



# HOOFF PRINT

HOW YOUR SUPPORT MAKES IT MARK



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Winter 2024

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## FOREWORD

# 90 years of Brooke made possible by you. Thank you!

Welcome to 2024. It's because of supporters like you that the dream of our founder Dorothy Brooke is still alive 90 years after she started her work. Together, we've helped millions of horses, donkeys and mules to have a life worth living by educating owners and communities.

There's still so much to do for these beautiful and loving animals. This month, we welcome a vote on banning the donkey skin trade across Africa by the Assembly of Heads of State and Government. The ban is crucial to ending the needless suffering of donkeys stolen and slaughtered for their skins.

Our colleagues and partners work tirelessly every day to help educate owners, and ensure the tools are in place for the future, nowhere more crucially than in our Donkey Care Clubs. Through these, school-age children learn about the importance of caring properly for donkeys and pass the information on at home.

I hope you enjoy this issue. Every smile, every happy story is a testament to how much your support changes lives for the better.

With heartfelt thanks and best wishes from your friends across the world,



**Chris Wainwright**  
Chief Executive, Brooke



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### Did you know?

In the year 2022-23,  
we worked with

**10,301**  
animal-owning  
communities around  
the world



## Hot off the press: HM The Queen in Kenya, 90th anniversary celebrations and empowering women

### HM THE QUEEN – VISIT TO KENYA

HM The Queen's commitment to promoting the welfare of working horses, donkeys and mules is well known. So we were delighted to welcome our President to Brooke East Africa during her state visit to Kenya in November. Her Majesty learnt about how better working conditions for equines are being promoted among farriers and harness workers. She also visited a Donkey Care Club where local children are taught how to look after their donkeys.

### SIGN UP FOR ANNIVERSARY SUPPORTER DAYS

To celebrate our 90th anniversary in 2024, we're pleased to announce two supporter days. These are opportunities for us to thank you for your support and highlight its impact on the lives of working animals across our country programmes.

Venues are yet to be confirmed but please hold the date for 17 May 2024, our supporter day in the south, in central London, and one in September 2024 in the north (date to be confirmed). Places are on a first-come, first-served basis and we're unable to accommodate guests.

Register your interest at [events@thebrooke.org](mailto:events@thebrooke.org)

### EMPOWERING WOMEN IN EQUINE COMMUNITIES

Brooke India addressed the importance of tackling gender inequality in agriculture and food systems at a prestigious international conference in New Delhi last October.

The Indian president Smt. Droupadi Murmu introduced the event at which Brooke India highlighted the roles and potential of horses, donkeys and mules alongside women in remote areas.

Brooke India's exhibition demonstrated how women's skills can bring transformative change to their lives. They featured handicrafts created by Women Equine Welfare groups in Kutch, Karnal and Solapur which make additional income for their families.

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**Read past editions!**

Hear more about how your support has helped at [thebrooke.org/news](https://thebrooke.org/news)

# A day in the life of...

Diana Gladness  
Paravet, Tanzania



Diana enjoys sharing her passion for equine welfare with others, especially children who are the next generation of donkey owners.

Diana Gladness is a qualified paravet (assistant veterinarian) working as an education officer and welfare ambassador for Arusha Society for the Protection of Animals (ASPA) in Tanzania. She is also studying for a bachelor's degree in veterinary medicine.

Diana's love of animals started in childhood – growing up, it was her job to feed and milk six cattle. But it wasn't until she started volunteering with ASPA that she first encountered donkeys. There, through Brooke, she received training on donkey welfare including how to communicate with them, which drugs to use to treat them, and the laws and regulations surrounding donkeys.

Now, Diana is an inspirational educator to many children and adults, raising awareness of equine welfare among her local communities.

## A TYPICAL WEEK

Diana's working day starts early at 5am. After getting her young son ready for school, she helps her mother feed the chickens. If it's an office day, she travels 30 minutes by bus.

Diana's role involves caring for donkeys three days a week – attending clinics to help with general health check-ups, worming and tetanus vaccinations. She also visits donkeys on market days where she educates owners on wounds, disease, parasites and eye problems.

**"Sometimes we provide them with brochures on what they can do best for their donkeys. Also, we have been using a school programme. So through education, at school, through donkey care clubs, children are bringing back the message to their parents."**

Diana spends the rest of the week at schools and colleges, sharing learning materials and offering training sessions so students can learn how to interact with the donkeys.

### LOOKING AHEAD

As if that wasn't enough, Diana checks in with a donkey owners' group she and colleagues set up which helps owners launch small enterprise projects to enhance their livelihoods.

**"My hope is to see donkeys happy. Just like our motto for us: for happy animals, happy people. With freedom, love, care and protection, it will bring great success to owners and to the country."**



**"I've come to love donkeys because they are so calm. I came to find out donkeys are not just for transporting goods – they are also used for leading the way, like dogs."**

Diana

# See how your support makes its mark

## HELPING EQUINES WITH HEAT STRESS

Providing comfort to working donkeys and horses was uppermost on the minds of the Brooke Ethiopia team when they constructed a community shelter.

To help combat heat stress, owners can register their animals for the shelter which provides access to feed, water and a shady stable while they go to market. It also doubles up as a training hub offering equine welfare workshops, animal health advice and basic medicine and treatments.

Previously, some horses and donkeys were kept in muddy stables which caused hoof problems – others without shelter at all, making them vulnerable to hyena attacks. Now horses and donkeys can enjoy sandy floors in an open paddock area, which encourages natural behaviours such as rolling and playing.

Engidawork Guracha is a community engagement field officer in Halaba who trained with Brooke. He told us the shelters house over 200 working donkeys and horses and have improved the animal-human relationship.



## WORKING WITH GOVERNMENT FOR A SUSTAINABLE FUTURE

In 2023, Brooke Latin America and the Caribbean worked with national bodies in Nicaragua to develop a range of disaster response management initiatives. Making sure the role of working horses, donkeys and mules was properly recognised, they supported communities with their first practice of an emergency response.

Working animals' lives are positively impacted by Brooke's close work with the government in Nicaragua, thanks to your support. Working horses, donkeys and mules benefit from vets' improved understanding of the health conditions, disease risk and welfare needs specific to them. We collaborate with, and provide training to, vets through the Institute of Agricultural Protection and Health (IPSA).

As one example, IPSA set up a new mobile health clinic with Brooke's help near the main city of Managua. In one morning, 33 horses received preventative healthcare, advice and treatment. Thanks to support like yours, Brooke teams can promote equine health countrywide.



# Your support in action




In 2023, your incredible support helped us go further than ever before for horses, donkeys and mules across the world. Look what you helped achieve!



**1.4m**

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working horses, donkeys and mules directly helped



**4.2m**

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equines will be better off through indirect reach or policy change



**10,301**

---

animal-owning communities worked with



**2,054**

---

animal service providers mentored



**8,930**

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animal care training sessions held



**16**

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policy changes implemented or in motion worldwide

Thanks to you, millions of working animals and the people who depend on them have a life worth living. Your support means the world!

# Fundraising far and wide

We're able to be there for working equines and their owners because of your support. Thank you so much!



## FUNDRAISING FOR WORKING EQUIDS IN PAKISTAN'S BRICK KILNS

Surrey, London and West Kent Group raised a whopping (dare we say, clopping) £15,000 for working horses, donkeys and mules through their recent fundraising activities – and we're so grateful. From collections to tabletop sales, the group struck big and raised funds for our scaling up of welfare improvements for working equids in Pakistan's brick kilns.

**Louise Brown**, the group's co-leader, has been fundraising for Brooke since 2007. Living in Sudan for six years prompted her to get involved.

Louise says, "Every day, I saw horses, donkeys and mules pulling heavy and over-laden carts. When I came home to the UK, I knew this was the charity that would enable me to help those animals."

A huge thank you to Louise and Surrey, London and West Kent Group from all of us at Brooke!

## ANNIVERSARY SPONSOR SPURS ON BROOKE WORK

Our 90th anniversary sponsor is **The Sir Peter O'Sullivan Charitable Trust**, whose generosity will help fund many of our key activities this year. The Trust's funding will also enable us to launch a veterinary training scholarship for international colleagues. (More on this in the next edition!)

Over 26 years the Trust has distributed more than £15 million to a range of causes, mostly equine. We have been a beneficiary of the Trust's support for several decades, and have a special affection for our ongoing partnership, not least because the late Sir Peter was our Patron from 1999 to 2015.

When Sir Peter passed away in 2015, **Alastair Stewart OBE** took on the mantle of Patron, saying,

"He was such a gentleman. Voice and memory matter in my trade and Sir Peter was the Alastair Burnet of commentary – simply the best!"

In Sir Peter's lifetime he not only donated funds to Brooke through his personal Trust, but was heavily involved in our work, visiting projects overseas and supporting fundraising appeals. Thanks to Sir Peter's support, which lives on through the Trust, we're able to reach more working equines than ever and make lasting improvements to equine welfare. We remember this great man with love and admiration.



Get involved with a group near you:  
[thebrooke.org/volunteer](http://thebrooke.org/volunteer)



# Where there's a Will there's a way to support working equines

Brooke Youth Ambassador **Hannah Russell** is an author and entrepreneur. She rose to fame at just 17 with her award-winning children's book series about her pint-sized Shetland pony, Little Alf. Hannah's life changed dramatically in 2020, aged 24, when she was diagnosed with a type of cancer called sarcoma.

Thankfully, Hannah is now in remission. And, following a trip to Kenya to see our work in action, Hannah amended her Will to Brooke to help working horses, donkeys and mules for generations to come.

## A CAUSE CLOSE TO HER HEART

Hannah tells us that writing a Will aged 26 'set the foundations' of her life while supporting causes close to her heart.

She adds, "I love all animals and imagine throughout my lifetime I will have a lot of them, so it was important I think about them and make sure they are also cared for. Writing a Will, no matter my age, is the best way to ensure they will be."

Hannah amended her Will using our new Free Will Service. This allows you to write your Will online, over the phone or face to face with a solicitor at no cost. It's a lasting way to remember both our loved ones and the causes important to us.

## WRITING INSPIRATION

Hannah's trip also inspired her latest book, *Little Alf's Adventures Around the World*. Hannah visited Thiba Primary School and met children involved in our Donkey Care Clubs. The project encourages children to think about animal welfare from a young age and go home and share what they've learnt with their parents.

Hannah Russell's latest book in her children's series, *Little Alf's Adventures Around the World*, was inspired by experiencing our work in Kenya. It's available to buy for £8.99 with at least £3 from every copy donated to Brooke to help working horses, donkeys and mules.



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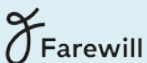


Look for Little Alf on Amazon.

## Free Will Service

Our collaboration with **Farewill** and the **National Free Wills Network** makes it easy for you to write a Will at no cost to you. It is also an opportunity to leave a gift to Brooke that will have a long-term impact. You can do this online, over the phone, or in person with a local solicitor.

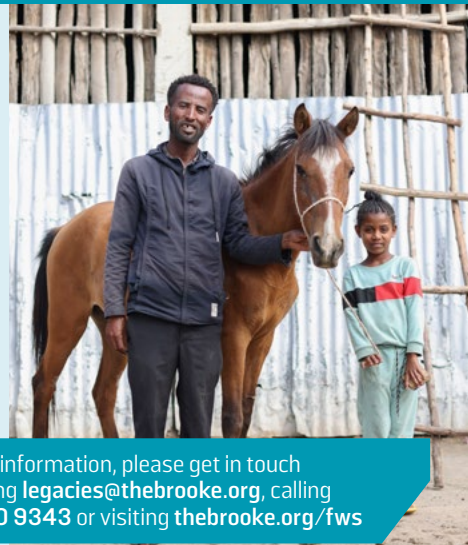
Over 50% of Brooke's income comes from legacies, so if you do decide to remember us, thank you so much. Please make sure you include our Registered Charity Number: England and Wales No. 1085760 or Scotland No. SC050582. Please note that you need to be 18 years or over to use our Free Will Service.



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For more information, please get in touch by emailing [legacies@thebrooke.org](mailto:legacies@thebrooke.org), calling 020 7470 9343 or visiting [thebrooke.org/fws](http://thebrooke.org/fws)



# News from the field

Last September, we invited you to take on the role of **healer, carer** or **provider** for hardworking horses, donkeys and mules by donating towards one of three priority Brooke projects: **Project HEAL** (Ethiopia), **Project CARE** (Senegal) and **Project PROVIDE** (India).

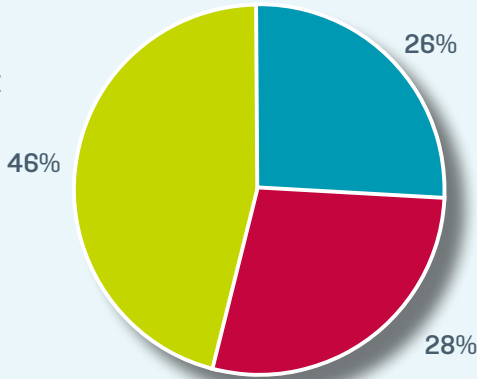
We were blown away by your fantastic response, and our teams in Ethiopia, Senegal and India are incredibly grateful for your generous support of their much-needed projects.

While many of you asked us to use your donation where it is needed most, some of you chose to support a particular project (please see the chart below).

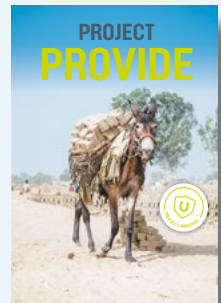
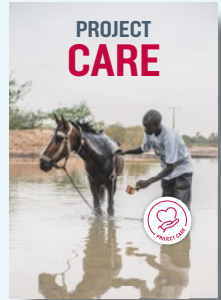
We look forward to introducing you to some of the animals benefitting from these important projects as they progress. Thank you so much for supporting them!

Later this year, we'll be presenting you with **three new projects** to choose from. So you can decide again where and how your donation will be used to help the working animals you care so deeply about.

- Project HEAL
- Project CARE
- Project PROVIDE



\*information correct at time of print



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**Get the latest news!**

Hear the latest about how your support is helping at [thebrooke.org/news](http://thebrooke.org/news)

# Before and after

## HOW YOUR SUPPORT HELPS WORKING DONKEY OWNERS LIKE BERNARD

After continual struggles, hardship and anguish caused by his donkeys being stolen for the donkey skin trade, Bernard has found security and happiness for his family and his animals. And it's all thanks to support like yours.



When we first visited Bernard in 2019, six of his donkeys had been stolen and killed over the previous years, negatively impacting his livelihood and wellbeing.

Bernard remembers spending the day searching for two donkeys only to discover their remains. He says, "The kids were crying in the house and I was not able to hold it together. I just cried before them. It was very painful."

Over the years, Bernard would claw back income only for more donkeys to be stolen and slaughtered. It led to him sacrificing comforts like electricity so he could live with his remaining two donkeys, Kairetu and Kijana, in a more secure compound. Despite these challenges, he continued to work, using all his earnings to care for his family, hoping for a better future for himself and his donkeys.



What a change four years make. Through training and other crucial support from Farming Systems Kenya and Brooke East Africa – which you help provide – Bernard has relocated to a new home with more space for his donkeys. The compound he lives in is a gated area with a round-the-clock guard.

**And there's extra security from Bernard's dogs Pokie and Bruno, too, who he says, "bark if anyone comes near the donkeys!"**

Bernard takes great pleasure in giving his donkeys affectionate names. And now there are three as Kairetu – 'Beautiful girl' – gave birth to Kalady since we last visited. It's clear Bernard has a great relationship with all three donkeys, who follow him everywhere he goes, nuzzle him when he's close and respond enthusiastically to their names.

Bernard has also saved enough money to expand his farm with goats and poultry.

**"I am so much happier now I have this space. I am hopeful for the future and much more optimistic."**

Bernard, owner of Kairetu, Kijana and Kalady

# From around the world

## SUPPORTING EQUIDS IN PAKISTAN FLOODS

Pakistan's animal population was hit dramatically by 2022's devastating floods. More than one million livestock animals, whose owners rely on them for their livelihoods, perished. Your support helped set up mobile clinics for sick and injured animals, with Brooke-trained vets.



### THE CRUCIAL ACTIONS TAKEN



Provided relief to over **36,000** animals and just under **26,000** people.



Built **88** shelters for displaced equine-owning communities.



Distributed over **130** first aid kits.



Performed emergency treatment on almost **30,000** animals including over **8,000** horses, donkeys and mules.



Constructed **60** water pumps and **200** water troughs for access to safe drinking water.

## ANNUAL MIGRATION TO THE MOUNTAINS

The Bhotia tribe, the largest equine-owning community in India's Uttarakhand region, relies on seasonal grazing for its economy. For half the year, they live at around 12,000 feet in the Himalayan Mountains with little or no access to essential veterinary care, so Brooke India stepped in to provide health camps.



"With health camps on the way, we ensure equine wellbeing. The tribe is equipped with resources and treatment methods so they can offer better care to their equines during times of sickness or emergency."

Dr Kimmi Thapa, Brooke India

## EQUINES EMPOWER WOMEN AND GIRLS

Women and girls walk long distances to fetch water in many of the world's communities. But donkeys and mules can transport more water across large distances, freeing up women and girls for education and more.

In March 2023, Brooke and partners hosted a virtual event for the UN 2023 Water Conference. International speakers discussed women and equids' crucial role in water projects.



# Rope-making at Olbak Donkey Care Club

**Sisal rope makes good-quality tethering ropes and harnesses – essential kit for working horses, donkeys and mules.**

Tumaini is head girl at her school. She has three donkeys at home and is part of the Donkey Care Club, which weaves rope to sell wholesale. They use the money they make to buy pens and pencils for their fellow pupils.

Tumaini, who loves donkeys, says, "If anyone is not taking care of the donkey, I advise them that a donkey has many advantages and when we mistreat donkeys they suffer stress, hunger, thirst and malnourishment."

Bebe, a teacher at Olbak Primary School also involved in the club, says, "Our community rears livestock and they use rope, which made us realise there was a market for it."

She adds the students are dedicated to advocating for animal rights. "They scold villagers who abuse them. They stop them from overloading – there is a very big change."

## HOW SISAL ROPE IS MADE:

1. The leaves are cut from an agave plant grown in nearby fields.
2. They strip the leaves on a cow rib bone and split into strands, separating the fibre strands from the pulp.
3. They harvest the growing stem, hacking off the sharp point at the end and using the rest of the leaf. Sometimes they use the tip as a sewing needle with 'thread' already attached.
4. They take their threads and plait them together to make a rope.



# World-class support

## UN acknowledges working animals' role in sustainable planet

Brooke has long advocated for including working animals and animal welfare in UN policy, so we're delighted to announce the United Nations General Assembly's groundbreaking resolution.

The resolution urges member states to protect the health and lives of working animals as part of efforts to achieve the 2030 Agenda for Sustainable Development. It specifically mentions horses, donkeys and mules. This formal acknowledgment of equines' contribution to achieving a sustainable planet is an important step forward for working animals everywhere.

The resolution also highlights the importance of a One Health approach, which focuses on developing programmes, policies and legislation with human and animal health and the environment working together to achieve better public health.

Working equids are essential to the livelihoods of millions of people and play a key role in their access to food and water and in agricultural work.



Anna Marry, Senior External Affairs Adviser at Brooke, says, "We're happy to see these important policy developments and proud to have contributed to them through our advocacy efforts both at the UN and national level."

"When I delivered my daughter, I was able to pay for the Statutory National Health Insurance Fund through money earned by my donkey, which catered for all the delivery fees. My child eats, dresses and lives off income from my donkey."

Lucy, Ethiopia

## Donkey skin trade – update



The Pan-African Donkey Conference held in Dar es Salaam, Tanzania in December 2022 was a lifesaver for

the donkey population in Africa, which had been declining due to the donkey skin trade.

Since the signing of the declaration, supporters across Africa have been working tirelessly to make this commitment a reality.

The African Union has endorsed the report **Donkeys in Africa now and in the future**, which Brooke contributed to, agreeing a continental ban on the donkey skin trade is urgently needed to protect declining donkey populations across Africa.

The ban is due to be voted on in February 2024 when the report's recommendations are put forward to the Assembly of Heads of State and Government. We will update you when this new piece of legislation takes effect.

# Other ways to support Brooke

## GIVEACAR



Got an old car, van or motorbike you don't want? You can turn your unwanted vehicles into donations. Giveacar will collect your vehicle, they'll auction or scrap it and donate the proceeds\* to Brooke. \*minus administration fees

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To find out more, call **020 7736 4242** or visit [thebrooke.org/recycle](http://thebrooke.org/recycle)

## GIVE AS YOU LIVE



Raise donations for Brooke while you shop with Give as You Live. Sign up and get shopping at over 5,500 retailers – they'll donate to Brooke at no cost to you! The same applies when you change insurance, energy or utility provider.

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Sign up at [giveasyoulive.com/join/thebrooke](http://giveasyoulive.com/join/thebrooke)

## CURRENSEA

A Brooke-branded Currensea debit card means you can show your support for working horses, donkeys and mules whenever you shop.

Going on holiday? Save money on foreign exchange fees and charges, and donate some of the savings to Brooke.

Shopping at home? Round up every spend to the nearest 5p or 10p when you use your card in the UK to donate to Brooke.

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Get in on the action at [currensea.com/partner/brooke](http://currensea.com/partner/brooke)



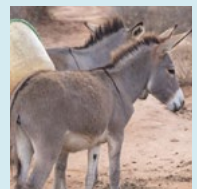
## Social corner



### Come and say hello!

Join us on Facebook and Instagram @[thebrookecharity](https://www.instagram.com/thebrookecharity) for more news, updates and ways to get involved!

Here are some recent favourites from our social channels



Susan and her donkey Hope sit quietly in the shade in Kenya. Hope won't allow anyone except Susan to sit with her.

**A big thank you  
to you all for  
your generous  
support.**



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