

A stylized graphic of an animal's face, possibly a dog or cat, rendered in shades of orange, red, and grey. The face is partially obscured by the text on the right. The eye area is a white circle, and the nose/mouth area is a dark grey shape.

# Freedom for Animals

## Annual Report 2010

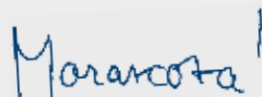
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*Dear supporters of animal protection,*

*the Freedom for Animals civil organization has been operating in the Czech Republic for 17 years and belongs to leading animal protection organizations in our country. During the year 2010 we were fully engaged in animal protection. We have been reporting about our activities in our bulletins and newsletters on a regular basis and here we present you the Annual Report of the year 2010.*

*Thank you for your support and we hope you will stay with us!*



**Lucie Moravcová**

Chairman of the Freedom for Animals

## Freedom for Animals

Freedom for Animals (Svoboda zvířat – SZ) is a nation-wide non-profit organization engaged in protection of animals and associating people who support its aims. Our mission is based on the idea that each and every life has its own unique value that should not depend on the momentary human judgement. Our organization was founded in 1994. Our efforts don't focus only on animal welfare (although from a short-term perspective we agree with this approach), the key aim is to change people's attitudes towards animals – for animals to be perceived as living beings of their own intrinsic value. The way people treat animals should not be based on



possible benefits of the animals' use. Any activity of our organization is based on the idea of non-violence and respect for personal freedom of every earthling.

Freedom for Animals organizes workshops and expert conferences, discussions, exhibitions,

information stalls, showing of documentaries, tasting of vegan food, etc. Within educational campaigns our organization issues leaflets, brochures, posters and produces film documentaries. Our campaigns focus on so called fur animals and replacement of animal experiments. Besides other activities Freedom for Animals also places emphasis on environmental and ethic awareness – successfully lecturing about ecology and animal protection in elementary and secondary schools as well as in universities and other public places. Within the campaigns we organize petitions, demonstrations, submit amendments and comments to drafts of legislation and governmental decrees concerning protection of animals, prepare suggestions and proposals on improvement of animal protection, cooperate with authorities, participate in administrative proceedings, lobby etc. Within the promotion of cosmetics and household products that are not tested on animals, Freedom for Animals grants the Humane Cosmetics Standard and the Humane Household Products Standard international certificates to Czech companies fulfilling given criteria. Ethically responsible fashion traders are awarded the Fur Free Retailer (Obchod bez kožešin) certificate. In 2006, the Freedom for Ani-

mals opened an information centre in Prague 5 where it provides public with information from all areas of animal protection. Another information centre is for a long time in the office of Freedom for Animals in Pilsen, which is the headquarters of the organisation.



The organization cooperates with Czech and foreign animal protection organizations that have similar aims and missions. Within the scope of the international cooperation, Freedom for Animals is a member of RSPCA (The Royal Society for the Prevention of Cruelty to Animals), WSPA (World Society for the Protection of Animals), Fur Free Alliance (international coalition that fights against fur fashion) and ECEAE (European Coalition to End Animal Experiments). Besides these our association actively cooperates with other partner organizations in Europe (InterNICHE, VIVA) as well as in the USA (HSUS, Peta). Our work includes also discussions and cooperation with authorities engaged in animal protection – the Central Commission for Animal Welfare, the State Veterinary Administration, the Ministry of Agriculture and the Ministry of the Environment.

About 40% of the association's incomes are constituted by grants obtained for various projects from Czech and foreign foundations or from international organizations. Another 15% of incomes are constituted by contributions from foreign animal protection organizations (Fur Free Alliance, RSPCA, PRO TIER, BUAV, and WSPA), another 40% comprise of financial contributions from individuals, and about 5% are obtained through selling of promotional goods and from beneficial events. Freedom for Animals does not accept money from corporations that make profit from animals by any means whatsoever.

During its 17-years history, the Freedom for Animals organization achieved many successes, such as enforcement of the ban on animal testing of cosmetics and cosmetic ingredients in the Czech Republic, closing down of the fur farms in Milevsko and Souměř or participation in the implementation of cat- and dog-fur trade ban and seal-based products trade ban in the EU. However, the biggest success is a shift in public opinion towards apprehension of animals as sentient beings.

## “Against the Hair” Campaign

The aim of this campaign is to end the unnecessary suffering of animals being killed for their fur – to ban fur farming and reduce fur trade in the Czech republic. In 2010, we were engaged in illegal trade with dog’s and cat’s fur, we published new shots from Czech fur farms and we have launched a new petition for the ban of fur farming in the Czech republic.

For more information visit [www.protisrsti.cz](http://www.protisrsti.cz)



### Dog’s and cat’s fur

At the beginning of 2010 we focused on the infringement of the European order which bans the trade with cat’s and dog’s fur in the European Union. According to our exploration from 2009 is this order regularly broken in the Czech republic. Of this fact we informed the companies which were breaking this order, the responsible authorities (the State Veterinary Administration, the Czech Trade Inspection) and media. Thanks to our work a short reportage was created which was published in the main broadcasting time on TV Nova.

### New documents and materials

We published a new document named Terrifying industry in China which was made secretly by the investigative journalist Mark Rissi in 2009. Document shows conditions of breeding and killing of “fur animals” in China. Czech actor Petr Vacek made a commentary in Czech language. Document was shown on the Republic square in Prague at the end of February for the first time. You can see this video here: [www.youtube.com/user/Svobodazvirat](http://www.youtube.com/user/Svobodazvirat).

In summer we published Czech translation of new video named “Toxic Fur: The Impacts of Fur Production on the Environment and the Risks to Human Health” which was created by the American organisation The Humane Society of the United States (HSUS). The text summarizes very clearly and in brief facts the negative effects of the fur industry on the environment and human health. For more information see [www.protisrsti.cz/novinky/jake-dopady-ma-vyroba-kozesin-na-zivotni-prostredi-a-na-lidske-zdravi.htm](http://www.protisrsti.cz/novinky/jake-dopady-ma-vyroba-kozesin-na-zivotni-prostredi-a-na-lidske-zdravi.htm).

In September we started to distribute new leaflets which inform about hidden facts in fur industry.

### Fur Free November

At the end of 2010 we declare event called Fur Free November. In the frame of this event, we prepared several public events – for example the protest march through Prague on Fur Free Fri-

day or the edition of leaflets about negative things in fur industry in different cities in Czech republic. Goal of this project was to point to the fact that in November many animals are killed because of the fur.



Fur Free Friday in Prague

The most important event was publishing of some new videos from fur farms. Photos and video (see [www.protisrsti.cz/zabery-a-fotografie-z-kozesinovyh-farem/cr/](http://www.protisrsti.cz/zabery-a-fotografie-z-kozesinovyh-farem/cr/)) prove again that animals breed on farms suffer. Because of these evidence we started investigation by informing a Regional veterinary office.

### Other activities

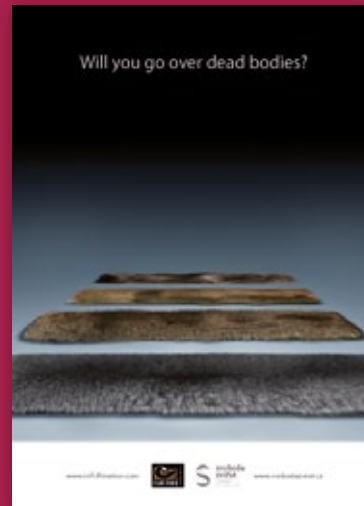
In 2010 we were engaged in lobbying for the European directive that would make obligate to sign the ral fur in products – this directive should protect consumers who very often don’t have an idea that they are buying a real fur.

In May, our delegates attended an international gathering of Fur Free Alliance (FFA) which associates more than 35 organisations protecting fur animals worldwide. Freedom for Animals has been it’s member since 2001. FFA coordinates the international competition Design Against Fur (DAF) and the international project Fur Free Retailer (FFR). Both these projects are in Czech republic successfully organized by Freedom for Animals. For more information about coalition activities visit [www.inFURmation.com](http://www.inFURmation.com).

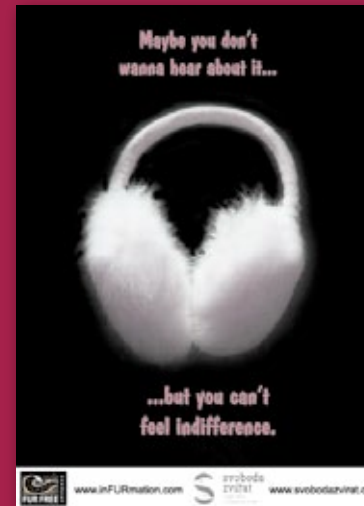
## “Against the Hair” Campaign



Winner of Czech-Slovak round of the DAF competition, Milan Karas



2<sup>nd</sup> place, Martin Brož



3<sup>rd</sup> place, Barbora Hojerová



Special commendation of Czech jury, Ondřej Dolejší

### **Design Against Fur, DAF**

Design Against Fur (DAF) is an international student competition in poster designing and creation of flash animations. Students are to come up with original poster or animation speaking against fur fashion which could be consequently used by animal protection organizations in their anti-fur campaigns. In cooperation with FFA, Freedom for Animals has organised this competition in the Czech Republic since 2003. Since 2009 we have offered the possibility to register to the students in Slovakia. 112 students from Czech Republic and from Slovakia registered in 2010.

The expert jury chose the winner of the Czech-Slovak round and in November the ceremonial announcement of the results took place in Prague. The winner was Milan Karas student from the Private Secondary School of Arts and Industry Zámeček in Pilsen. He won the software from the Adobe company and the internship in the Scholz&Friends agency.

In December the DAF competition was presented in the TV program of the Czech Television called “Chcete mě?”. For more information go to [www.ceskatelevize.cz/porady/1095970013-chcete-me/210572221300038/video/](http://www.ceskatelevize.cz/porady/1095970013-chcete-me/210572221300038/video/).

In November 2010 you had the possibility to hear the reportage about DAF on the Czech Radio ([www.svobodazvirat.cz/novinky/rozhovor-o-soutezi-daf-na-cro-3.htm](http://www.svobodazvirat.cz/novinky/rozhovor-o-soutezi-daf-na-cro-3.htm)).

For more information visit [www.dafcr.cz](http://www.dafcr.cz).

### **Fur Free Retailer**

Fur Free Retailer (FFR) is another project that has been organized by Freedom for Animals in the Czech Republic in cooperation with Fur Free Alliance. The main aim is to support fur free fashion – from the very design to sale of final products to customers. We have been successful in winning new retailers and designers for taking part in the project. You can find their list on [www.obchodbezkozesin.cz](http://www.obchodbezkozesin.cz).



## Campaign For Replacement of Animal Experiments

This campaign has been running for few years now and it is divided into three separate projects:

### Beauty Victims

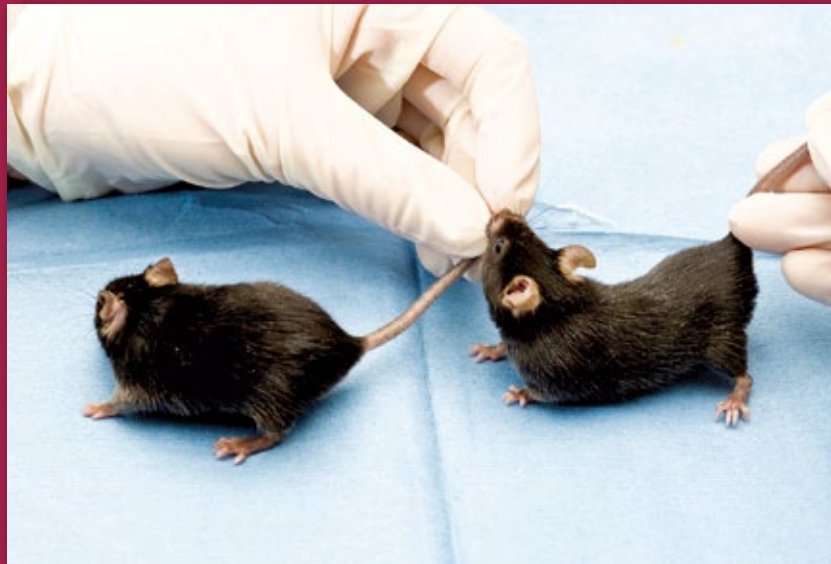
Campaign against testing of cosmetics and household products on animals

### Humane Education

For replacement of harmful animal use in education

### Next of Kin

For ban on primate experiments in the EU



Within our projects, we cooperate with the European Coalition to End Animal Experiments (ECEAE) and with InterNICHE (International Network for Humane Education).

We informed about research on animals through many information stands and on lectures on schools and other public meetings. On 19th January the report about experimenting on pigs was published on Czech TV. There was an interview with Barbora Večlová from Freedom for Animals.

In April we started a new version of our website [www.pokusyna-zviratech.cz](http://www.pokusyna-zviratech.cz). you can find there new information about animal experiments and alternative methods in the Czech republic.

In April we finished the new exhibition about animal experiments and alternative methods. This exhibition is used on our information stands and we borrow it for free.

At the beginning of June we formed an on-line advice centre about testing on animals: [www.bioklub.cz](http://www.bioklub.cz). You can find there the informations about bio-food, ecological life style, health nutrition etc. Our centre can answer your questions about animal experiments, alternative methods, certifications etc.

In 2010 the final decision about new European directive 86/609 EEC about animal protection from testing and other scientific usage was made. We tried to affect formulation of this document with many European organisations (for example the ban of the experiments on primates, the strategic plan for reduction of animal experiments, the ban of some types of the research etc.).

### Beauty Victims

In 2010, we continued to offer the Humane Cosmetics Standard (HCS) and the Humane Household Product Standard (HHPS) to Czech companies. These standards guarantee that neither the products nor their ingredients were tested on animals.

We informed the public about the certificates and individual certificated companies through the lectures on schools and other public places and on our website [www.netestovanonazviratech.cz](http://www.netestovanonazviratech.cz). At the beginning of the year we edited a new printed list of certificated companies. On the Laboratory Animals Day (April 24th) these leaflets were distributed by volunteers in many Czech cities.

We joined the campaign to stop testing of the so-called botox on animals. This product is used for getting rid of wrinkles and it is tested by using very cruel and unreliable test LD 50. We published detailed information about this problem and possibilities to



## Campaign For Replacement of Animal Experiments

solve it. For example it is possible to write a letter to botox companies and ask them if they can speed up research which leads to testing without using animals.



Information stall on the World Day of Laboratory Animals

At the end of 2010 we joined the European campaign about testing cosmetic products. European commission is trying to break the ban of testing cosmetics on animals. Threatens that many test will be legalized again until 2013. Experts made a statement, very negative one, about alternative methods. ECEAE (European Coalition to End Animal Experiments) think that this statement is not objective. ECEAE prepared petition to keep the ban of testing cosmetics on animals.

### Humane Education

Within the Humane Education project, we attempted to communicate and cooperate with secondary schools and universities in

the Czech Republic. We organised several lectures on alternatives in education and we offered computer programs and dissections to several secondary schools and universities.

At the end of 2009 we organized among secondary school and university students the questionnaire focused on dissection and animal experiments in the education. In 2010 we evaluated this research and published the results.

### Other activities

We contacted every parliament candidates before elections to know their opinion on animal protection. We asked them about their point of view on testing household products, or breeding fur animals. Our questionnaire is not evaluated yet.



Meeting of ECEAE members in Brussel

For more information visit [www.pokusynazviratech.cz](http://www.pokusynazviratech.cz) or write to [alternativy@svobodazvirat.cz](mailto:alternativy@svobodazvirat.cz), [pokusy@svobodazvirat.cz](mailto:pokusy@svobodazvirat.cz).

## Section for Protection of Cats



Activities of this section can be divided into two main areas – ongoing activity and single events.

### Ongoing activity

The ongoing and in fact everyday activity is running of the temporary homes for stray cats where they are taken care of. It starts with capture and receiving of the cats and their replacement into temporary homes, it continues with veterinary care (including deparasitation, vaccination and castration) and domestication and ends with searching of the adoptive family.



The temporary homes are represented by households, weekend houses and cottages of our members and supporters where cats are taken care of and cured, getting used to living with humans.

In 2010 we took care of 78 cats and kittens and we found new homes for 45 cats.

For stray cats living in the streets, we make thermally insulated kennels, feed them and we try to facilitate their life outside. At the beginning of 2010 we distributed 10 insulated kennels and in November 2010 we bought 12 new kennels which are distributed continuously.

### Single events

On 27th November 2010 we organised the 8th allocation exhibition of stray cats. Exhibited cats came from temporary homes of different associations and cat shelters – besides our Section for protection of cats the Association for the protection of cats in exigency in Prague, the Association The cat among the people in Pilsen, the cat shelter Podbrdsko and 2 private exhibitors.

55 abandoned cats and kittens were “exposed” at the exhibition – 26 of them found new home. The visitors had the possibility to see the exhibition about taking care of cats and to get the leaflets about castration and importance of vaccination of cats.

We regularly organize presentation events connected with public collection and with the sell of products made by our members and supporters.

For more information visit [www.kocici.cz](http://www.kocici.cz), [info@kocici.cz](mailto:info@kocici.cz)

## Environmental Education Program

During the year 2010 we prepared new education programs for the year 2011.

We have 3 programs for younger school children and 3 programs for older pupils of elementary schools – all aimed at animal protection. Particular environmental awareness programs (“Animals in our homes”, “Animals on the farm”, “Animals in the circus and in the ZOO”, “Animals as th Part of the Industry”) are accompanied by work-sheets that make children think about the issue and lead them to a discussions about animal protection issues.



New leaflet with description of different educational programs we offer to schools

On the website [www.svobodazvirat.cz/informacni-materialy/informacni-materialy-ekologicka-vychova.htm](http://www.svobodazvirat.cz/informacni-materialy/informacni-materialy-ekologicka-vychova.htm) you can find all work-sheets.

For more information write to [ekovychova@svobodazvirat.cz](mailto:ekovychova@svobodazvirat.cz)



## Other activities of Freedom for Animals

### **The Guide of the Responsible Consumer**

With the financial support of Green Treasure Foundation new information material 'The Guide of the Responsible Consumer through Pilsen' was edited. Its aim is to show to the citizens of Pilsen the phenomenon of responsible consuming. The guide offers transparent and brief overview of the offer of ethically and environmentally considerate products and services. It brings the list of shops offering products of responsible consumption and the overview of restaurants and lunchrooms specialized in catering according to the principals of health food. The edition of the guide was followed by the course of four lectures with discussion about the topic of responsible consuming. For more information visit: [www.svobodazvirat.cz/novinky/svoboda-zvirat-v-plzni-radi-jak-se-stat-odpovednejsim-spotrebitelem.htm](http://www.svobodazvirat.cz/novinky/svoboda-zvirat-v-plzni-radi-jak-se-stat-odpovednejsim-spotrebitelem.htm).



Guide for responsible customers in the City of Pilsen

### **Communication campaign of Freedom for Animals**

At the beginning of March we have launched a new communication campaign which should remember the society that Freedom for Animals has been here to protect animals for 17 years already. In the whole Czech republic you had the possibility to see the posters with the motto "A wide offer how the kill them. A limited offer how to protect them." and with pictures of different instruments used for killing of animals. We distributed more than 70 poster-screens, in the Prague underground 100 posters were placed. The campaign was co-financed by The William and Charlotte Parks Foundation for Animal Welfare, designs and concepts were created by our partnership agency Scholz and Friends.

### **Public events, lectures etc.**

In 2010 we took part in different interesting events, we coordinated several lectures and other public events..

In April we visited with our information stand the NGO Market 2010 (the trade fair of non-governmental organisations) which took place in the building of the National technical library in Prague.

In May you had the possibility to meet us e.g. at the second year of Veggie Parade in Prague. This parade supports and celebrates

vegetarianism and veganism as a compassionate life style.

In June you could see us on the Melina Mercuri Day in Pilsen which was a part of the candidature of Pilsen for the title European Capital of Culture 2015.

In July you could meet us at the festival Fluff Fest in Rokycany and in August we took part in th traditional Open Air Festival in Trutnov.

In September and in October we coordinated an information stand with the exhibition about animal experiments which took place in Brno and lasted five days, took part in the organisation of the Vegetarian Day in Prague and of the benefit concert against fur. We also took part in the lecture evenings in Rock Café and in Cross club in Prague. In Pilsen we organised the Evening for Animal Rights with vegan degustation and with the projection of two films.



Informational stall in Brno

## Membership in the Freedom for Animals

Everyone can join Freedom for Animals as the membership in our organization is not limited by age. Currently, we have more than 370 members and about 1000 supporters.

Besides payment of the membership fee, the members of the Freedom for Animals have no other obligations. It is up to them to what extent they want to participate in our activities. Members are regularly provided with up-to-date information on activities as well as with news from various areas of animal protection. One of the benefits of the membership is a free of charge printed bulletin issued quarterly, an e-mail newsletter every 2nd month and 10% discount in our E-shop. Membership fees (CZK 300 per calendar year) are to be paid in advance for the next calendar year. Those who are interested in joining Freedom for Animals during the year pay a partial membership fee (CZK 25 per month) only. The membership fee may be paid by bank transfer to the following bank account: ČSOB Pilsen 152049858/0300 or by post money order.

The membership can be donated. We prepared vouchers in the value of CZK 300 (annual membership), CZK 600 (membership for 2 years) or CZK 1500 (membership for 5 years).

For more information, write to [clenstvi@svobodazvirat.cz](mailto:clenstvi@svobodazvirat.cz)

In June 2010 the second meeting of members of Freedom for Animals took place in Prague. About 20 members from the whole Czech republic took part in this meeting.

We launched a summer photographic competition for our members. From the winning photos we created a benefit calendar for the year 2011.

### **Donors SMS (DMS)**

Civil association Freedom for Animals joined the unique project of popular donors SMS. Support of our organisation is now easier than ever before. How you can donate us? Send SMS: DMS SVOBODAZVIRAT on phone number: 87 777. Cost of one SMS is CZK 30. Freedom for Animals will get CZK 27. Another way to support us is to send us this money monthly. Everything you have to do is to send this SMS: DMS ROK SVOBODAZVIRAT on phone number 87 777. You will find more information here: [www.darcovskasms.cz](http://www.darcovskasms.cz). DMS - donors SMS is project of Donors forum, civil association which help to support filantropy in the Czech republic and the association of mobile network companies. This association creates conditions to develop public telecommunication network and provides telecommunication services in the Czech republic.



## Freedom for Animals Information Centres

### **Information centre in Prague**

Animal protection information centre in Prague 5 was opened in 2006. In 2010, there were about 20 visits. However, people mainly contacted us by electronic mail (approx. 305 people) or the phone (100 people). The majority of people were interested in information materials (leaflets, posters, books, badges, etc.). They also wanted to know how to get involved in the Freedom for Animals' activities and projects. The information centre is attended by Freedom for Animals representative once a week and it is also possible to arrange an individual meeting with us at different time. Information centre was repeatedly used as a place for interviews with media and meetings with other organizations engaged in animal protection.

Address: Mozartova 6/1976, Prague 5, 150 00

Phone No.: +420 777 835 651

Opening hours for public: every Thursday, from 4 pm to 7 pm

For more info write to [infocentrum@svobodazvirat.cz](mailto:infocentrum@svobodazvirat.cz)

### **Information centre in Pilsen**

Since 1998, Pilsen has been the main seat of Freedom for Animals. The main distribution of information and promotional materials is done there. The office also serves as information centre. During last year, we responded more than 442 inquiries – personal, telephonic or e-mail.

Address: Koterovská 84, Pilsen, 326 00

Phone No.: +420 377 444 084

Opening hours for public: every Wednesday, from 2 pm to 6 pm

Inquiries and information materials: [info@svobodazvirat.cz](mailto:info@svobodazvirat.cz)

Promotional materials: [e-shop@svobodazvirat.cz](mailto:e-shop@svobodazvirat.cz)

The part of both information centres is a library where we lend books and films connected to animal protection. For more information visit [www.svobodazvirat.cz/o-nas/informacni-centra.htm](http://www.svobodazvirat.cz/o-nas/informacni-centra.htm).

## Freedom for Animals on Internet

Except official websites of the organisation ([www.svobodazvirat.cz](http://www.svobodazvirat.cz)) there is a possibility to visit other websites dedicated to our activities and news in Freedom for Animals.

### **The blog of Freedom for Animals**

<http://blog.svobodazvirat.cz/>

### **Facebook**

#### **The group “Freedom for Animals“**

[www.facebook.com/Svobodazvirat](http://www.facebook.com/Svobodazvirat)

#### **The group “Save the Seal! Your voice can decide!“**

[www.facebook.com/group.php?gid=49290913188](http://www.facebook.com/group.php?gid=49290913188)

#### **The group “Design Against Fur“**

[www.facebook.com/group.php?gid=34289509924](http://www.facebook.com/group.php?gid=34289509924)

### **Myspace**

[www.myspace.com/svoboda.zvirat](http://www.myspace.com/svoboda.zvirat)

### **Twitter**

<https://twitter.com/svobodazvirat>

### **YouTube**

[www.youtube.com/user/Svobodazvirat](http://www.youtube.com/user/Svobodazvirat)

## Financial report

### **Incomes in 2009**

**in CZK**

Individual donations	810,599
Membership contributions	340,237
Statutory City of Pilsen	37,810
Foundation for Animal Protection (Nadace na Ochranu zvířat)	70,000
Green Treasure Foundation (Nadace Zelený poklad)	100,000
William and Charlotte Parks Foundation	172,701
Boont voor Dieren	24,934
Respect for Animals	29,321
Humane Society of the United States	31,733
Other incomes and interests	64,251
<b>Total incomes</b>	<b>1,681,586</b>

### **Expenditures in 2010**

**in CZK**

Materials and services (Section for Protection of Cats)	124,758
Rent and energies	178,882
Salaries and travel costs	69,651
Refreshment at events	4,709
Bank fees and charges	26,754
Other materials – office supplies, leaflets...	312,085
Other services – telecommunication fees and charges, postage, print...	914,020
<b>Total expenditures</b>	<b>1,630,859</b>

**Annual Report of the Freedom for Animals Civil Association**

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