

# ANIMAL HEROES



ANNUAL REPORT 2024



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## Transparency

Transparency isn't just a box we tick to meet the requirements of our ANBI status — it's part of our DNA. We are transparent about our ambitions, open with one another as a team, honest in our communication with the Animal Heroes we support, and with you — our donors, sponsors, and grant providers.

Animals and the people who care for them are at the heart of what we do — but so are the people who support us. That includes our donors, sponsors, and grant-providers.

Our goal is 100% satisfied supporters — and we're not afraid to say that out loud. Because it's only thanks to your support that we can continue providing emergency aid to animals affected by natural disasters, war, or other crises.

That's why we're committed to showing you the difference your support makes for animals. And we do this even when things don't go as hoped. Because being transparent about successes is easy — but there are also times when outcomes are not as planned.

We provide medical care to animals with serious injuries. This past year, there have been cases where, despite the best possible treatment, some animals sadly didn't survive. That deeply affects us. But it also brings comfort to know that those animals were cared for with love and dignity in their final moments.

If you make a donation through our website and choose to stay updated, we will gladly keep you informed. If you donate via bank transfer, unfortunately, we won't be able to keep in touch as banks do not share your contact details with us. If you would like updates about the project you're supporting, please send us a message via email or WhatsApp.

We care about trees too — and prefer not to waste money — so you won't receive any printed mail from us.

Our commitment to transparency is also reflected in this annual report.

## Chairperson's foreword

2024 was a year in which we once again pushed our boundaries — both literally and figuratively. While violence in Gaza reached unprecedented levels and the humanitarian situation continued to deteriorate, we made a conscious choice: not to look away.

In a region where even human emergency aid is barely allowed in, we achieved what once seemed nearly impossible: establishing our own pop-up veterinary clinic for animals in Gaza.

Under the leadership of our colleague A'aed, and with the professional support of Dr Jenny McKay MVB, PhD (Cantab), DipIECVP, FRCPath, DipHE(TMM), FRSA, MRCVS, we provide medical care to injured donkeys, horses, dogs, and cats. At great personal risk, this team works tirelessly to treat animals who would otherwise be left to suffer and die.

2024 was also the year we strengthened our organisation and carried out 13 emergency aid projects in conflict and disaster zones such as Ukraine, Lebanon, Gaza, the West Bank, and southern Spain. In total, we helped more than 2,800 animals in acute need.

This has only been possible thanks to the tireless dedication of our 28 team members, our partners, and our donors. You are the ones making the difference.

I invite you to read this report and see how your support has had a direct, life-saving impact over the past year.

With deep gratitude,

Esther Kef

Chairperson

## 1. Report from the board

In 2024, our goal was to further grow our organisation while building a strong foundation that enables us to continue delivering fast and impactful emergency aid to the animals supported by local Animal Heroes. Our key objectives for the year were:

1. To acquire a dedicated Animal Heroes field hospital for animals and expand our international team of veterinarians committed to emergency response.
2. To strengthen our partnership with the Finnish organisation Animal Aid without Borders, with the aim of launching and implementing more joint projects.
3. To raise €50,000 in donations to increase our impact and provide more emergency aid to our Animal Heroes.
4. To increase brand awareness and donor base through press engagement, fundraising, and communication strategies.
5. To recruit three corporate sponsors willing to financially support our operations.
6. To continue professionalising the organisation and developing our teams into high-performance teams.

### Animal Heroes field hospital

One of our primary goals was to secure funding for a mobile field hospital for animals. This was successfully achieved in December 2024, thanks to a generous donation of €9,766 from WWAR. The commitment was made to us in 2024, but the funds were transferred in 2025. Therefore, this purchase will be reported in the 2025 financial year. The field hospital has been purchased and will be used during disasters to treat injured animals quickly and effectively.

### Partnership with Animal Aid without Borders

In 2024, we strengthened our collaboration with Animal Aid without Borders. Together, we raised funds to purchase animal food for Gaza. Unfortunately, this food remains held at the Egyptian border due to the ongoing closure of the Rafah Crossing. In addition, we coordinated the shipment of multiple deliveries of veterinary medicine to animal shelters in Ukraine.

### Fundraising

Our third goal was to raise €50,000 in donations. We far exceeded this target, raising a total of nearly €110,000 in 2024. This achievement reflects growing trust in our mission and strong public engagement.

### Brand awareness

Our fourth goal was to increase public awareness of Animal Heroes and the local animal heroes we support. In 2024, we appeared in the press over 37 times, including features in

major Dutch media outlets such as AD, NU.nl, RTL Nieuws, and the NOS Journaal. Internationally, our work was also covered in publications such as Corriere della Sera (Italy).

## Corporate sponsorship for overhead costs

Our fifth goal was to secure three corporate sponsors to cover our overhead costs, enabling us to allocate 100% of public donations directly to emergency projects for animals. In 2024, we successfully partnered with two corporate sponsors, who together contributed €3,000 toward operational expenses.

## Team and organisational development

Our sixth goal was to build a strong, international, and multidisciplinary team of skilled professionals volunteering their time to support Animal Heroes. We also aimed to create an organisational structure that allows for quick and efficient response.

In 2024, our team grew from 15 to 28 members, including professionals from the Netherlands, Finland, Italy, England, Spain, the West Bank, Gaza, the United States, Norway, Croatia, and Germany — all volunteering their expertise for Animal Heroes. Our structure now includes hybrid departments and subgroups to enable focused work and collaboration.

Our volunteers bring extensive experience from diverse sectors including marketing, fundraising, communications, legal & HR, finance, veterinary care, and safety. Despite our varied backgrounds, we share a common motivation: to use our expertise to support local animal heroes and help animals in urgent need with compassion, dedication, and a results-driven mindset.

Given the nature of our work, which often requires rapid intervention, we focused heavily on optimising our structure, processes, systems, and governance. Thanks to well-documented procedures, clear responsibilities, and established protocols, we were able to respond quickly and effectively again this year.

### Fundraising

Goal: € 50.000  
Result: € 109.953

### Team

01/01/24: 15 members  
31/12/24: 28 members

### Media attention

+37 media features



## 2. Emergency aid for animals



**War in Ukraine**  
Food for 1,000 hungry dogs and cats



**War in Ukraine**  
Doghouses for 47 homeless dogs



**War in Ukraine**  
Medicine and medical care for 150 shelter animals



**War in the State of Palestine (Westbank)**  
Medical aid and food for 690 dogs and cats



**War in Lebanon**  
Food, transport, shelter, and medical aid for 384 dogs and cats



**War in Gaza**  
Food, pop-up clinic support, and care for Maryam's cats – 161 animals



**Wildfire in Turkey**  
Medical care for 32 injured sheep and a new pickup truck



**Ali's donkeys in Turkey**  
Emergency relocation of 115 donkeys and other animals



**Petition Turkey**  
Petition and billboard campaign against proposed street dog legislation



**Flood in Spain**  
Emergency aid for flooded shelter with 80 animals in Málaga



**Vaccinations in Uganda**  
100 animals saved from forced euthanasia through rabies vaccination



**Heavy snowfall in Italy**  
50 animals rescued from a heavy snowfall at Gabriela's shelter



## General approach

Animal Heroes adopts a rigorous process of due diligence prior to starting any aid projects. Following our preliminary procedure that includes anti-fraud, anti-corruption and anti-terrorism checks and declarations, Animal Heroes (when feasible) conducts in-person visits to the local animal heroes we intend to support. This is to ensure that they meet our established emergency aid criteria, as outlined in our internal procedures. Among the factors we assess are: financial and operational feasibility, the responder's speed of action, ability to communicate and report back on the use of funds, and the safety of the area. It is also clearly defined in our policies what we do **not** engage in politics or activism.

If the criteria are met, we publish the animal hero's project on our website, seek press attention, and promote the initiative through multiple communication channels including newsletters, social media, and events — targeting both existing and potential new donors.

## 2.1 Emergency aid for animals in Ukraine

Since the start of the war, animal shelters in Ukraine have been under immense pressure. They are overwhelmed by animals abandoned due to the violence, as well as injured strays wounded by bombings. At the same time, local donations have largely dried up.

In the early days of the conflict, there was significant international support — but that emergency aid has steadily declined. The people caring for these animals are often exhausted and sometimes have nothing more to offer them than rice or oatmeal. Medical care has become unaffordable, with veterinary debts reaching into the thousands of euros.

The support efforts we launched in 2023 to help these animal heroes and the animals in their care were actively continued throughout 2024.

### 2.1.1 Animal Hero Nathalia

Nathalia Kuznetsova is the founder of Shelter Myloserdia, the largest and oldest dog shelter in Lviv. Before the war, she cared for around 200 dogs. Since the outbreak of the conflict, an additional 200 dogs have arrived — many from displaced families in the region and from eastern Ukraine, where heavy fighting has taken place.

Nathalia constantly struggles with shortages of food, shelter, medicine, and clean drinking water for the 400 dogs in her care.

#### Our actions:

- At the beginning of 2024, we visited Nathalia's shelter for the second time.
- We commissioned and delivered 25 locally built doghouses to help protect her dogs from Ukraine's harsh winter conditions.
- On site, we provided €1,000 worth of food and medicine.
- On behalf of World Animal Protection Netherlands and Animal Aid Without Borders, we inaugurated a new water pump system at the shelter. This project, initiated by Animal Heroes, was funded by the above-mentioned organisations and coordinated locally by our partner Petfriendly NGO. The construction — a large-scale, three-

month project — was vital to ensuring access to clean water for the animals. It was made possible thanks to strong collaboration between all involved partners.



### 2.1.2 Animal Hero Olya

Olya Mudrichenko runs Happy Tails Shelter in Mykolaiv, where she cares for 80 abandoned dogs and cats.

#### Our actions:

- We delivered our second locally built “doghouse village” to Olya’s shelter, consisting of 10 insulated wooden doghouses to protect the dogs from rain and cold.
- In addition, we transferred €500 to Olya for the purchase of food for her animals.





### 2.1.3 Animal Hero Marina

Marina Dilly of Shelter Friend in Dnipro is located close to the frontlines and cares for hundreds of abandoned and rescued animals. Like our other Animal Heroes in Ukraine, she faces the same daily challenges. Every day, soldiers bring injured animals to her overcrowded shelter, where there is a shortage of almost everything.

#### Our actions:

- In September 2024, we delivered our third “doghouse village”, consisting of 12 insulated doghouses, to Marina’s shelter to help protect the dogs from rain and cold.



### 2.1.4 Animal Hero Angela Stoop

In 2024, Dutch veterinary nurse Angela Stoop spent most of her time in Kherson and Kharkiv, where she works alongside veterinarians in some of the most heavily bombed areas of Ukraine. She rescues injured animals, assists with sterilisation campaigns, and vaccinates stray animals. Angela risks her life every day to help animals, and we are incredibly proud of her courage and dedication.

#### Our actions:

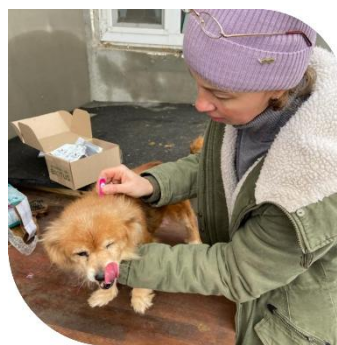
- We provided €1,160 in support to Angela Stoop to fund emergency medical care for injured animals, as well as food for pets and animals belonging to the Ukrainian military.



### 2.1.5 Additional projects in Ukraine

In addition to the three previously delivered doghouse villages, we commissioned the construction of five more doghouse villages in 2024, which were delivered in the first quarter of 2025.

In collaboration with Animal Aid without Borders, several shelters in Ukraine received anti-parasitic medication valued at over €7,000. These supplies were part of an in-kind donation made to Animal Aid without Borders. These goods are not included in the financial statements because they were donated directly to our partner organisation. Animal Heroes paid for the transport costs and logistical coordination.



## Financial accountability Emergency aid for animals in Ukraine

### Expenditures

Doghouse villages for shelters in Ukraine	€	4.821
Food and medical care for animals in Ukraine	€	2.420
	€	<u>7.241</u>

### Covered by

Donations received in 2024	€	<u>7.241</u>
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## 2.2 Emergency aid for animal in Turkey

### 2.2.1 Animal Hero veterinarian doctor Ali – relocation shelter

Under the umbrella of Haytap, Ali ran a shelter for abandoned donkeys in eastern Turkey. After years of hard labour, donkeys that become sick or too weak to work are often left to die without food or water. Ali rescued these animals, gave them medical care, and offered them a second chance. In addition to donkeys, he also saved hundreds of cows, sheep, and other animals.

In 2023, Ali was told he had to relocate. Shortly after completing the move, a shift in local politics led to a second eviction order — this time without the municipality offering him land. His only option was to lease a costly piece of private land where he could stay for 10 years, but he lacked the funds to cover the move and transport of the animals.

#### Our actions:

- We funded the relocation of the (previously donated) fencing, shelters, and animal transport to the new site.

Unfortunately, the new location turned out to be unsuitable — the grass failed to grow due to poor water access. Ali was unable to manage the situation and made the difficult decision to stop his work. The animals needed to be moved again, this time to an existing Haytap shelter in another part of the country.

- We again covered the costs of moving the fencing, shelters, and transporting the animals to the new location. The animals are now safe — but sadly, there is no longer a donkey rescue facility in southeastern Turkey.



### 2.2.2 Animal Hero veterinarian doctor Ali – Aid for burnt sheep

In June 2024, a major wildfire in southeastern Turkey claimed the lives of 556 animals. Veterinarian Ali was the first to arrive at the scene and managed to rescue 32 sheep from the flames. During the rescue, his pickup truck was severely damaged and beyond repair.

Following the 2023 earthquake, two forced relocations, and now this devastating fire, Ali had no financial resources left — not even for medical care for the injured sheep, let alone a new vehicle. A pickup truck was essential for delivering food daily to the shelter, which at the time housed 150 animals.



### **Our actions:**

We raised €2,480 in donations, which was used for:

- Food and medical care for 15 of the 32 rescued sheep. Sadly, 17 sheep died shortly after arrival at the shelter due to severe smoke inhalation. The remaining animals survived thanks to Ali's care.
- The purchase of a second-hand pickup truck to replace the destroyed vehicle.



### **2.2.3 Petition against new legislation to cull millions of stray dogs**

In July 2024, we received shocking news about a proposed new law in Turkey that would allow the mass capture of stray dogs, their confinement in overcrowded shelters, and their euthanasia after 30 days if not adopted. The proposal was later revised to allow euthanasia only for “sick or aggressive” animals, but concerns remain that thousands could be killed behind closed doors.

In many Turkish towns and villages, stray dogs are viewed as part of the community. Local residents have emotional bonds with these animals and provide them with daily food and water.

The public outrage — both within Turkey and globally — was enormous and gained international media attention. At Animal Heroes, we recognised that preventing animal suffering is just as important as responding to it. We launched a petition and presented a package of humane alternatives, including:

- The Catch-Neuter-Vaccinate-Release (CNVR) strategy: animals are trapped, sterilised, vaccinated, and then returned. Although slower, this approach has proven effective in sustainably reducing stray populations.
- A ban on the online sale of dogs in Turkey.
- The closure of puppy mills within the country.
- A ban on dog imports into Turkey, with active enforcement.

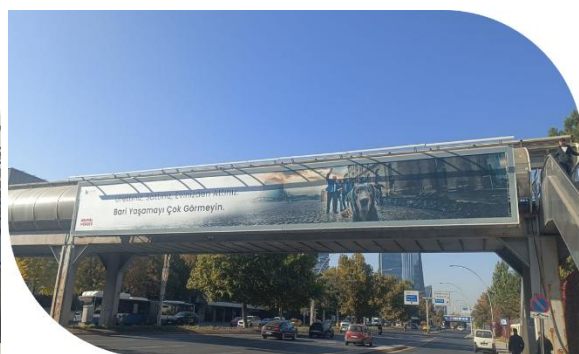
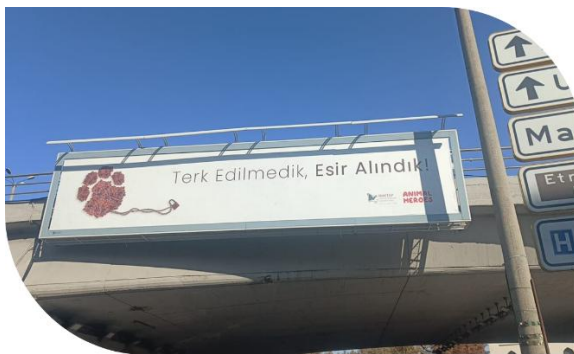
- Education programmes for children on how to safely interact with dogs to reduce aggression and fear.

### Our actions:

- In July, we launched the petition, which received over 30,000 signatures. These were intended for submission to the Turkish Ministry of Agriculture.
- Thanks to donations supporting our campaign against the proposed law, we partnered with Turkish animal rights organisation Haytap to launch a billboard awareness campaign.

Despite the widespread protest, our efforts — and those of thousands of others — were ultimately unsuccessful. The law was passed behind closed doors just before the summer recess, and in May 2025, an appeal against the legislation was also rejected.

Note: In 2023, we also launched a fundraising campaign to purchase two intensive care units for Ali's shelter. By the end of 2024, we had raised €700 for this purpose. However, after the shelter closed, we consulted with Haytap and the relevant donors. It was agreed that the funds would instead be used to build insulated doghouses for a Turkish mountain shelter, where snow and extreme weather conditions pose serious risks. This project was completed in the first quarter of 2025.



**Financial accountability**  
**Emergency aid for animals in Turkey**

**Expenditure**

Ali's donkeys	€	<b>1.703</b>
Ali's scheep	€	<b>2.493</b>
Petition and campaign new law stray animals	€	<b>3.014</b>
Food for puppy's	€	<b>100</b>
Doghouse village for Turkish shelter in the snow	€	<b>p.m.</b>
	€	<b>7.310</b>

**Covered by**

Donations received in 2024	€	<b>7.310</b>
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Doghouse village for Turkish shelter in the snow:

This project is funded in 2025 from donations reserved at the end of 2024.

	€	<b>700</b>
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## 2.3 Emergency aid for animals in the State of Palestine (West Bank)

### 2.3.1 Animal Hero Diana

Shortly after the outbreak of war between Israel and Hamas, our emergency response team travelled for the first time to the West Bank to support Animal Hero Diana Babish in rescuing injured animals. Diana is a remarkable woman with an extraordinary commitment to animals in crisis. She is the founder of the Animal & Environment Association, the only official shelter for dogs and cats on the West Bank.

In 2024, our team visited her shelter for the second time. What we encountered was truly shocking. Since the start of the conflict, the situation for animals on the West Bank had worsened significantly. Reports of violence against animals had tripled. The shelter was receiving an average of 50 severely injured animals per day, many suffering from abuse — including stoning, kicking, poisoning, and in some cases, inflicted by children.

#### Our actions:

- Together with Diana, we rescued injured animals, brought them to the vet, and in some cases carried them across the border into Israel by foot, where specialised medical care was available.
- We funded the medical treatment of hundreds of animals who would otherwise have received no care.
- We purchased food locally for both the shelter animals and street animals, enabling Diana to continue caring for all animals under her supervision — both in the shelter and on the streets.
- In collaboration with Bethlehem University and Diana's shelter, we launched an awareness campaign at a local orphanage in Bethlehem. This pilot marks the start of a long-term educational project, which we plan to roll out over the next four years in partnership with the Palestinian Ministry of Education and supported by Palestinian university students. The goal is to structurally prevent violence against animals in the region through compassion-based education.





**Financial accountability**  
**Emergency aid for animals in the State of Palestine (West bank)**

**Expenditures**

Animal Hero Diana	€	<b>23.783</b>
Educational campaign for children on the West Bank	€	<b>p.m.</b>
	€	<b><u>23.783</u></b>

**Covered by**

Donations received in 2024	€	<b><u>23.783</u></b>
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## 2.4 Emergency aid for animals in Lebanon

### 2.4.1 Animal Hero Sarah

Sarah Abbas of Rescuing in Lebanon is a courageous young woman who has been dedicated to helping injured and stray animals in Lebanon since the age of 17. She feeds and cares for the animals and works closely with veterinarian Dr Roy Hassoun to provide medical treatment. Even before the outbreak of war and the bombardments in Lebanon, there was already widespread violence against stray animals — a situation that only worsened with the conflict.

Sarah herself was directly affected: the house she was living in was bombed. Yet she made the brave decision to remain in the danger zone, refusing to abandon the animals who needed her most.

Together with Dr Roy, Sarah continues to rescue countless animals, ensure their medical treatment, and actively seek adoption placements — mostly in Europe.

#### Our actions:

- We were the first organisation globally to launch an emergency response for animals in Lebanon following the outbreak of war between Hezbollah and Israel. Our campaign received widespread media coverage, thanks in part to the Dutch Press Agency (ANP).
- With the generous support of our donors, hundreds of animals were rescued, treated, and fed. We were also able to contribute to transport and shelter costs.





### 2.4.2 Animal Hero Tamara Abi Khalil

Tamara Abi Khalil works with Give Me a Paw, a mid-sized animal shelter in Lebanon.

Following the outbreak of war and heavy bombardments in Lebanon, thousands of pets became separated from their fleeing owners. Many were injured or trapped under rubble. In October, we received an urgent appeal from Tamara: due to Lebanon's severe economic instability and soaring inflation, the shelter could not afford to carry out a large-scale rescue operation. Thousands of animals were at risk of being left behind.

Despite the life-threatening situation, the team at Give Me a Paw continued to enter the war zone daily to rescue animals.

#### Our actions:

- We launched an emergency relief campaign for the animals of Lebanon. Thanks to the generosity of our donors, hundreds of animals were rescued, treated, fed, and provided with shelter.



**Financial accountability**  
**Emergency aid for animals in Lebanon**

**Expenditure**

The Animal Heroes of Give me a Paw	€	<b>10.432</b>
The Animal Heroes of Rescuing in Libanon	€	<b>4.763</b>
	€	<b>15.195</b>

**Covered by**

Donations received in 2024	€	<b>15.195</b>
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## 2.5 Emergency aid for animals in the State of Palestine (Gaza)

Since the outbreak of war between Israel and Hamas, we have been working tirelessly behind the scenes to get food and medicine for animals into Gaza. This has proven to be extremely complex. Even humanitarian aid for people has been allowed in only in very limited quantities — and aid specifically for animals, such as food and medicine, has been repeatedly denied by multiple parties.

Thousands of donkeys and horses have been used as replacements for cars and trucks to transport heavy materials, as well as injured and deceased people. These animals are severely weakened due to lack of food, clean drinking water, and injuries caused by the heavy labour. Their condition is heartbreaking.

In addition, thousands of dogs and cats have died from starvation, dehydration, and injuries.

### 2.5.1 Animals in Gaza Alliance – Transport of food

After nine months of planning and preparation, we launched the Animals in Gaza Alliance in the summer of 2024 — an international partnership with other organisations experienced in complex emergency operations in the Middle East. The partner organisations are Safe Haven for Donkeys and Animal Aid Without Borders.

Safe Haven for Donkeys is a well-established UK-based organisation that has been working for many years to support working and abandoned donkeys in Israel, the West Bank, and Egypt. Since 2024, they have also operated a mobile veterinary clinic in Gaza.

Animal Aid Without Borders, based in Finland, has extensive experience in animal emergency response, including in Ukraine and the West Bank.

Despite the highly complex and unpredictable situation, we succeeded in securing space on two humanitarian transports organised by the Palestine Red Crescent Society (PRCS). The PRCS has given the Animals in Gaza Alliance space to transport up to 4,000 kg per shipment into Gaza.

The first shipment consists of veterinary medicines for horses and donkeys. The second shipment includes 4,000 kg of food for dogs, cats, horses, and donkeys. We communicated the risks and challenges of this complex operation transparently to our donors and explained how we are managing the uncertainty and delays involved.

In September 2024, both shipments were ready and waiting at the Egyptian side of the Rafah border crossing, prepared for transport into Gaza by the Palestine Red Crescent Society (the local sister organisation of the Red Cross). However, due to the closure of the Rafah crossing, both shipments were significantly delayed. We hope to proceed with delivery as soon as access is approved.

#### **Our actions:**

- At the initiative of Animal Heroes, the Animals in Gaza Alliance was established.
- We purchased €6,900 worth of animal food, including €2,000 donated by our Finnish partner Animal Aid Without Borders. (Note: their contribution was transferred in 2025 and is not reflected in this annual report.) We acquired 3,000 kg of food, and Safe Haven for Donkeys contributed the remaining 1,000 kg.
- Both emergency aid shipments are currently on hold at the border in Egypt, ready for transport as soon as clearance is granted.
- The food will be distributed between the Animal Heroes Pop-Up Clinic, Safe Haven for Donkeys' mobile clinic, and Sulala Animal Shelter.



### **2.5.2 Animal Hero A'aed – pop-up clinic for animals in Gaza**

Our colleague A'aed Mahmoud Abu Nejem is a fifth-year veterinary medicine student. Under his leadership — and with the support of our colleague Dr Jenny McKay MVB, PhD (Cantab), DipIECVP, FRCPath, DipHE(TMM), FRSA, MRCVS, an experienced UK-based veterinarian — he leads our medical team operating free pop-up clinics in Gaza. This work is carried out at great personal risk.

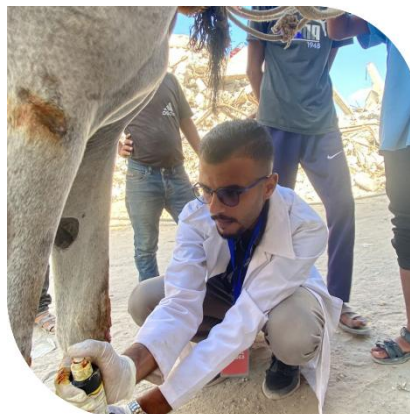
Injured donkeys, horses, stray animals, and the animals of displaced Palestinians are treated free of charge using food and medicine that we source locally, as long as our humanitarian shipments are not allowed to cross the border.



In addition to his clinical work, A'aed leads awareness campaigns to share his knowledge with the local population. He advocates against the abuse of working animals like donkeys and horses, and teaches owners how to care for their animals — even amid severe shortages of food and veterinary supplies.

### Our actions:

- We operate the only European-led pop-up clinic in Gaza, and have treated hundreds of injured and sick animals.
- We launched an education campaign to teach the local community how to care for their wounded and starving animals.
- Thanks to several fundraising campaigns, we were able to purchase medicine and food locally for our pop-up clinic and help hundreds of animals.



### 2.5.3 Animal Hero Maryam

Maryam H. A. Bar cares for 65 cats in northern Gaza. When we first made contact with her in September 2024, her situation was critical. She had been surviving for over a year on a diet of lentils and bread. The lack of food was slowly taking a toll — on her health and on the well-being of her cats.

Despite the constant danger to her own life, Maryam repeatedly refused to flee the bombings and violence, as she could not bear to abandon her cats.

Throughout 2024, we organised multiple fundraising campaigns to support Maryam and her animals.

#### **Our actions:**

- Thanks to donations, we raised over €5,000 for cat food for Maryam's animals. Cat food is extremely expensive in Gaza, but local procurement is the only viable way to keep the animals alive under current conditions.

We will continue to support Maryam and her cats in 2025, for as long as it is needed.



**Financial accountability**  
**Emergency aid for animals in the State of Palestine (Gaza)**

**Expenditure**

A shipment of animal food for animals in Gaza	€	<b>7.132</b>
The medical team of Animal Heroes in Gaza	€	<b>4.650</b>
Food for 65 cats of Animal Hero Maryam in Noord-Gaza	€	<b>5.412</b>
	€	<b>17.194</b>

**Covered by**

Donations received in 2024	€	<b>17.194</b>
For the projects in Gaza, funds from donations received were reserved at the end of 2024	€	<b>4.267</b>

## 2.6 Emergency aid for animals in Spain

### 2.6.1 Animal Hero Jacqui Ross

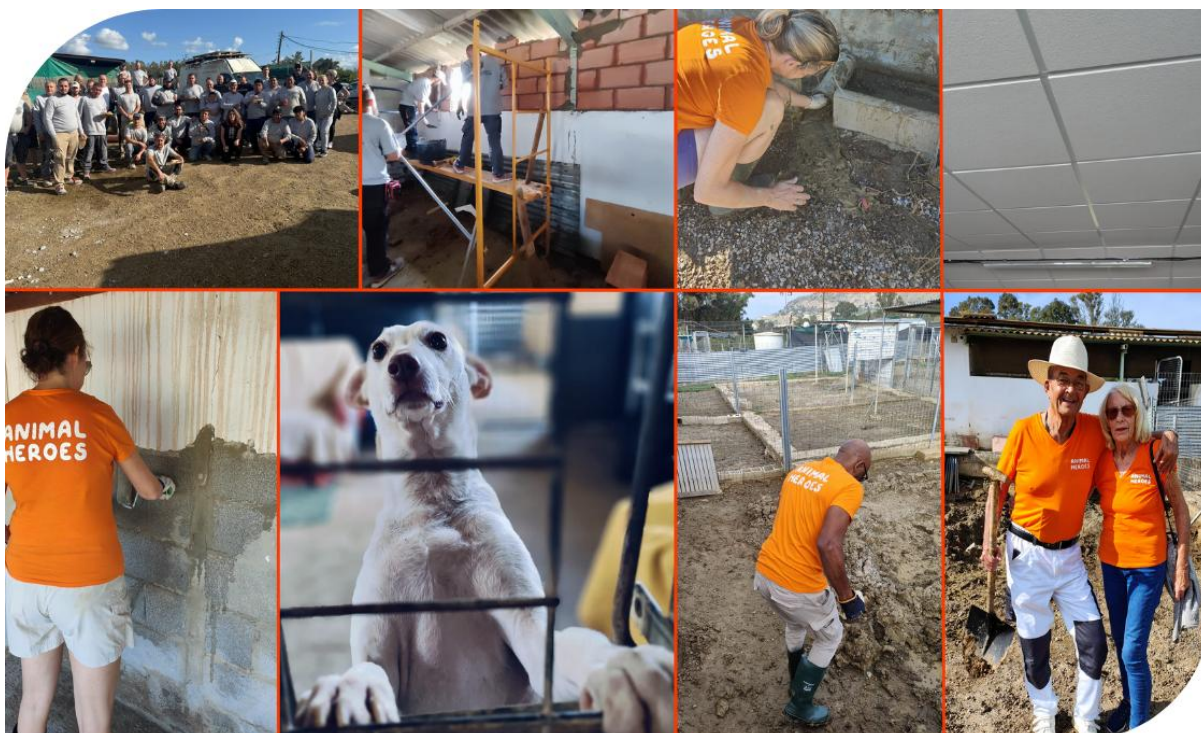
In November 2024, heavy rainfall triggered severe flooding in and around the southern Spanish city of Málaga. A massive volume of water rushed down from the surrounding mountains and hit Jacqui's Last Chance Animal Rescue, with devastating consequences.

Just two weeks earlier, the staff had already been wading through mud. This second flood destroyed large parts of the shelter, forcing the evacuation of 80 animals.

**Our actions:**

- We deployed an emergency response team to Málaga to assist Last Chance Animal Rescue with mud removal and the rebuilding of the cat shelter.
- We launched a fundraising campaign to repair the damaged roof of the dog and cat housing areas.
- Thanks to an article on INspanje.nl, we connected with a Dutch contractor in Spain who, along with 35 volunteers, offered to repair the roof, fences, and walls at cost price — work that would normally cost around €10,000.
- Our campaign successfully raised €4,000, fully covering the cost of construction materials.





## Financial accountability Emergency aid for animals in Spain

### Exenditure

Emergency aid for flooded shelter Last Chance Animal Reçue in Malaga - Spain	€	<u><u>4.439</u></u>
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### Covered by

Donations received in 2024	€	<u><u>4.439</u></u>
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## 2.7 Emergency aid for animals in Uganda

### 2.7.1 Animal Hero Lukenge

Lukenge Ellie of Animal Lifeline Uganda runs a shelter where injured, sick, and severely malnourished dogs and cats are cared for. The animals are given a safe place to stay until a permanent home is found. The organisation has been actively advocating for animal rights in Uganda for over 10 years and regularly organises vaccination and sterilisation campaigns.

Due to the high risk of rabies, unvaccinated dogs are often killed by the authorities. That is why we support Lukenge financially in vaccinating animals, giving them a fair chance at life.

**Our actions:**

- In 2024, thanks to Animal Heroes’ donors, 100 animals were vaccinated, saving them from being euthanised. These animals were given identifiable collars, so local authorities would know they had been vaccinated and posed no threat to public health.

We will continue to support Animal Lifeline Uganda’s vaccination and sterilisation programme throughout 2025.



**Financial accountability**  
**Emergency aid for animals in Uganda**

**Expenditure**

Support for vaccination programme Uganda Lifeline	€	<u><u>746</u></u>
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**Covered by**

Received donations in 2024	€	<u><u>746</u></u>
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## 2.7 Emergency aid in Italy

### 2.7.1 Animal Hero Gabriëlla

Gabriella runs an animal sanctuary high in the Italian Dolomites. She rescues donkeys, goats, pigs, cats, dogs, chickens — and even a deer named Sisi. Sisi was hit by a car when she was just a fawn and suffered a broken leg. The military police intended to shoot her, as protocol dictates in Italy. But Gabriella and her partner Mauro intervened, and were granted permission to care for Sisi at home. After months of loving care, Sisi not only learned to walk again — she now rules over all the other animals in the sanctuary. Sisi is the boss.

In February 2024, the shelter was unexpectedly buried under 1.5 metres of snow. At that exact moment, the snow plough broke down.

#### Our actions:

- Just one hour after Gabriella's emergency call, our local emergency team arrived to help dig out the animals — under Sisi's watchful leadership, of course.

No donations were raised for this response, and no costs were incurred for this mission.

The Dutch national news site [NU.nl](https://www.nu.nl) published [this video of our team](#).







### 3. Future outlook

As an emergency aid organisation, we respond to disasters in regions where rapid and financially feasible support can be provided. Due to the increasing frequency of natural disasters and ongoing conflicts in Ukraine, the Palestinian Territories, and Lebanon, we expect that many animals will continue to need emergency assistance in 2025. At the same time, our work remains inherently unpredictable, as we do not know when and where new crises will occur.

#### Our goals for 2025

Our objective is to continue strengthening our systems and processes so we can deliver swift and impactful emergency aid to the animals cared for by local animal heroes we support. The key goals for 2025 are:

1. To highlight at least 8 animal heroes, launch fundraising campaigns on their behalf, and provide them with tangible emergency support for the animals under their care.
2. To increase brand awareness of Animal Heroes in the Netherlands, Italy, and Finland, raising public awareness about the urgent support our animal heroes need.
3. To attract a minimum of 10 corporate partners who are willing to support Animal Heroes through sponsorship or in-kind support.
4. To improve our website. In 2024, we experienced technical issues with our donation module, particularly due to multilingual functionality. Our goal in 2025 is to solve these issues by investing in a new donation platform that functions effectively in all supported languages.
5. To foster the continuous development of our people and organisation. As a learning organisation, we are committed to improving our internal processes, individual performance, and the results we achieve as a team.

Our Governance Roadmap outlines several goals to improve our organisational processes and procedures throughout 2025. In addition, we have launched a High Performance Programme for our team. Through high-impact projects, team members are encouraged to develop new skills or refine existing ones with proper support and mentoring. Our goal is that at least 20% of our team members initiate a High Performance project in 2025.

### 3.1 Activities

In 2025, we will continue fundraising for the following emergency aid projects:

1. Construction of doghouse villages for homeless dogs in Ukraine and Turkey;
2. Provision of food and medical care for animals in Gaza;
3. Ongoing support for Diana's work caring for injured street animals and the animals in her shelter, for as long as the war between Israel and Hamas continues;
4. Continued support for the vaccination and sterilisation project led by Animal Hero Lukenge in Uganda.

Additionally, on 1 June 2025, we will host the second edition of the Animal Heroes Run — a non-competitive race for people with or without dogs. Participants walk or run 4.5 km as part of a larger marathon event in the Dolomites. The Animal Heroes Run is organised to raise awareness for animals affected by wars and natural disasters. It is fully coordinated by our internal team, and all funds raised will benefit Stichting Animal Heroes.



## 4. Our organisation

Stichting Animal Heroes was founded on 6 December 2022 and is legally registered in Amsterdam, the Netherlands. The aim of Animal Heroes is to provide emergency aid to animals anywhere in the world affected by war, natural disasters, and other forms of devastation and/or neglect.

The foundation seeks to achieve its mission by:

- Raising visibility for animals in need and their caregivers — the so-called Animal Heroes — among an international audience;
- Offering the public the opportunity to financially support specific emergency projects of their choice and/or help increase the visibility of those initiatives.

Our legal office is at the following address:

Stichting Animal Heroes  
Pieter Aertszstraat 89/1  
1073 SL Amsterdam  
The Netherlands

Stichting Animal Heroes holds ANBI status (public benefit organisation) and is registered with the Dutch Chamber of Commerce under number 88420981.

Our tax number (RSIN) is: 864617914

Bank account (IBAN): NL57TRIO0320595846, in the name of Stichting Animal Heroes.

The information in this 2024 annual report covers the period from 1 January 2024 to 31 December 2024.

For more information, please contact us at [info@animalheroes.nl](mailto:info@animalheroes.nl) or reach out to Esther Kef at +31 6 39724161.

### 4.1 Our mission & vision

#### **Our Mission**

To provide international emergency aid to Animal Heroes: individuals who rescue, protect, and care for animals during acute crises and under extreme conditions.

#### **Our Vision**

To ensure that every Animal Hero has access to emergency support — by making it the norm.



## 4.2 Brand values

We distinguish ourselves through our decisive action. As an emergency aid organisation, you must be able to respond quickly, think in solutions, act with courage, and at the same time make thoughtful decisions in the most volatile and dangerous situations.

For us, professionalism is not a luxury — it is essential to ensure the safety of our team and our local partners.

Our brand values serve as a compass for the organisation. They guide how we work, how we interact with one another, and how we engage with our stakeholders.

Our brand values are:

- Getting things done
- Bold
- Swift
- Dedicated
- Professional

## 4.3 Board of Directors

The Board of Animal Heroes is composed of professionals from the business sector with solid international and leadership experience, each united by a deep commitment to animal welfare. The Board is responsible for the corporate governance of the foundation and undertakes the duties and responsibilities as defined in the statutes.

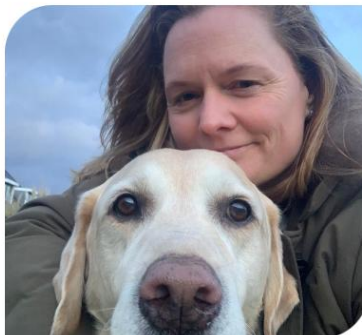
All board members serve on a voluntary basis and receive no financial compensation for their work.

***Since its founding, the Board has consisted of the following individuals:***



Esther Kef

*Chairman*



Marijs Kolenberg

*Secretary*



Mony de Roos

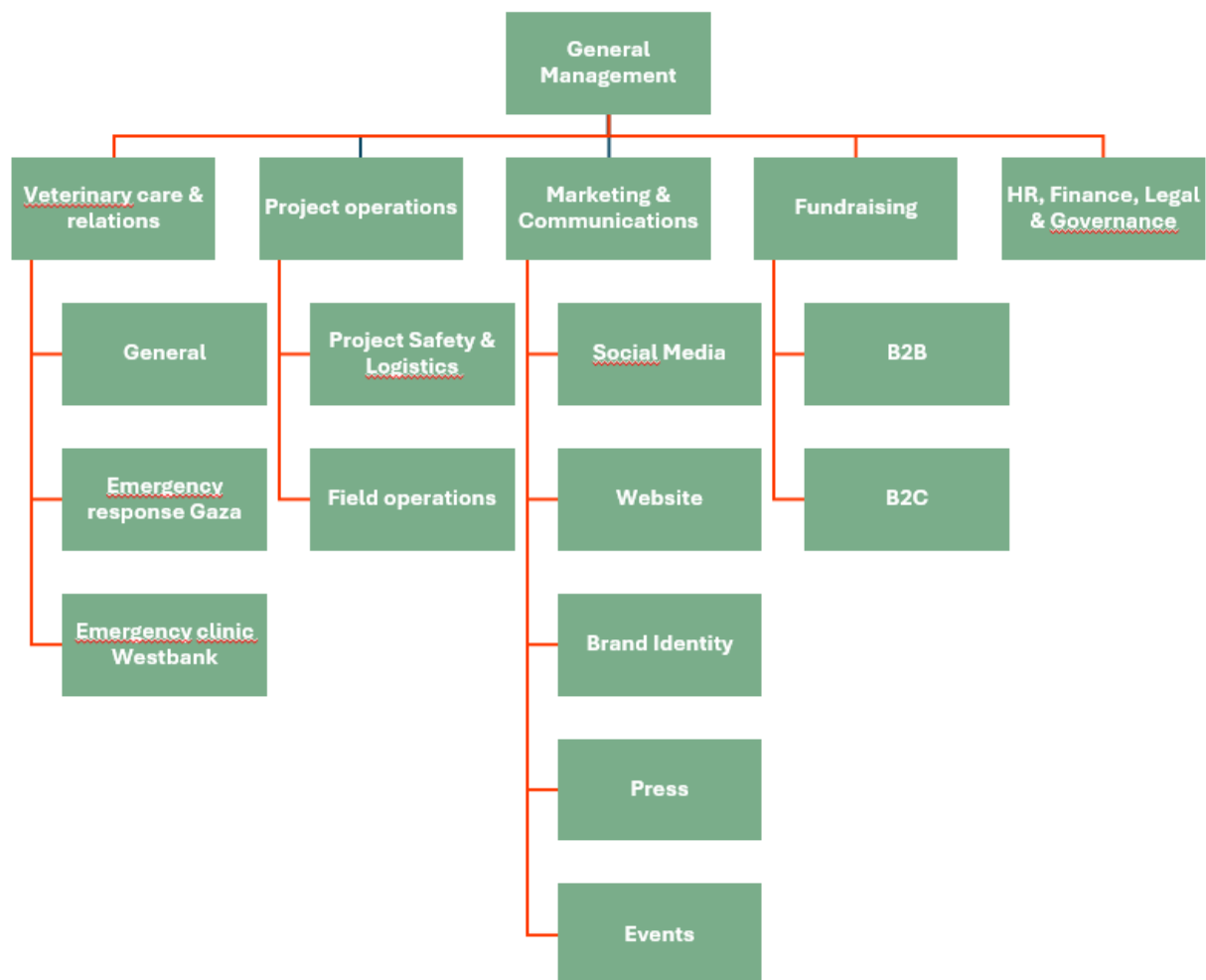
*Treasurer*

The board members are appointed for an indefinite term.

## 4.4 Team and organisational structure

Animal Heroes has no salaried employees and is made up entirely of a volunteer team. Every new volunteer joining the team receives onboarding training, is invited to participate in our bi-weekly team meetings, and is assigned a mentor for the first two months. Volunteers do not receive financial compensation for their work.

In 2024, our team grew from 15 to 28 volunteers from 13 different countries. Team members contribute to one or more departments within the organisational structure shown below.



*Organigram of Animal Heroes in 2024*

## 5. Annual accounts 2024

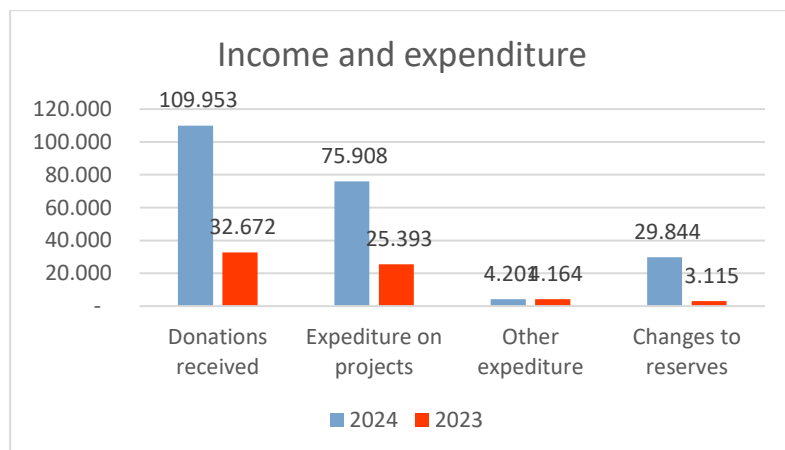
The 2024 financial statements cover the period from 1 January 2024 to 31 December 2024. As this is the second financial year of the foundation, comparative figures have been included for reference.

The total amount of donations received in 2024 was approximately €110,000 (2023: €32,500). In support of our mission, we spent nearly €76,000 on projects in 2024 (2023: over €25,000). To cover start-up and organisational costs, a one-time donation of €5,000 was received in 2023. As expenditures in 2023 were lower than the received donation, an amount of €1,000 was reserved at the end of that year to cover organisational costs in 2024.

In addition, we received €3,000 from two corporate sponsors, which contributed to covering the €4,000 in organisational costs for the year. As a result, nearly all donations in 2024 could again be allocated directly to project support.

Of the total donations received in 2024, €33,000 has been reserved to fund future projects aligned with our mission.

The chart below provides a visual overview of donations and expenditures.



By working together with other organisations, we can achieve far more than we could alone. We are deeply grateful that in 2024, we were able to collaborate with several foundations and organisations to support animals in need.

A special thank you goes to the following foundations and organisations for their generous and meaningful support in 2024:

- Stichting Snoutfund, for their exceptionally generous financial support of €12,500, which enabled projects in Gaza, the West Bank, and Lebanon;
- ABRI voor Dieren, for their generous €5,000 donation for animals in the West Bank;
- Animal Aid Without Borders, for organising €7,000 worth of veterinary medicines for animals in Ukraine;
- World Animal Protection, for their trust, valuable collaboration on projects in Ukraine, and their €500 donation to help cover travel costs;
- Safe Haven for Donkeys, for their willingness to collaborate on emergency aid for animals in Gaza;
- Greyhounds in Nood, for their generous donation of €2,500 towards our emergency project in Spain;
- Cycling for Kids, who donated €1,000 in support of animals in the West Bank.

## 5.1 Balance sheet as of 31 December 2024

	<u>2024</u>	<u>2023</u>
<b>Assets</b>		
Cash and cash equivalents	€ 35.454	€ 9.447
	<hr/>	<hr/>
Total assets	€ <u>35.454</u>	€ <u>9.447</u>
 <b>Liabilities and equity</b>		
Reserves and funds	€ 32.959	€ 3.115
Current liabilities	€ 2.495	€ 6.332
	<hr/>	<hr/>
Total liabilities and equity	€ <u>35.454</u>	€ <u>9.447</u>



## 5.2 Statement of income and expenditure 2024

	<u>2024</u>	<u>2023</u>
<b>Income</b>		
Donations		
from individuals	€ 72.567	€ 27.927
from companies	€ 3.566	€ 1.380
From not-profit organisations	€ <u>33.820</u>	€ <u>3.365</u>
<b>Total income</b>	€ 109.953	€ 32.672
<b>Expenditure</b>		
Spent on objectives	€ 75.908	€ 25.393
Communication and organisational costs	€ 4.201	€ 3.676
Start-up costs	€ <u>-</u>	€ <u>488</u>
<b>Total expenditure</b>	€ 80.109	€ 29.557
<b>Result</b>	€ <u><u>29.844</u></u>	€ <u><u>3.115</u></u>
<b>Allocation of result</b>		
The result has been allocated as follows:		
Added to earmarked funds	€ 32.959	€ 3.115
Withdrawn from earmarked funds	€ 3.115	€ -
<b>Movements in earmarked funds</b>	€ <u><u>29.844</u></u>	€ <u><u>3.115</u></u>

## **5.3 Valuation principles**

### **5.3.1 Principles of financial reporting**

- The formulated principles apply to the financial statements as a whole and are derived from the Dutch Accounting Standard RJ 650 for Fundraising Organisations.
- The financial statements are prepared based on historical cost and are stated in whole euros.

### **5.3.2 Principles for the valuation of assets and liabilities**

- Cash and cash equivalents are valued at nominal value and, unless otherwise stated, are freely available. Cash includes balances held in payment systems, such as PayPal and Stripe.

### **5.3.3 Principles for the determination of results**

- Donations are recognised at the moment they are received.
- Operating expenses are valued at historical cost and are accounted for in the financial year to which they relate.
- Costs that cannot be directly attributed to a specific activity or project are allocated either proportionally to the cost of the activity or based on individual estimates per cost category.
- To cover start-up and organisational costs, a one-time donation was received in the 2023 financial year. Since not all of this amount was spent in 2023, a portion was reserved at year-end. This reserve was used in 2024, in consultation with the donor, to cover various organisational costs.

## 5.4 Notes to the balance sheet

	31-12-2024	31-12-2023
<b>Cash and cash equivalents</b>		
Triodos Bank	€ 17.694	€ 7.542
PayPal	€ 13.019	€ 74
Stripe	€ 4.741	€ 1.831
	€ 35.454	€ 9.447
<b>Reserves and designated funds</b>		
Designated funds	€ 32.959	€ 3.115
<u>Special donations</u>		
<b>Opening balance 1 January</b>	€ 835	€ -
Received special donation	€ -	€ 5.000
Spent in fiscal year on:		
Website (organisation)	€ -	€ 2.668
Communication and other costs	€ -835	€ 1.009
	€ -835	€ 3.677
Start-up costs	€ -	€ 488
	€ -835	€ 4.165
<b>Changes during fiscal year</b>	€ -835	€ 835
<b>Closing balance 31 December</b>	€ -	€ 835
<u>Donations with specified purpose</u>		
<b>Opening balance 1 January</b>	€ -	€ -
Received donations	€ 76.130	€ 22.527
Spent on projects	€ 75.908	€ 25.393
Spent on projects from general donations	€ 4.745	€ 2.866
	€ 71.163	€ 22.527
<b>Movements fiscal year</b>	€ 4.967	€ -
<b>Closing balance 31 December</b>	€ 4.967	€ -

Breakdown of earmarked funds:

Funds projects Gaza	€ 4.267	€ -
Funds projects Turkey	€ 700	€ -
	€ 4.967	€ -

General donations

<b>Opening balance 1 januari</b>	€ 2.280	€ -
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General donations	€ 33.823	€ 5.145
Used for projects	€ 4.745	€ -
Used for activities	€ 3.366	€ 2.865
	€ 8.111	€ 2.865

<b>Movements fiscal year</b>	€ 25.712	€ 2.280
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<b>Closing balance 31 December</b>	€ 27.992	€ 2.280
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<b>Total designated funds 31 December</b>	€ 32.959	€ 3.115
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**Current liabilities**

Projects and activities	€ 2.435	€ 6.284
Other	€ 60	€ 48
<b>Total current liabilities</b>	€ 2.495	€ 6.332



## 5.5 Notes to the statement of income and expenditure

	2024	2023
<b>Donations</b>		
With designated purpose		
- for projects	€ 76.130	€ 22.527
- for organisational costs	€ -	€ 5.000
	€ 76.130	€ 27.527
Without designated purpose	€ 33.823	€ 5.145
	€ 109.953	€ 32.672
<b>Expenditure on objectives</b>		
Emergency for animals in/on		
1 Gaza	€ 17.194	€ -
2 Westbank	€ 23.783	€ 7.545
3 Lebanon	€ 15.195	€ -
4 Ukraine	€ 7.241	€ 6.279
5 Turkey	€ 7.310	€ 10.456
6 Italy	€ -	€ -
7 Uganda	€ 746	€ -
8 Spain	€ 4.439	€ -
# Rhodes	€ -	€ 998
# Morocco	€ -	€ 115
	€ 75.908	€ 25.393
<b>Communication and other costs</b>		
Costs website	€ -	€ 3.418
Costs Animal Heroes Run	€ 1.303	€ -
Other costs	€ 2.898	€ 1.008
	4.201	4.426
Allocated to projects	€ -	€ 750
	€ 4.201	€ 3.676
<b>Start-up costs</b>	€ -	€ 488
	€ 80.109	€ 29.557

## 5.6 Additional information

- **Appropriation of Result**

Animal Heroes is a non-profit organisation. Any positive balance is added to the reserves. Reference is made to the notes to the balance sheet and the statement of income and expenditure.

- **Off-Balance Sheet Commitments**

Animal Heroes has no commitments that are not included in the balance sheet.

- **Events After the Balance Sheet Date**

No significant events occurred after the balance sheet date.

## 5.7 Signing of the financial statements

The financial statements for the financial year 2024 were adopted and signed by all board members on the 13<sup>th</sup> of June 2025.

Esther Kef

Marijs Kolenberg

Mony de Roos

Chairman

Secretary

Treasurer

## 6. Budget 2025

Activities are initiated as soon as a disaster occurs in which we can provide rapid and financially feasible support to a local Animal Hero. Unfortunately, such situations are difficult or impossible to predict. For this reason, the budget cannot specify which emergency aid projects will be launched in 2025. However, our ongoing emergency aid efforts in Ukraine, Gaza, the West Bank, Uganda, Turkey, and Lebanon will continue to receive support in 2025. The amount allocated to each of these existing projects will depend on developments in those countries throughout the year.

Thanks to our agile organisational structure, rapidly deployable safety protocols, and international network, we are able to act swiftly when needed. Our activities will be funded through general and project-specific donations, and additional fundraising campaigns will be launched if required.

Organisational and communication costs are expected to be higher in 2025 for two main reasons:

- The implementation of a new donation platform that must function in three languages;
- Increased licence fees for essential management tools, due to the significant growth of our team.

	2025	
<b>Income</b>		
Donations		
from individuals	€	65.000
from companies	€	5.000
from not-profit organisations	€	<u>30.000</u>
<b>Total income</b>	€	100.000
<b>Expenditure</b>		
Spent on objectives	€	80.000
Communication and other organisational costs	€	<u>20.000</u>
<b>Total expenditure</b>	€	100.000
Result	€	<u>-</u>