, as well as in the depth and breadth of our animal welfare work. The growth in gross income from fund raising (15.5%) was a direct result of our expansion in our charity sales operations. The relatively high labour and product cost content of charity sales had subdued the growth on net revenue surplus from fund raising to 2.4% higher than the previous year. As a consequence, the cost effectiveness of our fund raising activities had declined from \$3.3 of income per dollar spent last year, to \$2.5 per dollar spent this year. Administrative costs have been kept at 3% of the total annual expenditure, but as a percentage of total income it had improved from the 2.8% of the previous year to 2.4%.

The rebound in the investment market has help to recover some 35% of the unrealised loss reported in the previous year.

During the year with the assistance of the M.Sc. students from the Hong Kong University's Corporate Environmental Governance Course we launched our Environmental Policy and formed a cross functional team to implement improvements in the energy efficiency of our operations. The cross functional team approach has raised awareness of the need to reduce our carbon footprint and instigate simple but effective ways to be a smart user of energy. The subsequent reduction in electricity consumption gave us a 17.1% saving in the cost of electricity.