

WDCS ANNUAL REVIEW 2009/2010



WELCOME



Welcome to the 2009/2010 WDCS Annual Review. As a patron of the charity I have been proud to find myself working alongside such positive, active staff, supporters and volunteers, without whom none of the last 12 months' achievements would have been possible.

Perhaps like me you've taken part in an athletic pursuit to raise funds – I plan to run the 2011 London Marathon for WDCS, my second venture of this ilk – but whatever you've done to support the organisation, I thank you.

I had the pleasure of working with WDCS recently on Monty Halls' Great Hebridean Escape. In my quest to become

a wildlife ranger on some remote Scottish islands I got the support of the WDCS head of Scottish policy, Sarah Dolman, and international projects coordinator, Nicola Hodgins, who braved the elements with me. We were able to highlight the exciting, new WDCS Shorewatch initiative during the show; let's hope that this leads to further recognition of the organisation's work, allowing us to engage with new supporters and volunteers, in turn helping to save and protect these beautiful creatures.

Monty Halls,
WDCS patron, marine biologist
and TV presenter





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TOUGH TIMES AHEAD

As the global voice for whales and dolphins, during 2009 and the start of 2010, WDCS has achieved some great things. However, we could not have done any of it without your support. There are many challenges ahead of us, and the successes you will read about in this Review give us hope for the future. But in hard economic times, we need your support more than ever.

The WDCS Protect Our Dolphins campaign in Scotland has achieved some notable successes: keeping NATO military exercises out of the Moray Firth; limiting marina developments and preventing the exploration for oil and gas in what is a European Protected Area designated specifically to protect the charismatic but vulnerable dolphins of the Moray Firth. We continue to fight on all these fronts as the battle to gain real and lasting

protection for these amazing animals is an ongoing one.

WDCS is also continuing to develop important education and conservation projects around the world, including reaching even more children through our education work in Scotland, expanding our Pier2Pier and Dolphin Diploma initiatives to areas such as Haiti, educating the public about drive hunts in the US, and developing a Japanese website for children.

I'm proud to say that with your support we have campaigned successfully to keep the current commercial whaling ban in place. However, some nations continue to kill whales and the frightening prospect of the ban being lifted remains a very real one.

There are tough times ahead but together we can make the world's oceans and rivers a safer place for these remarkable animals.



A handwritten signature in black ink that reads "Chris Butler-Stroud". The signature is stylized and written in cursive.

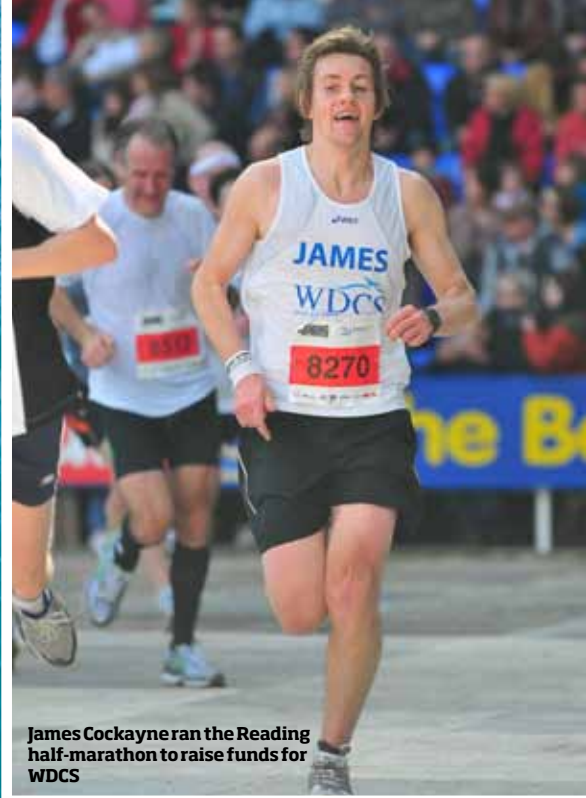
Chris Butler-Stroud
WDCS chief executive



WDCS continues to fight for real and lasting protection for these amazing animals



CLOCKWISE FROM TOP: SHUTTERSTOCK, JAMES COCKAYNE, CHARLIE PHILLIPS, WDCS SAUCE POPE, GILL BRAALIK



James Cockayne ran the Reading half-marathon to raise funds for WDCS

Bottlenose dolphin in Scotland



River dolphin rescue

Looking out for dolphins at WDCS's Wildlife Centre





WDCS is dedicated to protecting whales and dolphins in the places they call 'home'



6 WDCS



**Clockwise from top:
sperm whale, beluga whale,
humpback whale**

WHY WHALES AND DOLPHINS?

WDCS is well known in many parts of the world for its strong stance on conservation issues and for its dedication to protecting whale and dolphin species in the places that they call 'home'. But why do we protect these fascinating animals? What is it that inspires awe, appreciation and a desire to help them?

Part of our work is focused on exploring the ethical, conservation and welfare arguments for protecting whales and dolphins. There is so much more to be discovered about their secret social lives, but we already know that certain dolphins play specific roles within their own communities; that information can be passed between individuals of the same species and sometimes between generations, a process that many scientists now recognise as 'non-human culture'. We also know that some species possess special brain cells normally associated with empathy and emotional intelligence. These cells were previously thought only to be found in the brains of humans and other primates. We also know that some dolphins use tools to forage for food.

These discoveries bring the continuing slaughter and exploitation of whales and dolphins into even sharper focus, and make our role as guardians of the interests of these unique beings even more important. After 60 years of research, there remains no humane way to kill a whale or dolphin at sea, no effective way of guaranteeing whaling nations' compliance with regulations, and no scientific certainty that whale populations can withstand hunting in the face of growing environmental threats.

With your help, WDCS will continue to fund research that enables us to discover more about whale and dolphin culture and intelligence, and we will use this learning to ensure that these intelligent creatures, with whom we share our planet, are given the protection that they deserve.

Did you know... whales and dolphins really are amazing

- The sperm whale is the deepest diver.
- The Indo-Pacific humpback dolphin has the best hearing.
- Bowhead whales live the longest – possibly reaching the age of 200.
- The heart of a blue whale weighs up to 1,000 pounds, and its aorta, the major blood vessel for the heart, is big enough for a small-sized human to crawl through. The heart is about the size of a VW Beetle.
- Learn more about whales and dolphins by visiting our online Species Guide www.wdcs.org/species



The continuing slaughter of whales and dolphins makes our role as guardians of these unique beings even more important

Avimi ammoluip
tatibusde
veniprat laur
u deluptur
modisquamus
am ipsam, sequo
medita quibus



**Our aim is to act against
commercial whaling in
all its guises**

STOP WHALING

Despite a ban, Norway and Iceland kill over 2,000 whales each year between them and are expanding their international trade in whale products. Our aim is to exert political and public pressure to bring an end to all commercial whaling for good.

SUCCESSES

■ WDCS helped maintain the ban on international commercial whaling and trade in whale products, persuading governments and influential organisations that this important ban should remain in place. Working with independent economists, WDCS produced the first ever comprehensive analysis of the economics of whaling in Japan and Norway, revealing that vast public subsidies are underwriting a financially unsustainable industry in both countries.

■ Climate change is one of the biggest threats facing whales and dolphins today, with changes in sea temperature, freshening of seawater, rising sea levels, loss of icy polar habitats and the decline of food sources taking place so rapidly that some whale and dolphin populations may be unable to adapt. WDCS was instrumental in securing a resolution at the 2009 annual meeting of the International Whaling Commission (IWC), making the IWC's work on the effects of climate change on whales and dolphins a priority.

■ WDCS joined forces with SEA LIFE in early 2009 to oppose moves for a return of legalised commercial whaling. Visitors to SEA LIFE's 31 centres around the world signed more than 100,000 Stop Whaling postcards for delivery to the EU calling on Member States to stop whaling. In November 2009, together with SEA LIFE we launched a

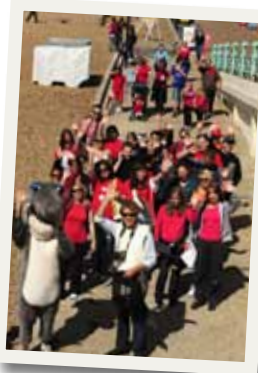
unique event: the Junior Whale Conference. The two-day event, held at the Alton Towers Resort, saw delegates from nine schools across the UK debate the controversial whaling issue. Our very enthusiastic young conservationists were given the chance to find out more about the history of whaling and the politics and ethics behind the current whaling debate. WDCS is represented at the IWC each year, and some of the arguments and views expressed by these youngsters helped us to develop our own arguments and lend extra weight to them.

HOW YOU HELPED

■ Your support for our first Walk for Whales in July 2009 raised vital funds for our Stop Whaling campaign. In partnership with SEA LIFE we held 11 walks around the UK, and you turned out in your hundreds. Some

walkers were as young as four and many travelled hundreds of miles to take part. The money raised helped ensure that our experts were at the International Whaling Commission intercessional meetings to fight proposed plans to allow Greenland to further increase the number of humpback whales it hunts and kills each year.

■ Another great success was our Abseil for the Whale that saw supporters abseil 100 feet down Bristol's Avon Gorge as part of our campaign to bring an end to commercial whaling. WDCS patron and TV presenter, Miranda Krestovnikoff, together with some of our amazing supporters and representatives from local business, went 'over the edge' to raise funds. This money will enable the continuation of vital research into how the whaling nations are using the oil and meat from the whales they kill as well as more direct action against commercial whaling.



Supporters 'walking for whales'; Miranda Krestovnikoff prepares to abseil; young people in debate at the Junior Whaling Conference

Dolphins are a much-loved part of Scotland's natural heritage



We are hopeful that the new Marine Act for Scotland will offer additional protection to bottlenose dolphins - and all whales and dolphins - throughout Scotland

PROTECT OUR DOLPHINS

The dolphins of the Moray Firth are an amazing group of animals and a much loved part of Scotland's natural heritage. But they are also vulnerable. Our Protect Our Dolphins campaign aims to ensure that these animals have a future by helping to strengthen their legal protection, by seeking to regulate industries that threaten their environment and by changing the way we behave around them.

SUCCESSES

- We were successful in stopping seismic surveys for oil and gas in the Moray Firth, while more research is being undertaken to assess the risks of this.
- We made the Ministry of Defence aware of the level of protection of the bottlenose dolphins, and as a result they reconsidered conducting part of the military exercise Joint Warrior in the Moray Firth.
- We provided important expertise to a study into the economics of the Moray Firth dolphins. Demonstrating how much these special animals bring to Scotland's economy will help us gain support for protecting them.
- We continued our support of a responsible dolphin watching industry through the Dolphin Space Programme.

■ We were successful in achieving a new Marine Act for Scotland – which we are working hard to ensure will offer additional protection to the bottlenose dolphins and all whales and dolphins throughout Scotland.

HOW YOU HELPED

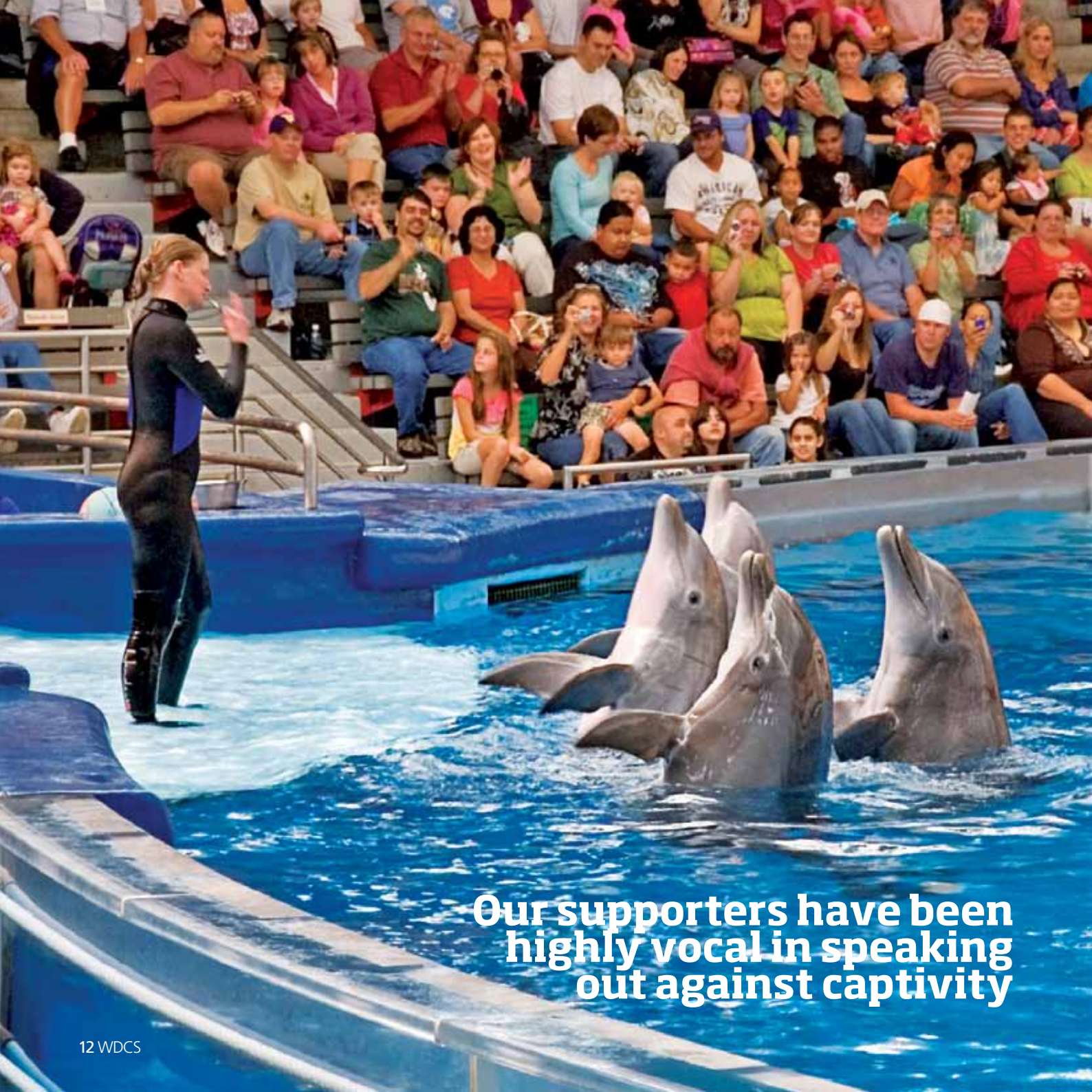
- Many of you have been getting out to the Scottish coastline to look out for whales and dolphins through the WDCS Shorewatch initiative. You have collected important data which helps us to understand more about where these animals are. The more we understand, the better protection we can provide, and we hope that Shorewatch will go from strength to strength in the coming years.
- During the year 60,000 visitors passed through the doors of the WDCS Wildlife

Centre at Spey Bay and a further 20,000 came to the WDCS Dolphin and Seal Centre at North Kessock. In addition, we welcomed a large number of school and university visits to our new education room at the WDCS Wildlife Centre where we were able to engage 1,490 conservationists of the future with the issues facing their local dolphins. This great space was kindly funded by Scottish National Heritage, The Baxters Foundation and Moray Leader. And your generosity generated around £90,000 in revenue from the shops at both Centres and also through your kind donations. Thank you.

■ Meanwhile, WDCS patron and TV presenter Monty Halls bravely took on the gruelling London Marathon and with the help of WDCS supporters he raised £9,500 for the campaign.



Visitors at the WDCS Dolphin and Seal Centre at North Kessock; WDCS continues the fight against oil and gas surveys in potentially sensitive areas; Monty Halls (in dolphin suit) runs the London Marathon for WDCS



Our supporters have been highly vocal in speaking out against captivity

ANTI CAPTIVITY

WDCS understands why people love whales and dolphins and their desire to see them up-close, but keeping them in captivity inflicts cruelty and suffering. These wide-ranging, social animals are forced to live in confined spaces and suffer lower life expectancy and higher infant mortality than in the wild. WDCS is working for a world where whales and dolphins are no longer subjected to this cruelty.

SUCCESSES

■ **GERMANY** After the devastating news of six bottlenose dolphins dying in one year at Nuremburg Zoo, WDCS won an important legal battle against the City of Nuremburg to grant us full access to information relating to the conditions of the dolphins kept at the zoo. The information obtained will enable us to conduct an independent review of dolphin deaths there. We hope this will stop similar tragedies in other facilities in Europe.

■ **AUSTRIA** Following reports that a new dolphinarium was being proposed in Austria, we conducted a nationwide media campaign to expose the cruelty of live captures, trade and confinement. As a result, the responsible Austrian Ministry publicly stated that the

dolphinarium project will not go ahead.

■ **CROATIA** In response to the guidance and information provided by WDCS relating to whales and dolphins in captivity, Croatia has now made it illegal to keep dolphins in captivity for commercial exploitation.

■ **USA** We have made strong recommendations to the US Government regarding the public display of whales and dolphins to strengthen the regulations for marine parks and aquaria under the US Marine Mammal Protection Act.

■ **PLUS** We supported and helped promote the international release of *The Cove*, a documentary detailing the inhumane drive hunts in Japan, which won the Oscar for Best Documentary in March, 2010. We also participated in the Dominican Republic Film Festival as a panel expert.

HOW YOU HELPED

■ We're proud to see a number of younger supporters coming on board to help our campaigns, leaving us feeling positive that today's children are becoming more aware of conservation and wildlife issues.

■ Talented students at the Leesburg High School in Florida, USA wrote and performed a powerful rap, which can be seen on YouTube. The students are now working with WDCS to arrange a trip to OrcaLab, the home of WDCS's adoption orcas in British Columbia.

■ In Geneva, Switzerland, 11-year-old student, Jack Davis wrote a report and produced a sculpture to demonstrate his feelings about orcas in captivity. For his last few birthdays he has asked for donations to WDCS instead of presents!



Face to face with a captive orca; Florida rappers bring the message home; *The Cove*, an Oscar-winning documentary on drive hunts



Working
alongside local
communities
we have
implemented
protection
measures for river
dolphins

**WDCS is championing a
global campaign to save the
surviving river dolphins**

RIVER DOLPHINS

The river dolphins found in South America and Asia are among the most endangered mammals in the world. We have recently lost one species forever (the baiji) and the few surviving species, like the Amazon river dolphin, are under threat. WDCS works to support conservation projects and research to help the animals and their habitats, and also the local communities who live alongside them.

SUCCESSES

■ In partnership with a local conservation foundation, Natütama, WDCS has developed a successful model for working with Amazon indigenous communities in Colombia, to protect river dolphins and local wildlife. Central to this work is the interpretation centre in Puerto Nariño, which provides jobs and an important focal point for visitors and local communities, and which has seen thousands of visitors walk through its doors in the past year. We aim to roll out this type of project to other Amazon countries.

■ WDCS continues to help work with local children through a dedicated, year-round education programme in schools (and an ecology club at weekends), to communicate and promote key conservation messages and

to ensure local knowledge about wildlife conservation is not lost.

■ WDCS continued its efforts to help communities set up alternative livelihoods that don't impact on the dolphin populations. This includes helping a group of Ticuna women in a new venture to recover the value of fish caught by fishermen, but damaged by predators such as dolphins. The cooperative processes the meat to make fish burgers. The fishermen get better value for the fish and indigenous family incomes are enhanced.

their habitats. Local wildlife guardians carry out regular surveys in the area and report any problems so that they can be dealt with by the team. Working alongside the local Ticuna community, we have implemented protection measures for river dolphins and associated endangered species.

HOW YOU HELPED

■ Thanks to your support, WDCS is also able to fund a conservation programme in Puerto Nariño to protect river dolphins and



The Natütama centre protects river dolphins; education of the young is so important; children can demonstrate their knowledge with a diploma

CREATING HOMES FOR WHALES

A photograph of two whales swimming underwater. The water is a deep, clear blue. The whales are seen from a side profile, moving towards the right. The lighting is natural, highlighting the texture of their skin and the shape of their bodies.

12 by 12

WDCS's goal is to help design and create 12 safe havens for whales and dolphins by 2012

Around the world, there are many key marine areas that are critical as homes for whales and dolphins, and others that are key migratory routes.

SUCCESSSES

- WDCS is committed to protecting the places where whales and dolphins live to ensure their future. WDCS's goal is to help design and create 12 large 'safe havens' or Marine Protected Areas (MPAs) for whales and dolphins by 2012.
- In particular WDCS has been working as part of the Save Our Marine Life coalition towards a network of Marine Protected Areas in the west of Australia that will be a safe haven for whales and dolphins.

RESPONSIBLE WHALE & DOLPHIN WATCHING

WDCS does not want to deny people the great pleasure of watching whales and dolphins at sea, but is committed to ensuring that this increasingly popular pastime is managed with minimal disturbance to the animals themselves

SUCCESSSES

- WDCS has developed Whale SENSE, a responsible whale watching programme to protect whales and increase outreach to passengers.
- This year has also seen the expansion of our Dolphin SMART programme to the western coastline of Florida, with participating vessel operators now in Alabama, Florida and, in the near future, Hawaii.
- We have expanded our youth whale and dolphin awareness programme, Pier2Pier, and Dolphin Diploma programmes to Haiti through our continuing development of an education, research and ecotourism project in the country, promoting marine mammal protection and sustainable tourism.

WDCS is committed to ensuring that whale watching does not disturb the whales

A SPECIAL THANK YOU

We are extremely grateful to you, our supporters, adopters and members. Your passion and commitment will help us to fight the continuing threats to whales and dolphins around the world to ensure not only their survival, but also that they thrive in oceans and rivers for many years to come.

We thank you all.



Clockwise from top left; WDCS's first gala dinner raised an astonishing £20,000 for whales and dolphins, Walking for Whales, over the edge in Bristol, Whacky Whale Race fundraising event, London walkers, beach clean up.

REVIEW OF FINANCIAL RESULTS

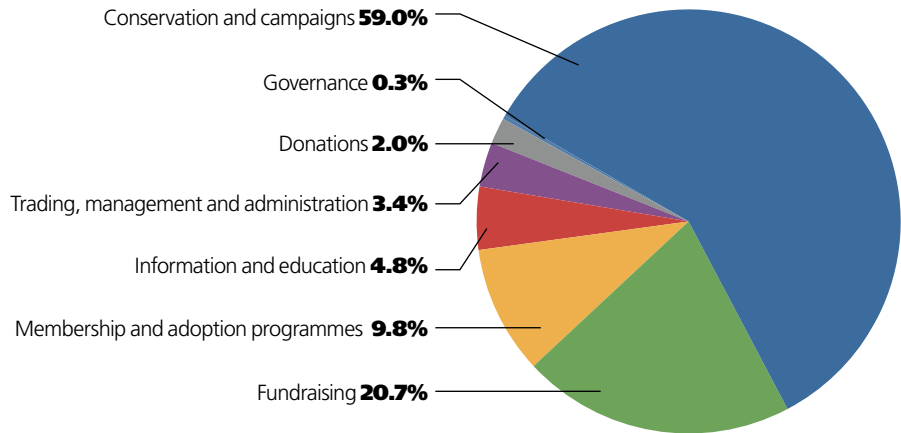
To deliver charitable objectives of campaigning, conservation and education, WDCS made charitable expenditure of over £2.9 million to the end of 2009.

Although WDCS felt the effects of the recession, close financial management meant that the organisation was able to match spending to income levels and generate a consolidated net income of £116k for the year, which we hope will help the charity weather the current economic difficulties.

The information in the chart opposite has been extracted from the audited, consolidated accounts for the charity for the year ended 30 September 2009. A copy of the full consolidated accounts – audited by Chantrey Vellacott – their report and the report of the Trustees can be obtained from:

Company Secretary,
WDCS,
Brookfield House,
38 St Paul Street,
Chippenham,
Wiltshire
SN15 1LJ

HOW EACH £ WAS SPENT IN 2008-09



SCOTT PORTELLI

GET IN TOUCH

To find out more about WDCS, and how to support us, please contact info@wdcs.org or **01249 449 500**, or visit www.wdcs.org



LUCY MOLLISON

WDCS would like to thank the following corporate organisations:

Endsleigh
SEA LIFE
Profile Technology Services Ltd
Benromach
Konfidence
Target Dry
Hunter Hall International Ltd

And the following Trusts and Foundations:

The Simon Gibson Charitable Trust
BBC Wildlife Fund
The Stella Symons Charitable Trust
The Joyce Carter Charitable Trust
Scottish Natural Heritage
The Michael Harry Sacher Charitable Trust

The Jeremy & John Sacher Charitable Trust
The Moray Firth Partnership
The Panton Trust
The Kilverstone Wildlife Charitable Trust
The Maud Beattie Murchie Charitable Fund
The Anne Brown Charities Settlement
Susan H Guy Charitable Trust
Project AWARE Foundation
The TowerBrook Foundation
Global Ocean
HDH Wills
Knowledge Transfer Partnership
Whitely Fund for Nature

Gala dinner thanks:

La Prairie Advanced Marine Biology skincare
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Leon Norell Ltd
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Sea Siren
The Sanctuary
Wildlife Worldwide
Igloo Flowers
Dave King
Southern Right Wines

Gala Dinner Event Committee

Cherylle Millard-Dawe
Carina Coen
Charlie Duff
Angela Raper
Ron Watson

■ We would also like to say an extra special thank you to those individuals and families that have chosen to support WDCS's work through legacy donations or in memory of their loved ones.