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# END OF YEAR REPORT 2019



# 2019

## A YEAR OF MILESTONES

### A MESSAGE FROM OUR CO-FOUNDER, JOHN DALLEY

*Dear Supporters,*

It's been another record year!

It does not seem like 16 years ago that Soi Dog Foundation started in Phuket. In those early days, Gill, Margot and myself were the rescuers and nurses, and in our first full year we managed to spay, neuter and treat just over 1,400 animals.

2019 was, again, a record year with nearly 120,000 animals neutered and vaccinated and thousands more given life-saving treatment.

This is all because of YOU. Without your ongoing support, none of this life-saving work would be possible.

To our knowledge, Soi Dog, despite being a relatively small charity, now directly treats more animals than any organisation in the world. This is all thanks to you.

Millions have been spared a short and cruel life on the streets and thousands more now know a life in a real home.

At the same time, your influence on the lives of animals most in need continues to grow, including those still victims of the dog and cat meat trade. And with seats on government committees, our work is based on introducing and then encouraging the enforcing of laws.

Changing attitudes and instinctive behaviour towards animals is also vital. Thus, our education and community outreach programmes continue to grow and influence both current and future generations.

I hope you enjoy reading this report to see what YOUR donations achieved.

Once again, from everybody at Soi Dog Foundation - staff, volunteers and board members around the world - thank you for another great year.

**John Dalley**  
Co-founder and President  
Soi Dog International Foundation.



# CNVR

## SPAY & NEUTER PROGRAMME

### CATCH | NEUTER | VACCINATE | RETURN

Since our founding in 2003, we have maintained that CNVR is the only truly humane and sustainable method of managing the stray population and improving their welfare. Simply put, neutering reduces the number of animals born into short lives of suffering on the streets, while vaccinating stems the spread of infectious diseases amongst those already there.

Phuket is the best example of the effectiveness of our CNVR programme. The continuation of the programme here over the past 16 years has seen the stray dog population reduced by over 90% and only one confirmed case of rabies reported. With the situation on the island under control, and a maintenance programme in place, we are able to reach out to other parts of Thailand.

Thanks to continued donations from wonderful people like you, the growth of Soi Dog Foundation, and the desire to make greater impact on the stray animals of Asia, has seen numbers rising year on year. The **119,542** spay and neuter procedures carried out in 2019 was more than ever before. This represented an increase of **48%** on the 2018 figure of 80,738. July saw the 11,000 barrier breached for the first time in a single month, with a total of **11,782** procedures performed. The total number achieved by Soi Dog since it began in 2003 surpassed 350,000 in **September**. It was also the first time that

*Cat sterilisations were up 27% in 2019.*



*Soi Dog vets perform sterilisations.*



the figure of **100,000** has been exceeded in a calendar year, a significant milestone that was reached in early **November**.

The largest number of animals neutered was in Bangkok where, with your support and additional funding from Dogs Trust Worldwide, a further two mobile teams were employed, making six teams altogether.

The total number of animals neutered and vaccinated there rose by **50%** from 48,005 in 2018 to **72,022** in 2019 – part of the estimated 10-year citywide programme to neuter and vaccinate all of the free-roaming dogs in the Greater Bangkok area.

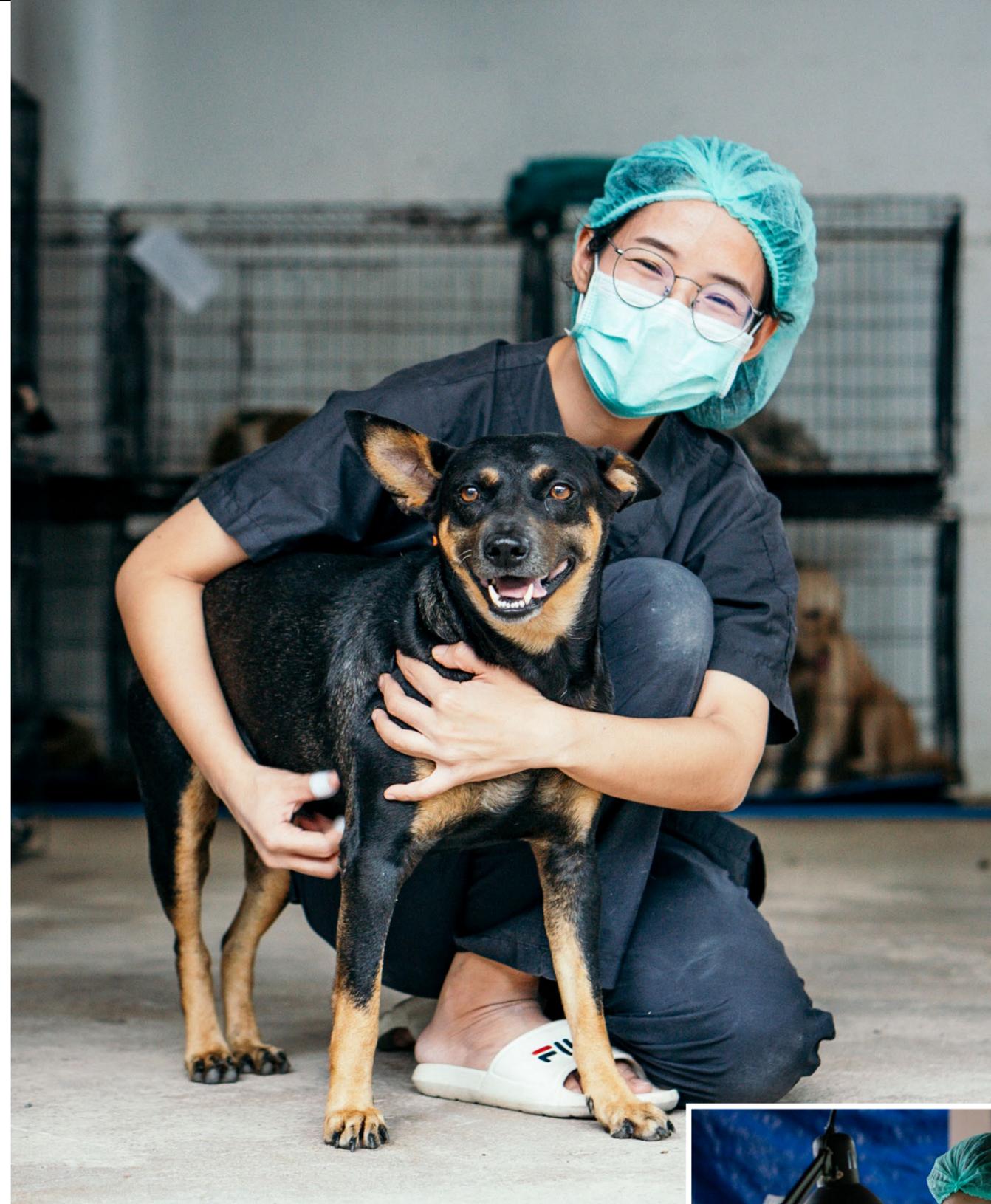
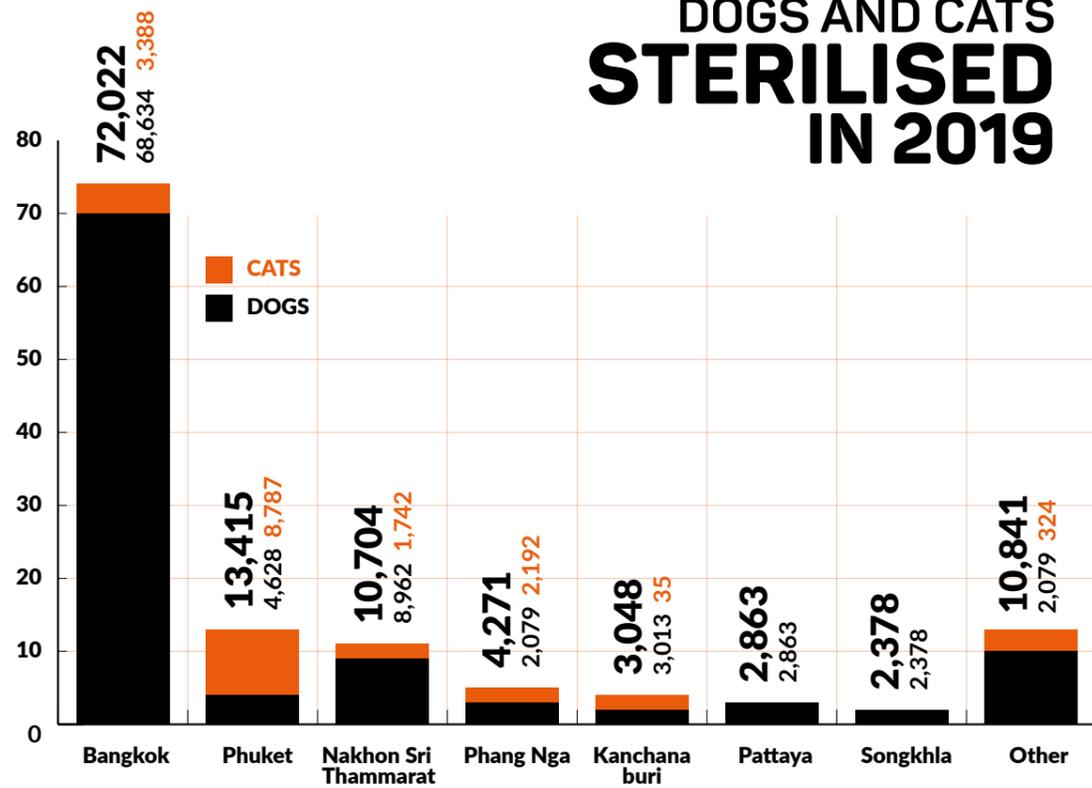
Another significant increase was in Nakhon Si Thammarat, where one of our mobile teams has been located for over 18 months now. They achieved almost **11,000** procedures during the year.

*The dog population has been much reduced in Phuket thanks to CNVR, and those that remain are much healthier than they were a decade ago.*

On the other side of the Gulf of Thailand, some **2,863** dogs were neutered in Pattaya, where Soi Dog finances a spay and neuter project. Similar initiatives continue in other parts of central, eastern and southern Thailand, including Hat Yai, Rayong and Phitsanulok.

The number of unwanted animals saved from a life of suffering thanks to CNVR is incalculable but surely runs into the millions. While we struggle to wrap our heads around these figures, what's clear is that that we couldn't have done it without your support.

## DOGS AND CATS STERILISED IN 2019



With Phuket under control, Soi Dog has been able to take its CNVR programme to other parts of Thailand.



119,542  
DOGS AND CATS  
STERILISED IN 2019

72,022  
IN BANGKOK ALONE

# TREATMENT

## (HOSPITAL)

**NEARLY 4,500 NEW CASES FROM ACROSS THAILAND WERE ADMITTED TO OUR DOG AND CAT HOSPITALS IN PHUKET AND OUR CLINIC IN BANGKOK** (a rise of **16%** on 2018). Our dedicated veterinary teams treated everything from road traffic injuries to poisonings to skin diseases to cruelty cases.

The fact that admission numbers were up on last year could be construed in different ways. Either the number of animals being reported and treated is higher due to a more conscientious public and greater capacity at our facilities, or the number of cases has simply increased. We suspect and hope the former to be the case. The addition of the improved cat hospital facilities in the second half of the year meant we expected these numbers to rise.

It has been suggested that, because our hospitals are equipped with the latest diagnostic equipment, we should open them for private treatment. However, the reality is that our hospitals are consistently full with street dogs and cats who have nowhere else to go, and that's the very purpose of why we're here.

We are only able to fulfil this purpose with the help of incredible supporters like you. You refuse to turn your back on these animals, and we thank you eternally.



**Poppy** was found emaciated and battling a severe skin condition. No one thought she would survive the night. But against the odds, she made a remarkable recovery at our hospital, and her adoption to the USA was confirmed in December.

**Rakkoen** was brought to us after his collar became caught between his neck and arm and dug deep into his skin. We gave him the care he needed, and he was adopted to the USA just months later.

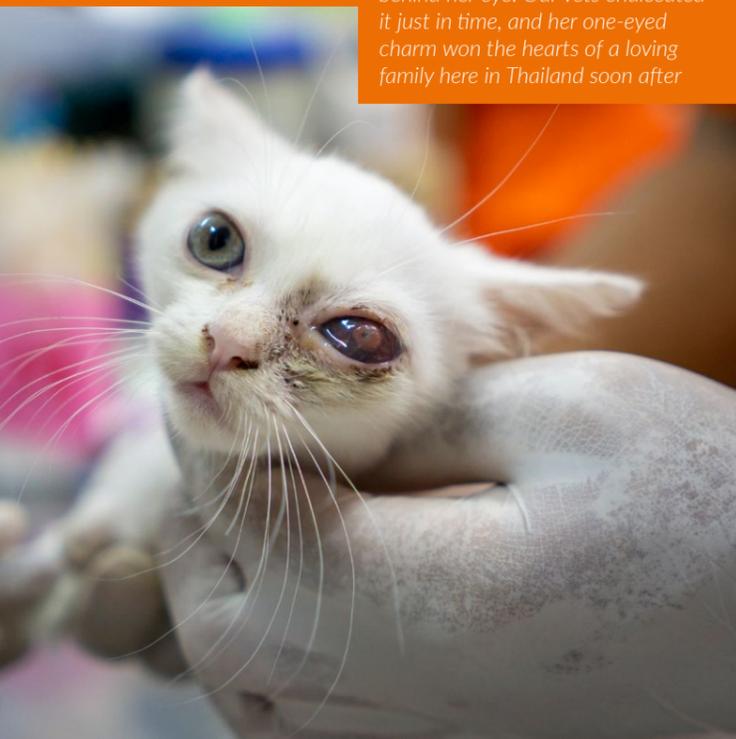
*Stefania* was suffering from one of the most severe cases of mange we'd ever seen. Under the care of our vets, she received laser treatment and is now barely recognisable, with a beautiful, lush coat and the sweetest of smiles.



We fitted **Opia** with a custom-made wheelchair after she lost use of her front legs in a vicious dog attack. With the help of ongoing physiotherapy, she's adjusting well to life on two wheels at the sanctuary.



**Khunkhai** was not only homeless but she had a painful tumour growing behind her eye. Our vets enucleated it just in time, and her one-eyed charm won the hearts of a loving family here in Thailand soon after



**LittleBear** needed emergency surgery when we rescued him. He was bleeding heavily after being viciously slashed across the face. Now he's got his smile back and is ready for adoption.



**Skylar** faced a long road to recovery at Soi Dog after she was involved in a car accident that left her blind and with three legs. We were there every step of the way, and now she has a home of her own in the UK.



**Alcander's** infected neck wounds were caused by a rusting chain that had pierced through her flesh. Thankfully, she made a full recovery and is all smiles now as she awaits adoption.



**Chandra and Chloris** were treated for their severe flea infestations, and Chandra for her painful hernia. The pair quickly grew in size and in confidence and now live happily in a home of their own here in Thailand.





# DOG MEAT TRADE

**ARGUABLY, ONE OF THE MOST SIGNIFICANT ACHIEVEMENTS OF YOUR SUPPORT FOR SOI DOG FOUNDATION SAW THE ABOLISHMENT OF THE DOG MEAT TRADE IN THAILAND.**

We are determined that the dog meat trade will never be resurrected here, and we continue to support efforts elsewhere to end it forever.

With your help, Soi Dog is now focusing on Vietnam, the world's second biggest consumer of dog and cat meat and, in particular, the city of Hanoi. We began dialogue with the officials there in 2016 concerning the proposition of implementing a full ban on dog meat sales.

We hope that pressure applied by Soi Dog and other organisations influenced the city's announcement in September 2018 that it plans to effect such a ban in the city centre by 2021.

We have held meetings with the authorities in Hanoi, and the Mayor has publicly requested that people refrain from eating dog and cat meat. A further chance to influence this came when the Formula 1 Group confirmed a brand-new race meeting to be held in the city from 2020.

In July, a petition was launched to try to gain the support of Formula 1 Chief Executive, Chase Carey.

By December, the petition had reached 900,000 signatures with the intention to deliver this to the Formula 1 Group. We sincerely hope that one of the biggest globally followed sports, and its powerful organisers, will use their influence to help raise awareness of the trade and, ultimately, bring about a new dawn for these defenceless animals. With the end of the trade in dogs from Thailand, these animals are mainly stolen pets who suffer unthinkably at the hands of illicit traders and side-street butchers.

In Cambodia, Soi Dog is supporting an initiative called End Dog Meat Trade Cambodia. The group was set up to organise a social media campaign against the dog meat trade in Cambodia to help change the attitudes and behaviour of local people, to reduce demand and supply and ultimately, to bring to an end the practice there.

They collaborate and cooperate with effective groups and organisations in the country to improve animal welfare and tackle key issues linked to the dog meat trade.

In Thailand, we developed a new billboard campaign highlighting the fact that the trade is illegal in this country and, equally as important as a deterrent, pointed out that perpetrators can face a prison sentence if caught.



Soi Dog's billboard campaign, displayed in English, Thai and Burmese, reinforces the message that the selling and eating of dogs and cats is illegal.

The scale of the dog and cat meat trade in countries where it is still not outlawed remains one of the most shameful acts of the human race. With your help, Soi Dog, as it has in the past, will do everything in its power to effect changes to laws and the enforcing of them.

# EXPANSION PROJECT

2019 WAS A HUGE YEAR IN TERMS OF SANCTUARY EXPANSION, WITH A NUMBER OF CONSTRUCTION PROJECTS REACHING COMPLETION.

The HR, fundraising, marketing, adoptions, behaviour and enrichment, IT, and infrastructure teams relocated to new office space in **August**, a welcome move from cramped and costly rented portacabins.

In **October**, a brand new visitor and volunteer centre was uncovered, replacing a structure which was close to collapse. The centre enables us to share our mission clearly and effectively and provides a bright, breezy and more welcoming space for visitors and volunteers who are so vital to the operation.

The all-new visitor and volunteer centre.



All cat condos and cages were kindly supplied by Fondation Brigitte Bardot who, through the years, have been ever-present in their support of Soi Dog.

## THE JEANNE MARCHIG CAT HOSPITAL



Soi Dog co-founder John Dalley opens the Jeanne Marchig Cat Hospital, which can support over 140 patients at any one time.

**November** saw the cat hospital open its doors. The eagerly-anticipated and long-overdue facility provides the best possible surroundings for the treatment and recovery of sick and injured street cats. The new building replaces the smaller, previous cat hospital facility that was permanently operating over capacity with both resident cats and new hospital patients. That facility is, in turn, being refurbished and repurposed as a dedicated cattery, housing the foundation's resident cats in a more spacious and stress-free environment.

Construction of the new hospital, much like the old one, was made possible thanks to a charitable grant from The Marchig Trust, while donations from Fondation Brigitte Bardot and Soi Dog's wonderful supporters funded the hospital's facilities.

On behalf of the cats who have now recovered from life-saving treatment, and all of those still to come through the door, we say thank you.

The isolation unit and education centre are taking shape near the entrance to the sanctuary.



**December** signified the halfway mark in the construction of the building which will house both the urgently needed new **isolation unit** and the exciting **education centre**, with works on track to be completed by mid-2020.

The specialist isolation unit will prevent the spread of infectious diseases from incoming treatment cases, while the education centre will help Soi Dog's humane education programme reach even more local children.

Your donations are guaranteed to make a difference to generations of children who can make the future for the lives of animals a much brighter one.

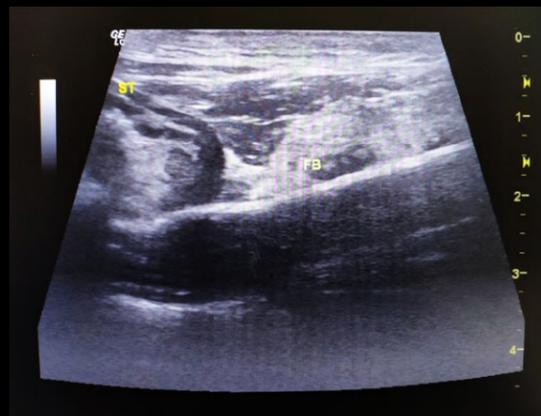
Further funding is required to fully complete our expansion in Phuket, but we thank all of the wonderful supporters and donors who have helped make the Soi Dog sanctuary what it is today. Everything we do is for the benefit of our cats and dogs and we simply couldn't do it without you.

# SPOTLIGHT ON THE DOG HOSPITAL

**ULTRASONOGRAPHY IS A NON-INVASIVE IMAGING TECHNIQUE THAT ALLOWS INTERNAL BODY STRUCTURES TO BE SEEN BY RECORDING ECHOES OR REFLECTIONS OF ULTRASONIC WAVES.**

At Soi Dog we utilise ultrasonography on a daily basis. This technique helps us evaluate changes in the abdominal organs, diagnose cysts and tumours and identify fluid or foreign bodies.

Your donations have equipped our hospitals with technology like this which vastly improves the level of care we can provide to those most in need. Thank you.



*An ultrasound image showing a wooden kebab stick in the abdomen of a dog. Surgery to remove the stick was performed, and the dog made a complete recovery.*

# EDUCATION

SOI DOG IS DEVELOPING ITS EDUCATION PROGRAMME ALL THE TIME IN THE HOPE THAT WE CAN INFLUENCE A WIDER AUDIENCE OF YOUNG PEOPLE AND, ULTIMATELY, IMPROVE THE WELFARE OF ALL ANIMALS, DOMESTICATED OR STRAY.

Our commitment to education has seen by far and away the largest statistical leap in 2019, with a **422%** increase in the number of schoolchildren receiving the programme.



As part of our education programme, we welcome school visits to our sanctuary and visit campuses directly too.

**45** schools were visited by our education team during 2019 and **14** schools came to the sanctuary in Phuket, reaching **7,368** children between the ages of 4 and 12 and harnessing their primary instincts to be kind to all animals. With the planned new education centre, and with your help, we can expand this hugely important aspect of Soi Dog's legacy even further.

You are making a difference to the future of animal welfare from the very grass roots of society – thank you.

# INTERNATIONAL SCHOOLS

A TWO-DAY VISIT FROM RUAMRUDEE INTERNATIONAL SCHOOL (RIS) in **March** kicked off what was a great year of support from international schools across the country. It was a colourful visit that saw 19 students roll up their sleeves and paint two off-lead area walls a radiant lime green, giving them a brand-new lease of life. This was the second time in 12 months that the school made the trip down from Bangkok to visit Soi Dog. After their first visit, the students set up the "RIS Soi Dog Club" which aims to create awareness among fellow students and fundraise on behalf of Soi Dog. And if that wasn't enough, the club sponsored a dog and a cat and made an impressive financial donation to the sanctuary too.

In **June**, students from St. Andrews International School Bangkok made a kind donation of their own after holding a car wash and bake sale fundraiser. Some 21 students from grades 6-8, who call themselves "Peaceful Paws", took part in the fundraiser and managed to raise an impressive 10,000 THB. Khun Thun Visutvatanasak of RIS, alongside other members of the RIS Soi Dog Club, were invited to mentor the St. Andrews students and share their experience of fundraising events.



The year 8 art students of British International School in Phuket (above) and students of Ruamrudee International School, Bangkok (below).



BROMSGROVE  
SCHOOL

Bromsgrove International School in Bangkok once again selected Soi Dog as one of their chosen charities and managed to raise **73,277 THB** (2,300 USD) across the year through their annual fun run event as well as merchandise sales at their Winter Fayre.

Closer to home, art students from the British International School, Phuket (BISP) skillfully produced a number of colourful lino prints depicting the sanctuary's resident dogs and cats during the **September** term. Plans are in place to incorporate the prints into the Soi Dog merchandise range and put the originals on display in the soon-to-be-built Education Centre.

Soi Dog truly values the wonderful support it receives from all of the students from the international schools and hopes to maintain ties in 2020 and beyond.



Miracle workers: the Behaviour and Enrichment Team.

## BEHAVIOUR

**BEHAVIOUR ASSESSMENTS WERE UP 39% IN 2019, WITH OUR BEHAVIOUR AND ENRICHMENT TEAM COMPLETING A TOTAL OF 566 ACROSS THE YEAR.**

The assessment process is in place to determine a dog's suitability for adoption through a series of ASPCA-approved tests that look at restraint, touch, exposure to new experiences and stimuli and food aggression. Does the dog give eye contact? Are they comfortable being touched? How do they react when their food bowl is moved while eating?

The team's ongoing behaviour modification work with the sanctuary's challenging dogs – namely those identified as shy or aggressive – had a high success rate. This meant that a number of dogs who were formerly



Knight made an incredible transformation with the help of Curtis and the team.

considered unsuitable for adoption were rehabilitated and therefore in a position to find their forever homes.

While the team are of course proud of all the dogs they work with, there's one case that stood out in 2019, one that the team will never forget, and that's Knight. When Knight arrived at the sanctuary, he was severely wounded and utterly terrified. It took two months of perseverance from team manager Curtis Brown to encourage him out of the corner of the kennel where he sat trembling. But with patience, love and time, Knight slowly started to transform. As his skin healed, so did his spirit. As his fur grew back, so did his confidence. Now, Knight has joined a run where he happily socialises with other dogs, keepers and volunteers, and he's on the very cusp of being adopted to a loving home in the UK. As is always the best scenario for a dog of Knight's disposition, his adopter is a long-term volunteer who struck a bond with Knight during his time at the sanctuary.

This transformation wouldn't have been possible without your continued support. You created a future that dogs like Knight could previously only have dreamed of.



Many of our local adoptions take place after visitors tour the sanctuary and meet our wonderful animals for themselves.

## ADOPTIONS AND IPRP

**THERE ARE FEW THINGS MORE REWARDING ABOUT THE JOURNEY OF AN ANIMAL AT SOI DOG THAN THE MOMENT THEY DISCOVER THEIR NEW LIVES IN FOREVER HOMES.** From the suffering they may have endured through their life, to the wonderful moment they realise that everything is ok and they have families to call their own.

It is very pleasing, therefore, to announce that 2019 was another successful year of adoptions. There was an emphasis on local adoptions, and this was reflected in the numbers. Local dog adoptions were up **102%** and cat adoptions up **25%**.

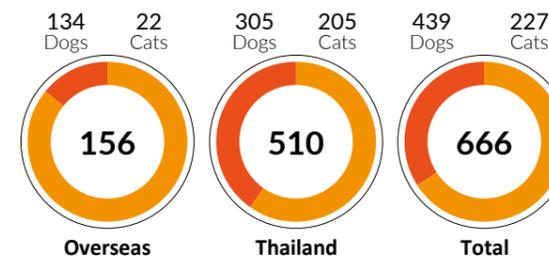
Overall, private adoptions were up **46%**.

Although the overall number of animals travelling to the US and Canada on our International Partner Rescue Programme (IPRP) was lower than in 2018, the number still represents continued success, with a total of **278** animals travelling to begin their new lives.

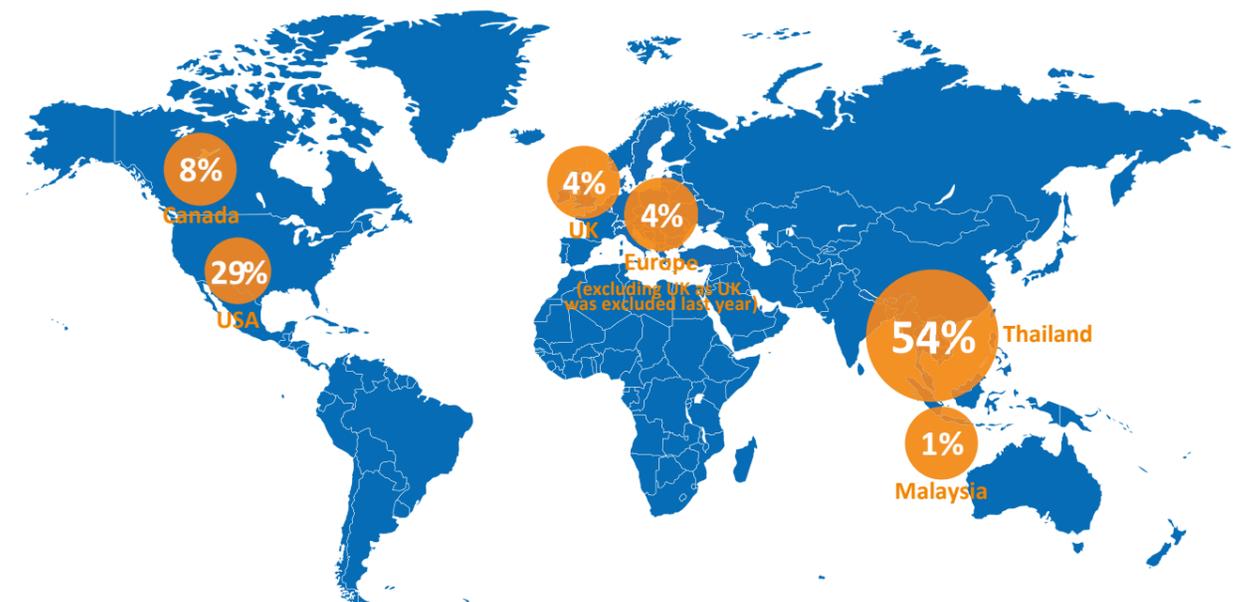
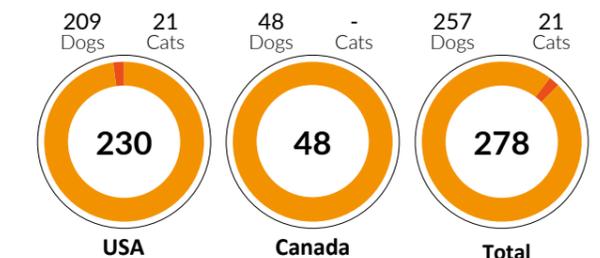
The total number of animals moved out of the sanctuary to new homes here in Thailand and to various countries around the world was **944**, up **15%** on 2018.

Thank you to our donors and adopters, as well as our partner rescues in the United States and Canada, for your dedication and support. You have changed the world for these animals.

### PRIVATE ADOPTIONS



### IPRP



LOCAL DOG ADOPTIONS UP **102%**

LOCAL CAT ADOPTIONS UP **25%**

**944** ANIMALS ADOPTED IN 2019

# ADOPTION HIGHLIGHTS

## DOGS

**TWINNIE AND TWINSIE** arrived at Soi Dog in 2008 as defenceless puppies who had been cruelly dumped on the streets. The brother and sister team had an unbreakable bond and helped each other cope with the trauma of their past. But they were shy and slow to trust, and we feared they might never be adopted. After **10 years** of love and support from the Behaviour and Enrichment Team, volunteers and sponsors, they gradually grew in confidence and finally found their forever home in **Sweden** in **March**. Their adopter is a long-term sponsor of the pair who fell head over paws for them when she visited the sanctuary. When Soi Dog announced that they were available for adoption, she jumped at the chance, and now these special shaggy-haired siblings get to spend the rest of their days in a home of their very own, **together**.



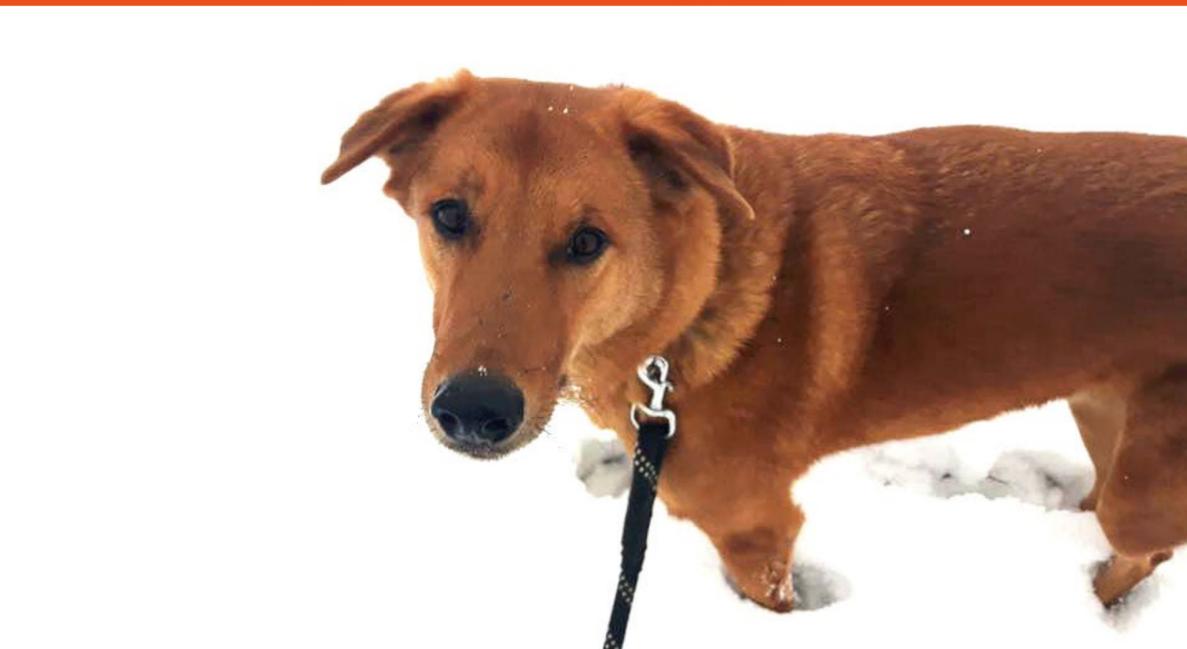
*Twinnie and Twinsie with their adopted mum who travelled to the sanctuary in January to bond with the pair and again in March to fly them home!*



*Phoebe wheeled her way into the hearts of a loving family in the UK.*



**PHOEBE** was found with both of her hind legs missing. How she lost them remains a mystery, but it's suspected that they were hacked off in an act of unimaginable cruelty. It was one of the most extreme cases Soi Dog has ever seen. During her **8 months** at the shelter, Phoebe inspired everyone she met with her incredible resilience, and her story captured the hearts of Soi Dog supporters around the world, particularly a family in **Wales, UK** who adopted her into their pack in **August**. Phoebe's loving household has plenty of playmates, including another Soi Dog rescue in a wheelchair who she enjoys whizzing around the garden with. Phoebe's rehabilitation and adoption would not have been possible without your donations and support.



*Ginger: from a beach in Phuket to a snowy field in Ontario.*

**GINGER** was one of five young puppies rescued from the streets and brought to Soi Dog for their protection. During his **7 years** at the sanctuary, he watched patiently as his siblings found their forever homes in Thailand and overseas. But this year, finally, it was his turn. With the help of a volunteer who drove three-and-a-half hours from the nearest feasible airport, Ginger arrived at his new home in **Ontario, Canada** in **September** where he joined two friendly Dobermans and two happy humans. Thank you to everyone who was part of Ginger's journey to the life he truly deserves.



*Redland was one of 305 dogs who found their forever homes locally, here in Thailand, in 2019.*

**REDLAND** was nine years old when she arrived at Soi Dog. A life on the streets had left her depressed, with sore skin and a painful-looking limp. After close to **two years** at the sanctuary, Redland found a wonderful adopter in **Chiang Mai, Thailand** who was willing to look past her older age and see her for the good girl she truly is. She made the move up north in **October** and settled in immediately, ready to spend her golden years showered in love in a home of her own.



Alfy has reason to smile now his wound has healed and he has a home of his own with canine companion Lamia.



**ALFY AND LAMIA** are another delightful doggie duo, but their partnership began after their time at Soi Dog. A couple from **Texas, USA** adopted Alfie (formerly Eleven) in **January** and were so taken with him that they decided to add Lamia to their pack in **November!** The couple knew that, as pitbulls, these dogs would face challenges in being adopted to certain countries due to breed legislation and stepped up to help out. Their experience fostering and adopting a number of rescue dogs in the past, including two from Soi Dog, made them the perfect candidates. And their spacious garden for Alfie and Lamia to bound around, complete with a pool for them to dip their paws in, was a bonus. This energetic and playful pair are now living a life that seemed impossible a few years ago when they were abandoned and alone. Your support made it all possible.

# CATS

**SOCOOL AND PAGORN** are kindred kitty spirits who met at the Soi Dog sanctuary in 2017. Socool was rescued from an abandoned house where he was trapped without food or water. At the cattery, he sat terrified in the corner and refused to let anyone get close, traumatised by what he had been through. And then Pagorn arrived. He had a troubled past of his own, having lost a leg in a dog attack. Pagorn took Socool under his wing, and the pair quickly became the firmest of feline friends. They groomed each other, curled up together and reassured one another. We had little hope of finding these distinctly different yet somehow inseparable cats a home together until a family in the **UK** heard their story and decided to give them a chance. The pair arrived in **March** and continue to grow closer with each passing day. Your support helped keep this moggy magic alive.



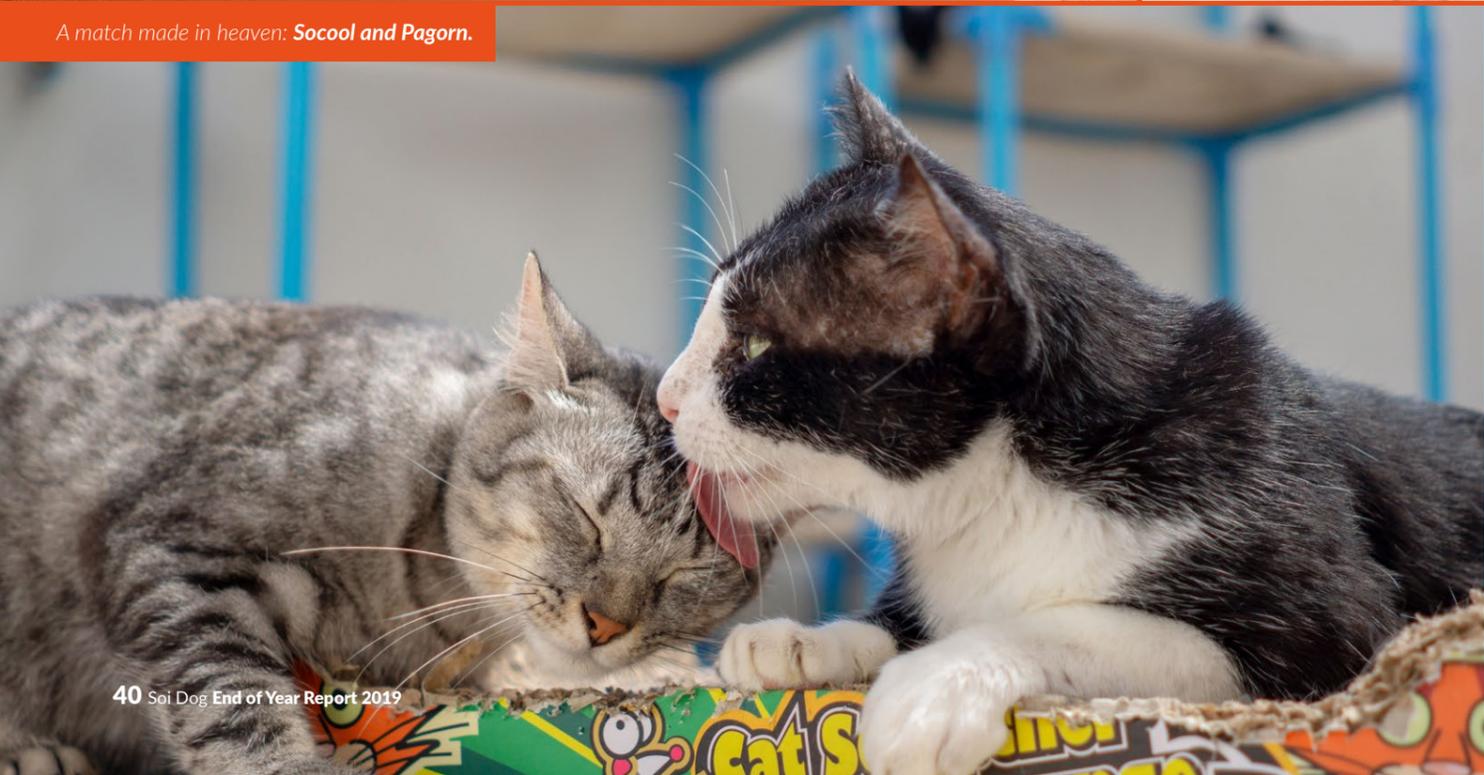
A match made in heaven: **Socool and Pagorn.**



*Nanadao got the fairytale ending she deserved.*

**NANADAO** was only a year old when she came to Soi Dog, but she already knew a world of pain, her hairless, scalded hind legs the result of a cruel individual throwing boiling hot water at her. But Nanadao's luck soon changed. After only a few months at the sanctuary, she found herself a happy, loving home with a local family here in **Phuket, Thailand**, in a secure, gated area where no harm can come to her again. You gave Nanadao a second chance. Thank you.

We may look at figures when assessing the impact of our adoption programme, but the real feedback is in the heartwarming photos and stories sent to us by our incredible adopters. Thank you to everyone who made room in their hearts and their homes for a dog or cat in 2019. We are truly grateful.



# SANCTUARY POPULATION

**AT THE END OF 2019, THE SANCTUARY POPULATION WAS RECORDED AT 616 RESIDENT DOGS AND 110 RESIDENT CATS.**

The total of **726** animals represented an **18%** rise on the previous year. A further **386** animals (+20% on 2018) were in treatment, bringing the total number at the sanctuary to **1,112** – an overall increase of **19%** on the figure of **933** at the turn of 2019.

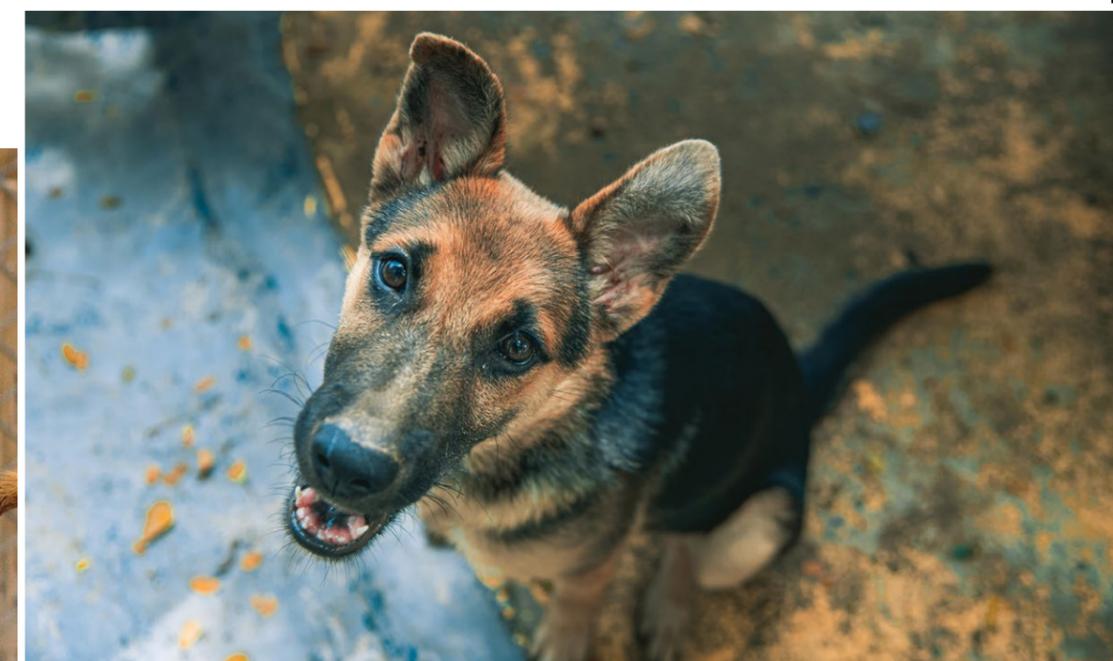
At Soi Dog, our commitment to never turning away an animal in need continually stretches the limit of capacity at the sanctuary. This is why adoption and sanctuary expansion are so vital to keeping this promise. Also critical to this is the continued support from you - the donor - the backbone of Soi Dog Foundation.

Your support also provides quality of life for our senior dogs who are often overlooked for adoption. Our three senior and special needs runs, located in a quiet corner of the sanctuary, continue to offer a tranquil, safe space for these dogs to spend their golden years.

Whether they're healing in the hospital or awaiting adoption in the sanctuary, the life of each and every animal at Soi Dog has been forever changed thanks to people like you.



*Animals from all walks of life reside at the Soi Dog sanctuary, living side by side under the careful watch of our wonderful carers.*



# SUPPORTING EXTERNAL PROJECTS

## SOI DOG CONTINUES TO GIVE AID TO OTHER SHELTERS AND GOVERNMENT RUN FACILITIES, INCLUDING AT BURIRAM AND IN PHUKET.

Our commitment to the dogs who reside at the local government dog pound in Phuket continued in 2019. Over 500 dogs began the year in the pound. By December, the population had risen to over 900. We send vets on a weekly basis to provide treatment to animals in need. We carry out annual vaccinations against the big six diseases (including rabies and distemper) and dispense bravecto twice a year to prevent flea and tick infestations. We perform, on average, around 30 sterilisations on new intake dogs in the pound on a monthly basis and, of the serious cases, we take around 20 dogs each month to Soi Dog. On top of all that your donations help achieve there comes the assistance provided to get dogs to new homes via the adoption programme.

In our Buriram shelter – which you helped us build many years ago to house dogs rescued from the height of the dog meat trade – live some 730 dogs. Approximately 100 of those are survivors of the meat trade and are now in their senior years. Our duty of care to them all still sees us providing food and vaccinations every year.

In Nakhon Phanom, at the makeshift shelter we rescued dogs from during 2018 and 2019, we still provide annual vaccines to the 100 that remain there. These dogs cannot be rehomed but, thanks to your support, we will never turn our backs on them.

Towards the end of 2019, Soi Dog was approached by the director of a shelter facility in Korat, set up by Princess Chulabhorn, seeking advice on the wide variety of aspects that help a shelter to operate smoothly. Their director visited Soi Dog for three days on a voyage of discovery and gained some essential insights. Whilst in principle we are against sheltering, with the necessary funding of the facility in Korat, coupled with the correct managing of it, it does, at least, offer sanctuary to some of the region's neediest and endangered strays.

# FRONT OFFICE

**THE HOSPITAL FRONT OFFICE EXPERIENCED ANOTHER BUSY YEAR.** They fielded **14,679** calls during normal working hours and answered over **3,189** out of hours emergency calls.

**July** was the busiest month by far with a total of **1,957** calls answered.

The team work in a pressured environment, registering new intake animals, keeping our extensive animal database up to date, coordinating our animal rescue officers and liaising with local feeders and carers. They cover the office seven days a week to ensure no animal is left without the care it needs.

Thank you to everyone who called in to report sick and injured street dogs and cats in 2019. You were there for these animals when they needed you the most. You were the voice of the voiceless.

The hospital front office team at Soi Dog.



# RECOGNITION OF YOUR SUPPORT

ON WORLD RABIES DAY IN SEPTEMBER, OUR CO-FOUNDER JOHN DALLEY ACCEPTED AN AWARD FROM THAILAND'S MINISTRY OF PUBLIC HEALTH FOR OUR WORK TOWARDS ELIMINATING RABIES IN THAILAND. John was honoured by, and received an audience with, HRH Princess Chulabhorn of Thailand at the event which was held in Bangkok.

Director of Animal Welfare for Bangkok, Dr Tuntikorn Rungpatana (Dr Oob), attended alongside John and presented Princess Chulabhorn with a copy of Soi Dog's Little Orange Book which explains our history, mission and various programmes. The Princess doesn't personally accept many gifts at occasions like this so it was an honour when she stepped forward to receive the book. While it has not been completely eradicated in Thailand, our intensive and ongoing vaccination programme against rabies and other diseases has greatly helped to minimise outbreaks.

*John accepts the award at the event in Bangkok.*



*HRH Princess Chulabhorn receives a copy of Soi Dog's Little Orange Book from Dr Oob.*



This award is for you, the donor. The Ministry of Public Health in Thailand has recognised work that you have funded, and acknowledged the difference that your support has made.

At the 2019 Charity Film Awards in April, Soi Dog Foundation, having been shortlisted as a finalist in the competition again, won a judge's bronze award for 'Molido's Story'. Molido was a paralysed dog we rescued from Khao Lak, Phang-Nga province, in 2018 after she was found on the street without the use of her back legs.

Thanks to your donations, we were able to rescue and care for her and happily, in 2019, she travelled to the US to begin her new life.

# EMERGENCY RESPONSE

**IN JANUARY, SOI DOG WAS AT THE FOREFRONT OF THE SWIFT RESPONSE TO A RABIES INCIDENT IN SOUTHERN PHUKET.**

Working together with the Phuket Provincial Office of the Department of Livestock Development (DLD) and the Chalong Tambon Administrative Organisation (OrBorTor), Soi Dog vaccinated **969** dogs and **701** cats over a five-day period in the area where the infected dog was discovered. Soi Dog, the DLD and the Chalong OrBorTor also carried out a door-to-door exercise, encouraging local residents to have their pets, as well as street animals in their area, vaccinated as a precaution.

Soi Dog found the infected dog, and no more cases have been reported since, meaning this isolated incident is the only confirmed case of rabies reported on the island in 24 years. Whilst cases of rabies are still reported in other provinces of Thailand, the implementation of Soi Dog's CNVR programme in Phuket has been a significant contributory factor in this almost spotless record on Thailand's largest island.



**September** saw Soi Dog launch a disaster appeal after the northeastern province of Ubon Ratchathani suffered its worst flooding in almost two decades. The record floods displaced thousands of cats and dogs, both domesticated and stray, and left them without access to food or clean water. The incredible Soi Dog supporter network leapt into action and, with your donations, we were quickly able to distribute 10.8 tonnes of food and five bamboo pavilions to animals in need, providing them with much-needed sustenance and shelter.

Your donations also supported local feeder Orathai Saisena as she temporarily housed and cared for 60 of the stranded dogs rescued by the DLD. In the meantime, Ubon Animal Lovers Club and Soi Dog worked together to reunite these dogs with their owners or find them new homes.

With the immediate threat to the homeless animals relatively under control, CNVR became the primary focus. We sent one of our Bangkok mobile teams to the area, and they neutered and vaccinated almost 1,000 animals in the Muang and Warin Chamrap districts throughout **October**.

Thank you to everyone who supported our emergency response operations in 2019. You made sure we were there on the front line in time to save these animals.



Five teams, two from the DLD and three from Soi Dog, worked together to vaccinate cats and dogs in the immediate area.



Soi Dog worked with the DLD to help the thousands of dogs and cats left stranded in flood-ravaged Ubon Ratchathani.

## COMMUNITY OUTREACH

SOI DOG'S COMMUNITY OUTREACH PROGRAMME (COP) TREATED **4,137** ANIMALS AROUND THE ISLAND OF PHUKET DURING 2019.

Among these cases, over **5,600** different treatments were administered and almost **800** vaccinations carried out, including annual vaccinations of all the dogs at the local government dog pound in April.

The COP teams continued to host workshops across the island to educate communities in administering first aid and identifying signs of sickness and injury in their pets as well as the street animals in their area.

In December, the team joined a locally organised forum in Pattaya and shared some practical animal-handling tips with the dog rescuers and feeders in attendance. The forum complemented Soi Dog's CNVR programme in the city which began in August 2018 and will continue into 2020, thanks to your donations which go towards supporting this essential programme.

The two community outreach teams undertook **372** emergency pick-ups during the year and provided backup for the other Soi Dog Animal Rescue units.

One of the purposes of the COP is to treat animals in situ and reduce the numbers needing to be brought into our already very busy hospital.

Your donations ensure these teams reach communities in every corner of the island, working together to ensure no animal is forgotten. Thank you.

*Soi Dog vans zipping their way around Phuket is now something of a common sight.*



The teams travel around the island to places where street dogs and cats typically congregate.



A pet owner thanks the team with a wai.

# SOCIAL MEDIA



**SOCIAL MEDIA CONTINUES TO PLAY A CRUCIAL ROLE IN HOW SOI DOG CONNECTS WITH SUPPORTERS AROUND THE WORLD.** We work hard to create engaging, relevant content that keeps donors and followers updated on the progress of animals under our care and the work of the foundation at large.

We also aim to respond to comments and messages in a timely manner, whether that's to thank our donors for their support or field enquiries about our work. Timeliness is particularly important as our social media platforms are increasingly being used as a means of reporting sick and injured animals.

Popularity on Instagram nearly doubled in 2019. Our following increased from 75,000 on January 1st to **136,000** on December 31st. We also saw a growth in supporters using Instagram messages to enquire about adopting, volunteering and donating, having been moved to do so after seeing particular posts. A number of Instagram influencers visited our sanctuary across the year, and we were humbled to see them use their platforms to raise awareness of our cause.

On Facebook, we gained almost **20,000** new page likes in 2019, bringing the total to over **1.4 million**. Thank you to everyone who used the Facebook Fundraiser tool to raise money for, and spread the word about, Soi Dog. Some **2,278** fundraisers were set up across the year which collectively raised an incredible **8.8 million THB** (280,000 USD).

A revamp of our Twitter account in August saw the introduction of more consistent posts and content that is tailored to the distinct demographics of our followers on the platform. As a result, followers grew in the latter part of the year.

In October, we ran a cross-platform social media campaign, coordinating Facebook, Instagram, Twitter and YouTube for the first time. The campaign, Black into the Spotlight, intended to drive adoptions of some of the sanctuary's black dogs, who are often overlooked. A number of adoptions are in progress, and our Adoptions Team continue to receive enquiries about the dogs featured in the posts and videos, marking the success of this campaign.

Our YouTube following also grew by **4,500**, bringing the total number of subscribers to **13,176**. This was a three-fold increase compared to that of 2018.

Thank you to every single one of our fantastic followers. Each like, share, comment and mention furthers our cause and moves us closer to the day we see no suffering of stray animals on the streets.



Soi Dog volunteers and local community members at a beach clean in August.



## SOI DOG GOES GREEN

### THE "SOI DOG GOES GREEN" ENVIRONMENTAL INITIATIVE CONTINUED IN EARNEST IN 2019.

The initiative was set up in 2018 to measure the impact of our work from an eco-sustainability point of view so that we can take steps towards reducing our carbon footprint.

Between September and December, plastic straws were collected from around the sanctuary and sent to the Diocesan Social Action Centre, a project in Chanthaburi which repurposes them as pillow fillers for the elderly, poor and bed-ridden. The intention of the campaign was not to encourage the use of plastic straws but rather to raise awareness of our reliance on single-use plastics and make the best out of the plastic already in existence. Almost two kilograms of straws were posted to the centre.

Soi Dog continued to organise cleans of nearby Mai Khao Beach across the year with its volunteers and in collaboration with local communities and the Mai Khao OrBorTor (local administrative authority). In total, five tonnes of rubbish was removed from the beach, much of it plastic washed up by the rough seas that are characteristic of Phuket's monsoon season.

Green changes already observed at the sanctuary include providing drinking water in reusable cups to staff, visitors and volunteers in order to minimise the use of PET water bottles; incorporating eco-products such as bamboo straws and stainless steel flasks into our merchandise range; and ordering our volunteer's lunches in reusable clip-top containers.

Thank you to everyone who jumped on board with our initiative and worked towards creating an environmentally friendly culture here at Soi Dog.

From Phuket to Chanthaburi, from straws to pillow filler!





881  
VOLUNTEERS

Soi Dog volunteers help socialise and walk dogs at the sanctuary.

## SONGTHAEW – SOI DOG ‘BUS’

The Soi Dog songthaew completed its first full year on the road. Not only was it used to carry almost **5,000** volunteer passengers, but throughout 2019 it was used for transporting multiple travel crates to the airport for dogs making journeys overseas and was also used to ferry various participants of our education programme to and from the sanctuary.

The interchangeable banner (pictured below) enables us to spread messages to the community as the songthaew passes by. This particular one was used to promote the vaccination of pets and strays in conjunction with World Rabies Day in September.

## VISITORS AND VOLUNTEERS

**ANOTHER RECORD IN 2019 WITH THE NUMBER OF VOLUNTEERS WHO CAME TO THE SANCTUARY DURING THE YEAR.** Numbers were up 11% on the previous year to **881**. **May** saw the most volunteers arrive in a single month with 87.

An impressive **5,556** visitors walked through the gates. **January**, for the second year running, was the busiest month for visitors with **641**.

Volunteers are vital to Soi Dog, and it simply wouldn't be possible to provide the animals with the same level of physical and mental wellbeing without them. Soi Dog Foundation was conceived and grown by volunteers and we will always be grateful for the invaluable assistance they give. They offer their time and unconditional love to our resident dogs and cats, treating them as if they were their own, and we thank them all.

Thanks, too, to our visitors who keep our mission alive by spreading awareness and making donations. Their consistent generosity and wonderful comments on travel review sites continue to blow us away.



5,556  
VISITORS

# INFORMATION TECHNOLOGY

**OUR WIFI SERVICE WAS EXTENDED TO COVER THE WHOLE SANCTUARY IN 2019, INCLUDING OUR NEW BUILDINGS AND DOG RUNS.** This means visitors and volunteers can easily access information about us and our animals by using their devices to scan the QR codes posted around the sanctuary. The switch from printouts to QR codes, made in 2018, continues to reduce paper usage in line with our Go Green initiative.

The Request Tracker system was introduced to handle volunteer and adoption enquiries, and a self-service online booking system for volunteers went live. These systems were carefully designed to make internal processes more efficient so that staff time and donations can be spent more effectively. Of course, there is always a human on hand to tackle the more complex enquiries, but overall the process has been streamlined.

We were pleased to welcome Digital Shadows and Dimension Data to the sanctuary across the year, two excellent technology service companies who have helped with Soi Dog's digital transformation. Soi Dog also joined Dimension Data at their "Asia-Pacific Sales Kick-off" convention in Bangkok. The two-day event saw board members John Higgs and Vorkon Patra-Yanan share the Soi Dog mission with some 800 attendees and fundraising's Katenapa Buddhateerapap raise over 5,000 USD (155,650 THB) in the merchandise booth.

The screenshot shows the Soi Dog website's volunteer booking form. At the top, there is a navigation bar with the Soi Dog logo, a 'DONATE NOW' button, a language selector set to 'English', and a menu with options: 'ABOUT US', 'HOW YOU CAN HELP', 'SPONSOR A DOG OR CAT', 'ADOPT', and 'CONTACT US'. Below the navigation bar, the breadcrumb trail reads 'Home / How You Can Help / Volunteer' and the page title is 'Volunteer Booking Form'. The main content area contains a thank-you message, instructions to fill out the form, and a confirmation email timeline. A red asterisk note states: '\* The minimum volunteer stay is 2 days. Your first full morning at Soi Dog will comprise of volunteer induction, orientation and socialisation. You will begin the main dog walking duties in the afternoon. The shelter is closed to volunteers on Saturdays and Sundays \*'. The form itself is titled 'Volunteering Dates - starting from your first day at the Phuket sanctuary' and includes fields for 'Start date \*' and 'End date \*' (each with Day, Month, and Year dropdowns and a calendar icon), 'Hotel name \*' (text input), 'Hotel location' (text input), and a dropdown for 'Will you be using the daily pick up service (fee applicable - see notes on transportation) \*' with the selected option 'I would like to join the daily transport service'. At the bottom of the form, there is a section for 'Personal Information'.

# INDIVIDUAL FUNDRAISERS

**SOI DOG CANADA RAISED OVER 26,000 CAD (19,000 USD) TOWARDS SPAY AND NEUTER CAMPAIGNS IN JUNE THROUGH ITS VERY FIRST "MUTT MARCH" EVENTS.** Held in Richmond, British Columbia and Mississauga, Ontario, the events saw participants and their pets take to the park for a two or five-kilometre walk and enjoy a host of animal-centric activities afterwards. As well as raising much-needed funds, the team also raised the profile of Soi Dog in Canada by securing appearances on local television stations in promotion of the event. A huge thank you from all of us here in Phuket. Here's to Mutt March 2020!

In the US, where the Soi Dog supporter base spreads from north to south, east to west, and everywhere in between, various fundraising and awareness events were hosted throughout the year by the dedicated volunteer network.

Donations were made from as far and wide as New York, Nevada and Oregon and continue to help Soi Dog Foundation raise vital funds. Thank you to everyone who organised, hosted and attended these events.

Synth-pop star and steadfast Soi Dog supporter Gary Numan once again invited us to collect donations at his shows, this time at his 40<sup>th</sup> anniversary (R)evolution tour which touched nearly every corner of the UK across **September** and **October**. Soi Dog supporters and members of the Soi Dog boards attended the shows to collect donations from generous fans and the total raised an awesome **8,900 GBP** (11,500 USD). Thank you, Gary, for continuing to use your platform to help the street animals of Asia.

We are so very grateful to every effort made to raise funds for Soi Dog, whether that's setting up a Facebook fundraiser, organising a local bake sale or shaking buckets at the gigs of a new wave superstar – it all makes a difference.



Collecting donations on the Birmingham leg of Gary Numan's UK tour.



In Canada, Mutt marchers came out in force at the event in June.



# TRIPADVISOR

**SOI DOG FOUNDATION ENDED 2019 HOLDING ONTO ITS RANKING AS THE 4<sup>th</sup> BEST PLACE TO VISIT IN PHUKET (OUT OF 283 ATTRACTIONS ACROSS ALL CATEGORIES) AND THE 2<sup>nd</sup> BEST ATTRACTION IN THE "NATURE & PARKS IN PHUKET" CATEGORY.**

A whopping 95% of visitors gave the experience of touring Soi Dog five stars and left glowing reviews, with popular mentions including "rewarding experience", "worthy cause", "informative tour" and "dedicated staff".

By taking the time recount their experiences, visitors to the sanctuary are lending credence to the work we do and encouraging further interest, which in turn drives more support.

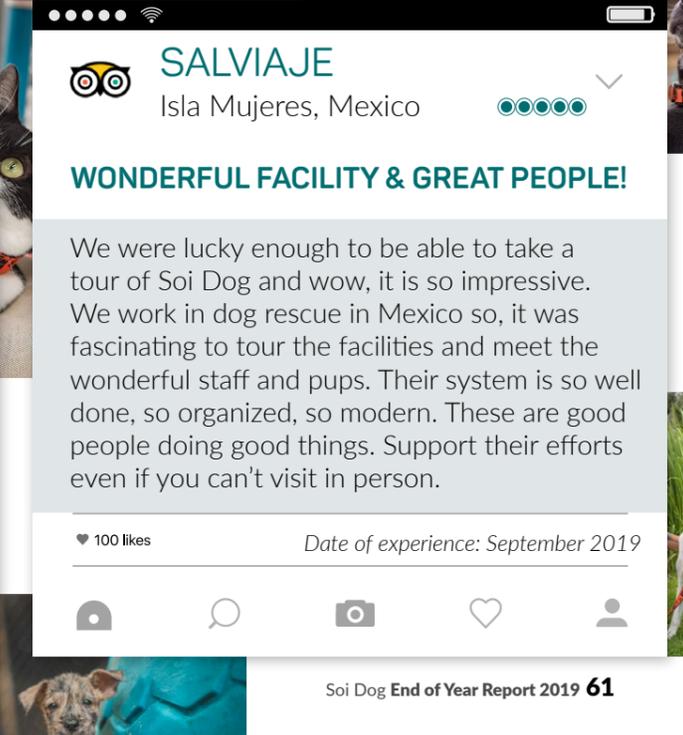
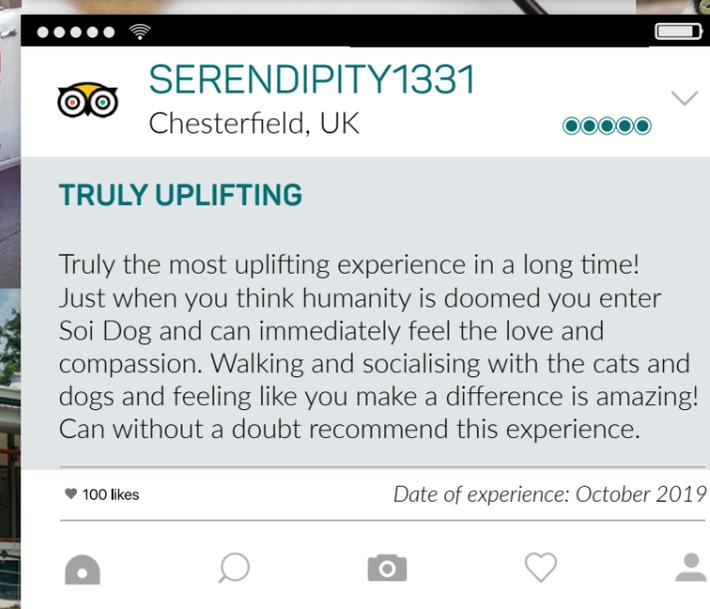
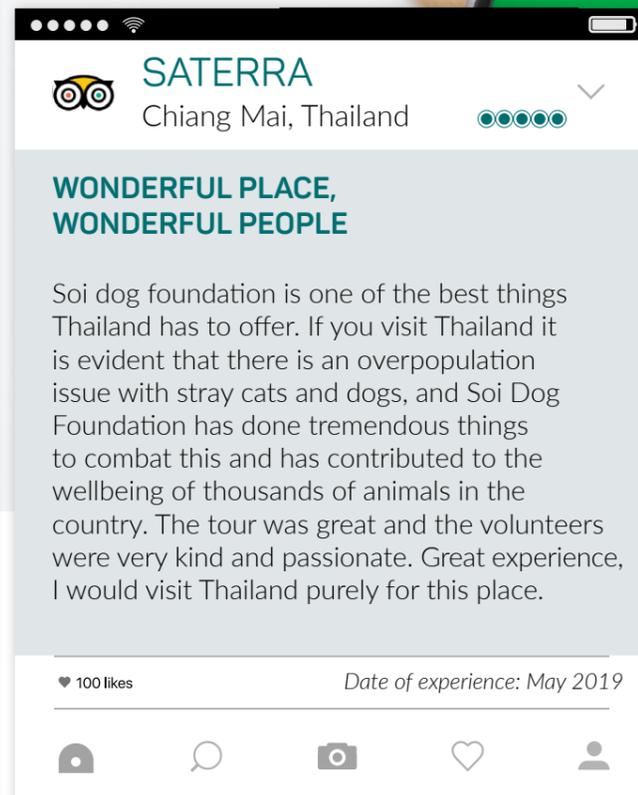
We are humbled by each and every kind review we read.

We thank our supporters and donors. These reviews are for YOU!

You enable the work that visitors come and witness.

You make the differences to the lives of dogs and cats that visitors talk about.

You make all of this happen.



# VOLUNTEER TESTIMONIALS

## JACKY TRAN

**I FIRST HEARD ABOUT SOI DOG THROUGH SOCIAL MEDIA A FEW YEARS AGO.** I read about the amazing work they were doing to help the dogs in Thailand, and volunteering at the shelter was something I wanted to do from the moment I found out about them. Fast forward a few years and I managed to spend eight weeks as a shelter volunteer. The experience was the most worthwhile of my life. It's a special feeling knowing that you are making a difference to the lives of these dogs who have been through so much. For many of the dogs here, going on a walk is the highlight of their day, and it's a joy to help them be able to do that. Volunteering at Soi Dog has been a life-changing experience and I would recommend it to anyone thinking about doing the same.



## KATRINA KLOS

**HAVING VISITED PHUKET MANY TIMES, AND MAI KHAO IN PARTICULAR, I HAD READ ABOUT SOI DOG FOUNDATION AND MET SEVERAL VOLUNTEERS WHOSE STORIES MADE ME EAGER TO LEARN MORE.** In 2019, I was lucky enough to take five months away from the UK and decided to pay a visit. I was totally inspired to learn of the history of the organisation and the extent of their work. I became a volunteer without further delay and spent three months doing so. The kindness and love of all who work at Soi Dog is an amazing thing to see, feel and be a part of. The professionalism with which all approach the aims of the foundation is second to none. The plight of street dogs in Asia will always be tough to see and hear of, but with Soi Dog Foundation fighting for them on a physical, social and political level, their future really can be brighter. I have gained so much from the experience and met truly amazing people from different age groups and from around the globe. One of the many rewards is simple: the adoration of 24 dogs in a run, eager to see you and thankful for the care and attention you give each time you arrive in their run.





## ELLE RABOFF

**I VISITED SOI DOG FOR THE FIRST TIME EIGHT YEARS AGO TOGETHER WITH MY FAMILY. I IMMEDIATELY KNEW I WANTED TO RETURN AS SOON AS I WAS DONE WITH SCHOOL.** And when I did return in October of 2019 to volunteer for a month, I enjoyed it so much, I ended up staying three. Volunteering at Soi Dog has been my life's most rewarding experience so far. It was absolutely fantastic to see how much Soi Dog has grown since my first visit and become such an amazing foundation for street dogs and cats. Looking back at my time as a volunteer, I have learned so much about the cruelty and abuse these dogs have been through, and it has been a privilege to give them what they deserve: love and care. Volunteering at Soi Dog every day for three months and being around amazing staff and like-minded people has of course added to my positive experiences, and I can't wait to come back.

## KATIE TYLER

**I CAME TO SOI DOG TO HONOUR THE MEMORY OF MY BEST FRIEND. IN 2019, MY DEAR RESCUE DOG, FLUFF, SUDDENLY SHOWED SIGNS OF ILLNESS.** I had given up my job to care for him in what I thought were his final weeks – the reality was that this was to be his last week. I spent the following period very depressed following the loss. I needed a purpose. In Fluff's memory, and to honour him, I felt a need to help dogs abroad. I came across Soi Dog Foundation on Facebook about five years ago. This was my place to try to heal. Spending a whole month in one of the dog runs was a wonderful experience, so much so that the trip I had originally planned was to include Australia at the end of it but I cut this part shorter to enable me to go back to Soi Dog once again to see my wonderful pack and the amazing people which I looked forward to hugely. Dogs like dear Wobin with his chivalrous ways and unfaulted manners, Jensten and her mischievous desire to stay out as long as possible and enjoy fetching squeaky toys, and the true innocence of Asrajor and Asrayna, the sisters who were afraid to go on walks (but improved in leaps and bounds with me over the four weeks) have been invaluable to my experience. These sentient beings have beautiful healing souls. I shall be back in 2020. I adore the place, Gill's legacy and John's passion. I feel closer to getting my dream role within the animal welfare sector. I feel privileged to be part of Soi, and long may this continue.



## 2019 FINANCIAL OVERVIEW

**YOUR CONTINUED SUPPORT AND GENEROSITY HELPED TO MAKE SUCH A DIFFERENCE TO THE STRAY DOGS AND CATS OF THAILAND IN 2019.** Without you, none of this would be possible. The significant growth in many areas, most notably in our CNVR and humane education programmes, make such a difference to the mission of Soi Dog and the vision you share with us. The financial overview comprises of funds raised from right across the globe but which contribute to the same, shared goal - to end the suffering of stray animals.

We sincerely thank all donors who contributed to the record-breaking success in 2019.



(all amounts in US dollars)

### GLOBAL INCOME:

**\$ 11,293,461**

All income to SD worldwide, including income from the various countries in which Soi Dog is a registered non-profit org.

### CAPITAL EXPENDITURE:

**\$ 1,504,922**

The building works in Phuket – comprising the completion of the new cat hospital, visitor and volunteer building, stores and office space.

### RUNNING COSTS:

**\$ 10,978,899**

Programme expenditure

**\$ 7,177,543**

(65.4% of running costs)

Online advocacy

**\$ 440,262**

(4%)

Administration

**\$ 995,401**

(9.1%)

Public Awareness and Education

**\$ 54,545**

(0.5%)

Fundraising and Marketing

**\$ 2,311,148**

(21%)

### TOTAL EXPENDITURE

(Capital Expenditure + Running costs) =

**\$ 12,483,820**

You will notice a higher net spend than income. The spend in 2019 includes funds raised against the capital campaign carried from 2018.



www.soidog.org

## **A HUGE THANK YOU TO EVERYBODY WHO HAS CONTRIBUTED TO SOI DOG THROUGH THE YEARS PAST AND THOSE TO COME.**

Every year we face fresh challenges to maintain the work we set out to do – the work you enable with your wonderful support.

In 2020, we aim to reach half-a-million animals neutered and vaccinated since Soi Dog began.

Back in 2003, this wasn't even considered as a possibility. Now, it is a reality.

With your continued support, year on year, together we can make further progress in the mission to alleviate the suffering of homeless animals in Asia.

Whilst our focus within Thailand continues to be around animal welfare and the implementing and enforcing of laws which support the punishment of perpetrators, we have one eye keenly on countries where the outdated and barbaric dog and cat meat trade still exist.

In 2020, we want to put further pressure on authorities in Vietnam and other countries to bring an end to the vile practice, just like we did in Thailand.

Only with your help can we do this.

**Thank you on behalf of all the animals you have helped in 2019 and those you will help in 2020.**