



END BEAR BILE FARMING IN VIETNAM

Funding opportunities presented to

Rotary Club Kowloon

June 2022



Help us to change the face of animal welfare in Vietnam forever

The end of bear bile farming in Vietnam is in sight. We are forging ahead to end this industry following a year of delay brought about by the pandemic.

Our Vietnam Government partners have gifted Animals Asia, as their trusted and valued partner, the land to build a new sanctuary in Bach Ma National Park. This means that we can press on to rescue and re-home Vietnam's remaining bears who are waiting for us, hoping that we will get to them before it is too late.

It is because of our generous supporters over the years that we are in this position. We cannot do this without you and looking forwards to having you join us on this journey to a better future for animals in Asia.

We are now urgently reaching out so that we can finally end bear bile farming in Vietnam forever.

How Animals Asia is leading the way

Bear bile farming in Vietnam is illegal. In 2017 the Vietnamese government signed an exclusive Memorandum of Understanding with Animals Asia to develop a plan to end it.

The government selected Animals Asia as its partner NGO to undertake this vital work because, as the first organisation working on this issue in the country and after years of patient relationship-building since 1999, they trust us and our track record of successful rescues and the stellar reputation of our award-winning sanctuaries.



Together with the support of our incredibly generous donors, we've been able to rescue 244 Vietnam bears and bring them home to our Vietnam Bear Rescue Centre.

Ours is the only sanctuary in Vietnam with global accreditation. And our world-class vet program offers training opportunities to Vietnamese vet students – improving the quality of veterinary care and expertise in the country for the next generation.

Animals Asia is the leading animal welfare organisation operating on the ground in Vietnam and we are passionate about creating lasting positive change for animal welfare in the region.

What we need to do

We must act now to End Bear Bile Farming in Vietnam forever and create a blueprint that can be used by other countries to end their cruel bear farming industries.

Capacity and Financial Sustainability

We estimate up to 310 bears are still being held in cages throughout farms in Vietnam. Our existing rescue centre in Tam Dao is almost full, with only about a dozen spaces remaining, so our immediate need is to build a new second sanctuary to house the remaining bears.

Animals Asia, through the incredible philanthropic support from our supporters, will fund the new sanctuary entirely. This will include building and development, the ongoing costs associated with bear care and maintenance as well as the rescue and rehabilitation of all remaining captive bears.

Timing is critical to our success, and we rapidly need to lift our overall income to provide the capacity and financial sustainability needed to deliver this ambitious project. We are incredibly proud to have maintained our projected income year on year and are certain with the help from our supporters around the world we can increase our income to achieve even greater outcomes for animals across Asia.

Education and Outreach

Animals Asia will be reaching out to local communities across the country to raise awareness about the plight of bears in Vietnam, while working to reduce demand for bear parts and build support for bear conservation. We offer free traditional medicine clinics prescribing herbal alternatives to bear bile. The clinics are conducted by Vietnam Traditional Medicine Association doctors with a focus on replacing the use of bear bile. These are key opportunities to engage with local communities, raise awareness and reduce the demand for bear products. The free medicines provided in the clinics come from "Herbal Alternative Gardens" which are established and tended locally.

How we are going to do it

Animals Asia is actively supporting the conservation of the Asiatic black bear in Vietnam. Our priority is always the welfare of animals, and we understand the need to work collaboratively with key stakeholders to have a sustained impact.

With the backing of the government and support from local communities, we have the political and local will to truly end this barbaric industry and secure a future for the Asiatic black bear in Vietnam.

Capacity and Financial Sustainability

Alongside the construction work we critically need to train and recruit a specialised team to manage and run the new sanctuary and create temporary facilities on site at our existing sanctuary to continue rescuing bears while we build.

Following years' of working on the ground in Vietnam, we are passionate about building



capacity for animal welfare in the country. By developing skills in veterinary medicine and bear husbandry, we seek to raise the standard of care in the country.

At full capacity, our existing sanctuary in Tam Dao and new sanctuary in Bach Ma will be home to up to 500 bears for the rest of their natural lives. We will be replicating the winning model from our existing sanctuary at our new Bach Ma sanctuary. It will also be entirely staffed by Vietnamese colleagues and as such offers the opportunity to become a leading example for animal welfare and a beacon of hope for animals in Vietnam.

Education and Outreach

To date, Animals Asia has planted 17 gardens of herbal alternatives to bear bile across Vietnam, five of which are situated in Phung Thuong village and in Con Cuong. The strategy of growing and promoting herbal alternatives to bear bile will provide consumers of bear bile with valid alternatives and a long-term solution and eradicate the suffering and abuse. This strategy also sits well with the government's policy of promoting the use of Vietnam traditional medicinal plants. The herbal garden provides a platform to launch education outreach programs in the school and to educate the local community about protecting wildlife with a focus on bears.

It is this collaborative approach, working strategically and sensitively with the government and the public that ends in the "win-win" outcome that is now within our grasp. It also provides a model for China, where we are also based, showing how bear farming can end constructively with the collaboration of all stakeholders.

Beyond ending the demand for bear products, we are also raising awareness about the importance of animal welfare and conservation – creating the next generation of young animal activists.

2022 Proposed Activities	Direct Impact (target beneficiaries)
Visitors learn about bear issues at the sanctuary (VBRC)	<ul style="list-style-type: none">• 1,400 visitors (by year end)• More awareness of the issues bears face in Vietnam & the need for conservation
Students receive education tours at VBRC	<ul style="list-style-type: none">• 900 students from 16 schools & universities (by year end)
Education outreach presentations & events	<ul style="list-style-type: none">• 2,311 students from 6 schools• Media coverage: 5 news articles
Training future bear and animal welfare educators	<ul style="list-style-type: none">• 34 schoolteachers from 25 schools• 13,000 students in 25 schools

The outcomes

Years of work have got us to where we are today, and now is the time to open a new chapter in Vietnam.

Outcome	How we will achieve this
Raise standards of animal care in Vietnam	<ul style="list-style-type: none">• Model the new sanctuary on VBRC's award-winning standards, with the aim of achieving Global Federation of Animal Sanctuaries accreditation• Innovating care• Focus on management and leadership training• Outreach program to develop the capacity of other bear rescue facilities.
Develop the capacity of staff in veterinary medicine and bear husbandry	<ul style="list-style-type: none">• Building leadership pathways for our Vietnamese staff• Promoting gender equality• Developing the interns' skills in-line with our rigorous assessment criteria and competency framework.
Raise awareness about the importance of animal welfare and conservation	<ul style="list-style-type: none">• Developing Education materials and resources to promote herbal alternatives to bear bile• Establish herbal gardens at 7 schools in the region which will act as educational hubs• Disseminating bear protection awareness through school and community outreach in Nghe An province.
Lead the end of bear bile farming in Vietnam	<ul style="list-style-type: none">• Ensuring all bears waiting on farms will have a home• Continue as the government's lead partner to bring about the end of the industry.

Philanthropic partnership

We are so delighted that Rotary Club Kowloon is interested in being one of our sponsors in ending bear bile farming in Vietnam.

Your support will have a significant impact for our project by providing a financial injection to help kick-start our ambitious plans in 2022. A generous donation, whether a one-off donation or a multi-year pledge, would also provide unique opportunities to amplify our fundraising efforts and help us raise significantly more funds for animals across Asia.

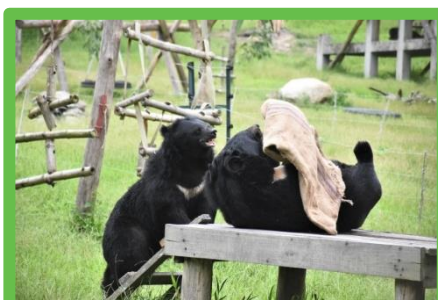
Below are opportunities that I would like to share with Rotary Club Kowloon. I would welcome the chance to explore these opportunities with you further and seek your feedback and recommendations to fully understand how you might like to be part of Ending Bear Bile Farming in Vietnam.

Funding model & impact

Package	Amount	Description	Impact	Recognition
Den Sponsorship	US\$25,000 (HK\$193,000) per year	<p>Our rescued bears are kept safe and sound in bear houses. Each bear house consists of smaller bear dens.</p> <p>The bears love their dens, and your den would provide ALL the essential care a bear needs in terms of shelter and protection.</p> <p>These dens provide the space for bears to heal both in body and mind after years of incarceration. A den may house up to four bear friends depending on their size and character.</p> <p>We plan to build 4 double bear houses at Bach Ma in 2022 – which will house up to 80 newly rescued bears.</p> <p>We invite you to be a founding sponsor of one of the new dens in the Bach Ma sanctuary.</p>	<p>A den provides the bears with safety and refuge at night and protection from the hot sun during the day.</p> <p>The bears receive a tailor-made diet of fresh nutritious fruits, vegetables and dried dog food several times a day – and, of course, free access to water (which was denied to them on bear farms where they were kept dehydrated).</p> <p>Bear dens are critical in the rehabilitation of our rescued bears. Never before have they been able to walk and stretch their limbs, and socialise with other bears.</p> <p>Your gift can give safety and security to the bears.</p>	<p>All Den Sponsors will receive:</p> <ol style="list-style-type: none"> 1) Quarterly updates from the sanctuary about how the bears are enjoying their den 2) The opportunity to add your name on the sanctuary's "Path to Freedom" 3) Name your sponsored den (e.g. Rotary Club Kowloon Den) and place a plaque above it for a year.



Package	Amount	Description	Impact	Recognition
Bear Carer Package	US\$50,000 (HK\$388,000) per year	<p>Our sanctuaries would not be able to function without the resilient, hardworking and dedicated team of bear carers.</p> <p>The recruitment and training of this critical team is vital to the success of the new sanctuary.</p> <p>The Bear care team will receive expert training and support to ensure they have the skills, confidence and knowledge to provide the world-class care that our bears need and deserve.</p> <p>We invite you to become a founding partner in creating and supporting this dedicated and critical Vietnamese bear care team.</p>	<p>Transformational change is already happening in Vietnam, with shifting perceptions about animal sentience and the importance of good animal welfare.</p> <p>These “bear care heroes” will be a shining light for the face of animal welfare – as they care for our bears, clean and maintain enclosures, dens and pools, repair play structures and conduct hazard monitoring.</p> <p>Importantly, these bear carers record and monitor each bear’s appetite, behaviour, general wellbeing and social behaviour.</p> <p>Our bear carers are paid an annual salary of US\$4,200 (HK\$32,588) a year. Your sponsorship will help to pay for 11 dedicated and essential bear carer heroes our bears need and deserve.</p>	<p>All sponsors of this dedicated and critical Bear care team will receive:</p> <ol style="list-style-type: none"> 1) Quarterly updates from the sanctuary 2) Personal stories and updates twice a year from a dedicated bear carer about the impact of your wonderful gift at the sanctuary 3) The opportunity to add your name on the sanctuary’s “Path to Freedom” 4) Receive a gift book memento illustrating the full impact of your generous gift on the care and protection for these beautiful bears.



Package	Amount	Description	Impact	Recognition
Herbal Heroes Package	US\$80,000 (HK\$628,000) over 3 years	Sponsorship of herbal alternative garden at Bach Ma & Tam Dao. Contributing towards ALL outreach work.	<p>As a result of this project, education materials and resources developed to promote herbal alternatives to bear bile and bear protection awareness developed will be disseminated through school and community outreach in Nghe An province.</p> <p>There will also be herbal gardens established at 7 more schools in the region which will act as educational hubs.</p>	<p>All sponsors of this dedicated and critical Bear care team will receive:</p> <ol style="list-style-type: none"> 1) Quarterly updates from the sanctuary 2) The opportunity to add your name on the sanctuary's "Path to Freedom" 3) Permanent plaque at both herbal gardens. 4) Name / logo on outreach materials



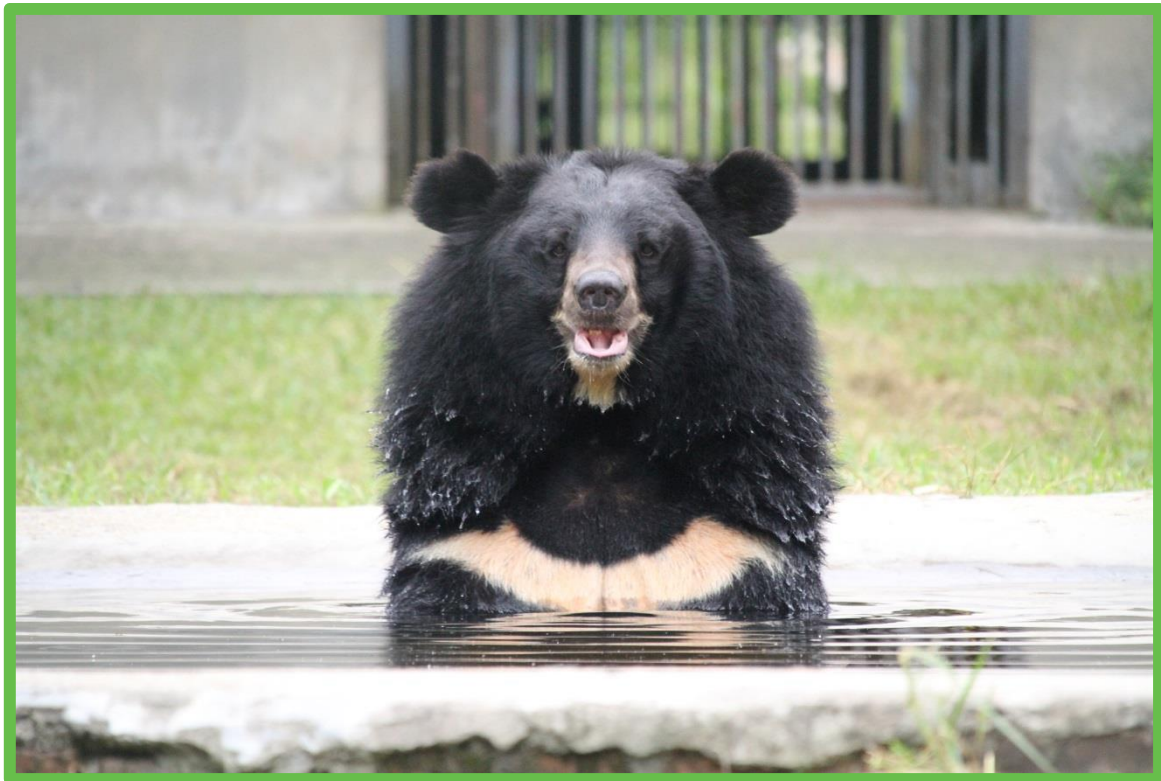
"Where capacity exists, development programs in Vietnam should be Vietnamese led. After all, it is our Vietnamese staff with unrivalled influence and connections in their local communities, who can go on to be agents of massive change for animal welfare in Vietnam. We are ending bear bile farming, and we're also fundamentally changing the face of animal welfare in Vietnam."

Heidi Quine, Bear and Vet Team Director VBRC

This is a unique opportunity to make history

We're delighted to invite you to be a lead partner and help us achieve our goals in 2022. With your support, we will be able to deliver critical plans to keep us on our timeline to end bear bile farming in Vietnam in the next few years.

Please will you work with us to provide a catalyst for change?



THANK YOU FOR YOUR CONSIDERATION