



svoboda zvířat

organizace
na ochranu zvířat





**Dear Freedom
for Animals supporters,**

The organization "Freedom for Animals" is a non-profit and non-governmental organization which was established in the Czech Republic 20 years ago to provide support and protection to all kinds of animals. In 2013 we continued to pursue all kinds of animal protection issues which thoroughly needed our attention. The next pages present our effort in particular campaigns in detail.

We would like to thank you for all your support in 2013 which is very much appreciated and essential for the continuation of the work of our organization.

Lucie Moravcová
Chair, Freedom for Animals

Freedom for Animals (FA), known as Svoboda zvířat (or SZ) in Czech is a countrywide, non-profit animal protection organization which brings together people who support its objectives.

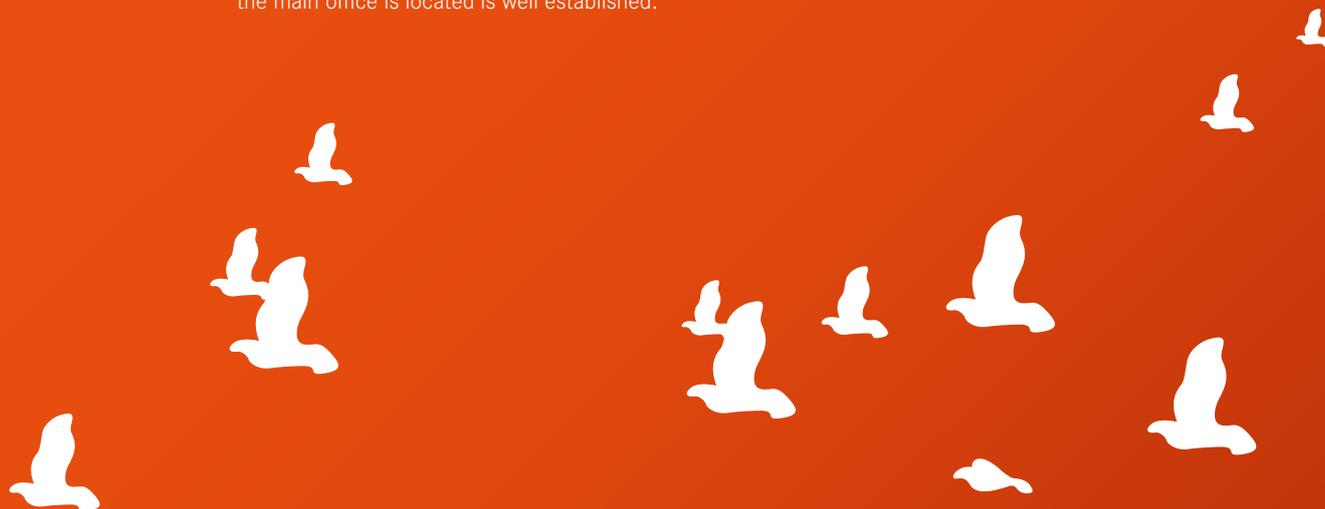
It has been established to promote the idea that each life has an inalienable value, independent of current human judgment or opinion. Freedom for Animals was established in 1994. Its aim is to change human attitude towards animals. There is more within the activities of FA than enhancing animal welfare, although, animal welfare is a priority for the organization that agrees with this approach in a short term perspective. But the main goal is to change people's view of animals so they see them as living creatures with their own values and rights. The way people treat animals should not be based on their potential usefulness for humans. The whole establishment of Freedom for Animals is based on the idea of non violence and respect for freedom of every living creature.

An essential part of the activity of Freedom for Animals includes the organization of professional conferences, debates, exhibitions, information stalls, documentary screenings, vegan food tasting and more. The leaflets, brochures, posters and other items are spread within various educational campaigns. Currently it emphasizes primarily its campaigns to abolish the fur farming, find other alternatives to animal experiments and testing – and to enforce a ban of the use wild animals in circuses. Freedom of Animals places a great importance on environmental and ethical education. Established lecturers successfully continue to visit primary and secondary schools, universities and other public areas with their lectures about the urgency of animal protection. Freedom of Animals organizes activities such as demonstrations, creates petitions, deals with legal issues such as creating comments on draft laws and regulations, preparing more favourable proposals in terms of animal protection, cooperating with authorities, and participating in administrative proceedings, lobbying and more. Freedom for Animals grants internationally valid certificates of humane conduct for domestic products and also cosmetics not tested on animals as part of their promotion of Czech companies. Clothes retailers who deal ethically in a business are granted a fur free retailer certificate. In 2006 an information centre was opened in Prague where everyone interested can obtain detailed information of the animal protection sphere. The other centre in Pilsen where the main office is located is well established.

Freedom for Animals cooperates with other Czech and international organizations for animal protection. With international cooperation it is a member of the Fur Free Alliance, ENDCAP – European network (to end the keeping of wild animals in captivity), ECEAE – European coalition to end animal experiments. Alongside with these organizations Freedom for Animals cooperates with many more partners from Europe such as WSPA, RSPCA, InterNICHE, VIVA! and from USA such as HSUS and PETA. Freedom for Animals also makes effort to discuss issues and cooperate with state authorities for animal protection such as the Central Commission for Animal Welfare, The State Veterinary Office, the Ministry of Agriculture and the Ministry of Environment.

About 90% of Freedom for Animals income is provided through individual grants and organization membership fees. The grant of 3% is mainly used for the cat's protection section. The remaining income is obtained through sales of promotional items and through organizing benefit events. The organization does not accept any financial support which would be provided by companies which exploit animals for their own profit.

In its 20 year existence Freedom for Animals achieved many successes such as the banning of animal testing on cosmetics and cosmetics ingredients in the Czech Republic and closing a few fur farms in the Czech Republic. Among other successful results – banning dog and cat fur imports and a sales ban within the EU, and the ban of seal products trade in the EU. But the biggest success observed by Freedom for Animals is a shift of public perception of animals – towards seeing animals as reasonable sentient beings.



4 Anti-Fur Campaign

“Show it to the Government” Campaign

In 2013 the second part of the campaign called “Show it to the Government” has been launched to the general public where people could sign and send the protest email directly to the Minister of Agriculture and to demand a ban on fur farming in the Czech Republic. In the first part of this campaign, at the end of 2012, we showed the public secretly recorded footage of suffering animals from 6 Czech fur farms. The shots have been immediately sent to appropriate Czech authorities and we discussed the issue with the representatives of the Ministry of Agriculture.

Unfortunately, the response from the Ministry and other Czech governmental bodies has been united – There is nothing wrong and disruptive at the fur farms therefore no rational reason to stop fur farming in the Czech Republic.

The campaign caused a huge public outcry against the fur farming industry. Czech society clearly expressed their negative opinion in 30 thousand individually signed emails and 20 thousand people signed a paper petition by the end of 2013. The “Show it to the Government” spot covered by the voice of actor Mr. Petr Soukup was seen by over 450 000 people. The website www.ukaztetovlade.cz has seen over 110 000 visitors.

In addition this campaign has been chosen – the only one from all animal rights organizations – as a nominee for a public welfare competition called “The Sting of 2013” /Žihadlo roku 2013/.

The campaign was created with the cooperation of the advertising agency Scholz & Friends.



Fur Free Retailer

The “Fur Free Retailer” activity joined a few well known large retail chains such as C&A, Hervis, Indiva, Otto, Takko Fashion and Tchibo. During the year 2013 there was a regularly issued updated printed list of fur free retailers.

Public Opinion Research

In the spring of 2013 we ordered research through The Centre for Public Opinion (CVVM) to provide a representative independent survey acquired through questionnaires. The survey involved 1062 respondents over 15 years old. The results are quite clear: Almost 80% of all respondents believe that nowadays society can dispense with fur products. The killing of animals for fur would be refused by almost 70% of citizens and a fur farming ban supported by 68% of respondents.

Fur Free Friday

Again as in every year, in November 2013, we organized Fur Free Friday Event in Prague. We provided an information stall where we showed to the public footage from Czech fur farms and we organized a protest parade which was joined by about 100 protesters. The parade was led by models dressed in fur painted with fake blood – to demonstrate the suffering behind the fur farm industry. The event attracted much media attention.



Fur Free Friday 2013

Other Events in the Campaign

In April and in October 2013 we attended the Fur Free Alliance meetings in London and Warsaw. Fur Free Alliance consists of roughly 40 animal protection organizations from different parts of the world. Their joint mission is to end the killing of animals for fur. Our organization has been a member from 2003. Fur Free Alliance organizes among other activities the international Fur Free Retailer program. Twice a year about 30 delegates from different animal protection organizations from all over the world meet during the Fur Free Alliance meetings to discuss the fur issue. More on www.inFURmation.com.

In the autumn we issued anti fur stickers where the theme from our older campaigns has been used, called “Sexy, Cool, Stupid”. The stickers are free in our info centres, through our info stalls and can be sent by the post office.

7000 fans joined us on our Facebook page called “Petition for a ban on fur farming animals in the Czech Republic”.



SEXY – COOL – STUPID stickers



“Show it to the Government” Campaign

Websites

www.protisrsti.cz
www.obchodbezkozesin.cz
www.ukaztetovlade.cz

Facebook

www.facebook.com/PeticezazakazchovukozesinovyhzivratvCR
www.facebook.com/Obchodbezkozesin



The campaign is split into three separate projects:

Beauty Victims – Against animal testing on cosmetics and household products

Humane Education – For the replacement of animal testing during education

“Next of Kin” – To ban testing and experimentation on primates

We have been cooperating on these projects with the European Coalition to End Animal Experiments (ECEAE) of which we are already a member, with InterNICHE (The International Network for Humane Education) – the partner organization of Freedom for Animals. We are also in the partnership with Cruelty Free International – an organization demanding a ban on animal testing for cosmetics in every country.

We have informed the public about animal testing issues, using numerous information stalls and lectures in schools and other public places. Thanks to our volunteers, people can learn about this topic from our itinerant exhibitions which have been shown to the public in many different places – for example at Ostrava town hall.

We joined a number of international campaigns against animal testing such as a campaign against unacceptable treatment of animals at Imperial College in London and a campaign against the exporting of primates from Mauritius for animal testing.

The Beauty Victims

A big success has been achieved by the banning of import and sale of cosmetics tested on animals in the EU, which came into force on the 11th of March 2013. There was a real threat that the date of this ban would be delayed but thanks to our campaign and huge public support – the timetable has been adhered to.

Czech media largely paid attention to this topic, we were involved in much media coverage such as articles and TV shows like the Czech Television program “Chcete mě?” and a radio broadcast at channel ČRo.

We have offered certain Czech companies a certificate of Humane Cosmetics Standard (HCS) or Humane Household Products Standard (HHPS). This is even after the enforced ban on animal testing as we believe there is good sense to do so.

The public has been informed about these certificates at our information stalls and on our website www.netestovanonazviratech.cz. We updated the printed version of the list of companies awarded these certificates, we issued a new poster regarding animal testing and also stickers.

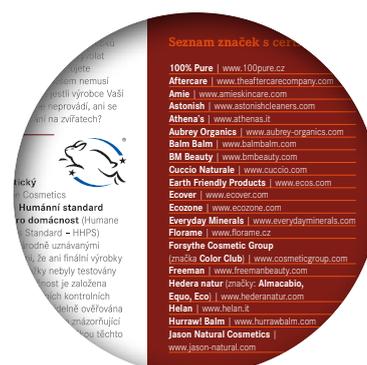
Within the project we have paid attention to Botox testing, where each batch is tested on animals. We joined the European Week against Animal Botox Testing and we provided an information stall related to this issue in the centre of Pilsen. One of the main Botox producers announced at the end of 2013 that testing on animals will be finished by the end of 2014 with the replacement of non-animal testing. Our effort is now directed to convince other producers of this substance to stop animal testing.

“The Next of Kin”

We joined the campaign ECEAE against the export of primates from Mauritius for research purposes. Primates which were often caught in the wild are separated from their family members and sent as cargo on long haul voyages to laboratories around the world. There was also a threat that in Mauritius a new establishment for testing on primates would be constructed. A petition was raised against that and corresponding enabling laws.

Amongst these activities was a petition against the capture of wild baboons for very cruel testing in Kenya by scientists, including those from Europe and the USA.

List of companies awarded HCS or HHPS certificate



Websites

www.pokusynazviratech.cz
www.netestovanonazviratech.cz

Facebook

www.facebook.com/PeticeKosmetika

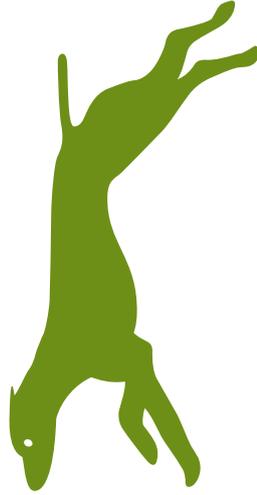
The “Circus without Animals” Campaign

During 2013 we regularly visited circus menageries. The situation is problematic in view of animal protection. Suffering most in circuses are wild and undomesticated animals not accustomed to life in captivity. For example bears, big cats, elephants, crocodiles and others.

During our visits we noticed that some of the animals did not have access to water, or shelter, or even adequate space to move. In the case of bad treatment of animals, we initiate a complaint to the appropriate veterinary authorities to investigate whether the law against animal cruelty has been violated.

On the 12th of August 2013 we undertook an interview on Czech Radio (CRo2) about this topic. We also managed to discuss this issue in an article on an internet site called Denik.cz. In the autumn of 2013 we issued new posters for the campaign called “Circuses without Animals”. In the posters we described basic information regarding the living conditions of animals in circuses and dressage with legislation and also information on how to help animals in circuses.

During 2013 there was a virtual petition where everyone had the chance to take a picture with the sign “I want circuses without animals”. The picture was later placed on a web campaign gallery.



Virtual petition “I want circuses without animals”

Websites

www.cirkusybezzvirat.cz

Facebook

www.facebook.com/cirkusybezzvirat

The Section for Cats Protection

The activities for cats protection are immense and cover long term ongoing activities as well as one-off acts.

Long Term Activities

The main work of this section consists of abandoned cats care. In 2013 we managed to find adoptive families for 40 cats and kittens and 3 virtual families. The above numbers seem to be just simple numbers of individual cats we looked after – but behind the numbers we should see the everyday work of the members of this Section, consisting of providing food and bedding, vet visits, and domestic training.

All adoptive cats are regularly vaccinated and de-wormed, and if older than 8 months they are castrated. We also make an effort to improve the wild cat lives by feeding them and placing insulated boxes for them in various places. We are able to lend trapping cages free of charge.

One-off Acts

We provided 3 information stalls combined with money collection events and one additional money collection event. We joined in with an Easter and Christmas “Cats Wish”. This is an appeal where people can send abandoned cats money to fulfil their “wish” which is published on the internet. (www.kociciprani.cz).

In November people from Pilsen could visit an exhibition of photographs named “Cats and Their People” where the people who looked after cats were shown as well as photos of cats available for adoption. On the 2nd of November 2013 we joined a charity concert called “Koczcór” where the fee was given to Pilsen cats sanctuaries.

On the 8th of December 2013 we took 6 cats to the “abandoned cats” exhibition which was organized by civic associations “Animal’s” and “Pozor, kočka”.

Websites

www.kocici.cz

Facebook

www.facebook.com/kocky.svobodazvirat.plzen?fref=ts



Eco-Educational Programmes

During 2013 we prepared new educational materials and continued to offer some eco-educational programmes. We prepared 3 programmes for the first grade of elementary schools: "The animals with us, or how to take care of them", "Animals in farms, or how they live" and "Animals and amusement, or we go to circuses and zoos". For the second grade of elementary schools we created other 3 programmes: "Animals and industry", "Animals on farms" and "Animals in circuses and zoos". All programmes can, if necessary, be presented in English.

At the web pages of www.svobodazvirat.cz/informacni-materialy/informacni-materialy-ekologicka-vychova.htm you can find the programmes working sheets to download.



Websites

www.svobodazvirat.cz/kampane/ekologicka-vychova.htm

Facebook

www.facebook.com/ekologickavychova

During 2013 we ran many information stalls and exhibitions in different towns in the Czech Republic. The following information below describes the most important of them.

Veganfest

Veganfest took place in Brno in March 2013 and it was a month long event to inform the public about different animal protection topics and especially to promote a vegan life style. Part of the event was a lecture given by Barbora Bartušková Večlová from Freedom for Animals, devoted to animal testing and its alternative options.

NGO Market

The 14th NGO Market took place in the National Technical Library in Prague. There were about 200 organizations present including Freedom for Animals with its information stall.

Veggie Parade

On the 15th of June we joined Veggie Parade. It is an international parade which aims to inform the wider public about animal abuse, to uncover background of factory farming and to offer an ethical solution to this problem. This is also a celebration to the value of compassion, non-violence and respect for all living creatures on this planet.

Jam Rock

29th of June 2013 we joined this festival in Žamberk for the first time. We created again an information stall where many items of information were given out, we answered scores of questions and sold many beneficial items.

Open Air Festival in Trutnov

In August 2013 we again prepared our information stall in Trutnov Open Air Festival. In addition to obtaining some information, people could enter a quiz and other amusing activities related to animals and their protection. The visitors had a chance to sign a petition for a fur farming ban in the Czech Republic or to be photographed for our virtual campaign "Circuses without Animals".

Attitudes of Politicians to Animal Protection

In the autumn the preliminary elections to the Parliament were held in the Czech Republic. The attitude of the political parties candidates was surveyed. Before the start of elections, we addressed three leaders of twelve political parties from each region, we have questioned more than 300 politicians and have received feedback from 70% of candidates. We wanted to know their attitude to the training of animals in circuses, animal testing or adequacy of penalty for torturing animals.

The biggest feedback and also the most positive attitude towards animal protection recorded was from the Green Party and the Pirates. The most negative answers we obtained from the Strana svobodných občanů (part of Europe of freedom and direct democracy party). We also analysed the political parties manifestos where we found out that almost all political parties do not include any animal protection issues in their manifestos – with one exception which was The Green Party.

Vegetarian Day

On 29th of September 2013 in "Toulcův Dvůr" in Prague was held the 10th jubilee Vegetarian Day. This is a venue where excellent vegetarian food is offered, interesting lectures and amusements are prepared and organized by the Czech Vegetarian Society.

Freedom for Animals was present with its information stall. The programme also included a lecture about the problems of circus animal abuse and information about our campaign "Circuses without Animals".

The World Farm Animals Day

On the 2nd of October, on the World Farm Animals Day we prepared a vegan kebab tasting in Pilsen. We offered a free of charge alternative vegan product to passers-by created from seitan. And we also informed the public about animal protection and vegan food options.

Mobile exhibitions

Freedom for Animals lends out some mobile exhibitions. The mobile exhibitions are composed of 8 banners sized 100cmx70cm concerning key topics which are dealt with by Freedom for Animals.

An exhibition called "Against the Grain" informs people about fur farming, the legislation in different countries and provides information about the possibility of joining the fight against fur farming. An exhibition called "Animal Testing" – as is clear from its name – informs about the problems of animal testing on products not only from the cosmetic industry. It shows other alternative possible solutions. An exhibition called "The Responsible Consumer" is directed to the entire ethic and considerate conduct of consumers. An additional exhibition is "Design against Fur" (DAF) which has been established as part of the parallel graphic competition, for which students designed the posters against fur fashion.

The World Farm Animals Day



10 Freedom for Animals info centres

The Prague information centre

The animal protection information centre at Prague 5 was opened in 2006. By the end of 2011 our information centre moved to its Prague 3 address.

Interested people are able to obtain leaflets, posters, books and badges through our information centres. Visitors want to know how to get involved in Freedom for Animals activities. We also help to resolve a lot of cases of animal abuse.

The information centres also partially offer the same stock for purchase as offered at our e-shop.

Address: Bořivojova 108, 130 00 Praha 3
Telephone: +420 601 385 486

Opening hours for public:

Monday and Wednesday 14,00–18,00

E-mail: infocentrum@svobodazvirat.cz

The Pilsen information centre

Freedom for Animals has had its headquarters in Pilsen from 1998. The main distribution of information materials takes place from here as well as being a general information centre. People can also buy products here which are offered for sale on line through the e-shop of Freedom for Animals.

Address: Koterovská 84, 326 00 Plzeň
Telephone: +420 377 444 084

Opening hours for public:

Tuesday 10,00–13,30

Wednesday 14,30 – 18,00

E-mail: info@svobodazvirat.cz

During 2013 we dealt with and answered over 1600 emails, personal visits and telephone enquiries from the public. We also sent over 150 information packages regarding animal protection free of charge.

Both info centres have a library where people can borrow books and films regarding animal protection for free. More information can be found at www.svobodazvirat.cz/o-nas/informacni-centra.htm.

Freedom for Animals E-Shop

The Freedom for Animals website offers a charitable e-shop. It offers for example t-shirts, books, badges, stickers and vitamins for vegans. Members of Freedom for Animals have a discount of 10% for all products. These products are possible to buy at our information centres.

Freedom for Animals Membership

Everyone can become a member of Freedom for Animals – there is no age restriction. There are now 450 members and about 1500 lesser or greater donors.

There are no responsibilities for members apart from paying a membership fee. Members can decide if they want to become active within our organization. They are regularly informed about Freedom for Animals activities and recent news and about newly published materials. There is a bonus for members too – a free of charge bulletin sent to them quarterly (electronically or by post) or a monthly posted electronic newsletter or 10% discount for all products offered on line at www.kosmetika-bio.cz.

A membership fee of 300 CZK per year is payable yearly in advance. There is also a possibility to become a member during the year and to pay a proportionate part of the membership fee which is 25 CZK per month. The membership fee is payable at our account no. 152049858/0300, or by cheque or personally at our information centres.

Membership can be also donated as a gift in a value of 300 CZK (for yearly membership) 600 CZK (for two years membership) and 1500 CZK (for five years membership).

You can find out more at www.svobodazvirat.cz/zapojte-se/stante-se-clenem.htm.

Donation SMS (DMS)

Freedom for Animals is continuing with a unique project of a donation sms which has been established from May 2010.

Freedom for Animals can be supported by a donation via sms in the form of “DMS SVOBODAZVIRAT” on the telephone no 87 7777. The cost of one DMS is 30 CZK, Freedom for Animals obtains 28,50 CZK from this – from each message. There is also the possibility to contribute every month throughout the year. A message in the form of “DMS ROK SVOBODAZVIRAT” will provide a contribution of 30 CZK every month of the year.

DMS – Donation sms, is a joined project of The Forum of Donors, who are a philanthropic civic society in the Czech Republic combined with the Association of Mobile Networks. More information can be found at www.darcovskasms.cz.



Apart from the official website of the organization (www.svobodazvirat.cz/en-section/about-freedom-for-animals.htm) and links to individual campaigns, you can also visit us on additional websites devoted to the activities of Freedom for Animals. You can find us on the following social networks.

FACEBOOK

Freedom for Animals “Svoboda zvířat”

(www.facebook.com/Svobodazvirat)

Freedom for Animals in Prague “Svoboda zvířat Praha”

(www.facebook.com/SZPraha)

TWITTER

twitter.com/svobodazvirat

YOUTUBE

www.youtube.com/user/Svobodazvirat

Official website



Facebook

The Financial Report

Revenue in 2013

CZK

Individual donors	985,179.11
Membership fees	102,170.00
Accepted grants	33,504.00
Other revenue and interest	153,857.03
Total revenue	1,274,710.14

Expenditure in 2013

CZK

Materials and services (Cat Protection Section)	237,199.00
Stationery	86,601.00
Other materials (leaflets, stickers, literature etc.)	55,240.00
Rent and power consumption	118,744.00
Salaries expenses	193,365.00
Travel expenses	19,406.00
Promotion, graphical work, copying	348,143.78
Telecommunications, internet, postage	68,056.93
Consulting, accounting fees, course fees, training course	112,826.00
Software	4,653.40
Other services	1,934.69
Other expenses (bank fees etc.)	26,502.68
Total expenditure	1,272,672.48



svoboda
zvířat

organizace
na ochranu zvířat

Freedom for Animals – Annual Report

Published: July 2014

Published by: z. s. Svoboda zvířat (Freedom for Animals)
Koterovská 84, 326 00 Plzeň

Article Authors:

MUDr. Lenka Hecová, Dis. Tereza Matějková,
PhDr. Lucie Moravcová, Mgr. Naďa Svobodová,
Mgr. Barbora Bartušková Večlová

Graphic Design: Hana Lehmannová (hanja.eu)

Translation: Mgr. Simonne Draper

