

KEY MESSAGES

The lives and welfare of people and animals are intertwined.

Over 100 million working horses, donkeys and mules provide invaluable support to daily life for an estimated 600 million people (eight per cent of the world's population) in some of the poorest places in the world, through haulage, transportation and production.

Healthy working horses, donkeys and mules help to put food on their tables, send their children to school and build better futures for themselves and their families.

We will always treat an animal in need but the sheer scale of our cause means we need to think bigger and smarter.

2015/16 is a transitional year to refine our global infrastructure and complete the implementation of our improved operating model.

By 2017 we will have commenced the implementation of our effectiveness framework to accurately measure the impact we have on working equine welfare. And by 2018 we will have completed its global roll out.

As well as continuing to reduce the immediate suffering of the world's most vulnerable working horses, donkeys and mules, our new strategic goals are to achieve global impact and sustainable improvement. This drive for large-scale lasting change will be supported through further embedding our advocacy with local, regional and national governments to develop policies that promote the recognition of the role of working horses, donkeys and mules in developing countries and protect their welfare.

We know that the welfare of a working animal depends on the people that own and use the animal. In recent years we have been delivering an increasing amount of community training and support to share better welfare practices.

Our vision is of a world in which working horses, donkeys and mules are free from suffering.

Our mission is to transform the lives of vulnerable working horses, donkeys and mules around the world. We relieve their immediate suffering and create lasting change by working with people, communities and organisations.