



JAI DOG RESCUE

2024 ANNUAL REPORT

TRANSFORMING THE LIVES OF THAILAND'S STREET DOGS, AND THE COMMUNITIES WHO CARE FOR THEM



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2024

A MILESTONE YEAR FOR STREET DOG WELFARE



As I reflect on 2024, I am proud to share the progress made in tackling the street dog crisis here in Thailand. These achievements would not have been possible without the generous support of our partners and donors, to whom I extend my deepest gratitude.

This year our CNVR teams sterilised and vaccinated 11,901 dogs, exceeding our target by 9% and bringing our overall total to more than 25,000. At just £30.39 per dog, this programme continues to demonstrate that large-scale sterilisation and vaccination is the most cost-effective and impactful solutions to dog overpopulation and disease prevention.

Education and outreach also remained central to our mission. Our team worked with 68 schools and 28 village communities, reaching over 6,300 people in total. We strengthened our impact assessment tools, and early results showed a 41% increase in knowledge among schoolchildren following our lessons, clear evidence that attitudes and behaviours towards dogs can be changed through education.

Another significant milestone was the completion of our new dog hospital and veterinary accommodation block. These facilities mark an important step forward in our ability to provide high-quality care and to expand the reach of our programmes. Rescue & rehabilitation work grew in parallel with our expanded CNVR work with over 500 sick and injured street dogs treated during the year.

What stands out most to me is not only the scale of what has been achieved, but the difference it has made to dogs and communities across Thailand. Your ongoing support is enabling us to deliver real, lasting impact, and for that I am truly grateful.

With gratitude,



Mike Dower
Co-founder & Director, Jai Dog Rescue

OUR MISSION AND VISION

MISSION

Jai Dog Rescue is creating the world's most impactful dog welfare organisation, combining rescue, rehabilitation, sterilisation, education & community outreach and long-term dog population management to end the suffering of street dogs starting in Thailand and beyond.

VISION

By 2030 we will reach and treat over 100,000 dogs per year while delivering the highest clinical standards at the lowest possible cost. With the right strategy and your continued support, we can break the endless cycle of suffering caused by overpopulation for good.



THE PROBLEM AND OUR SOLUTION

PROBLEM

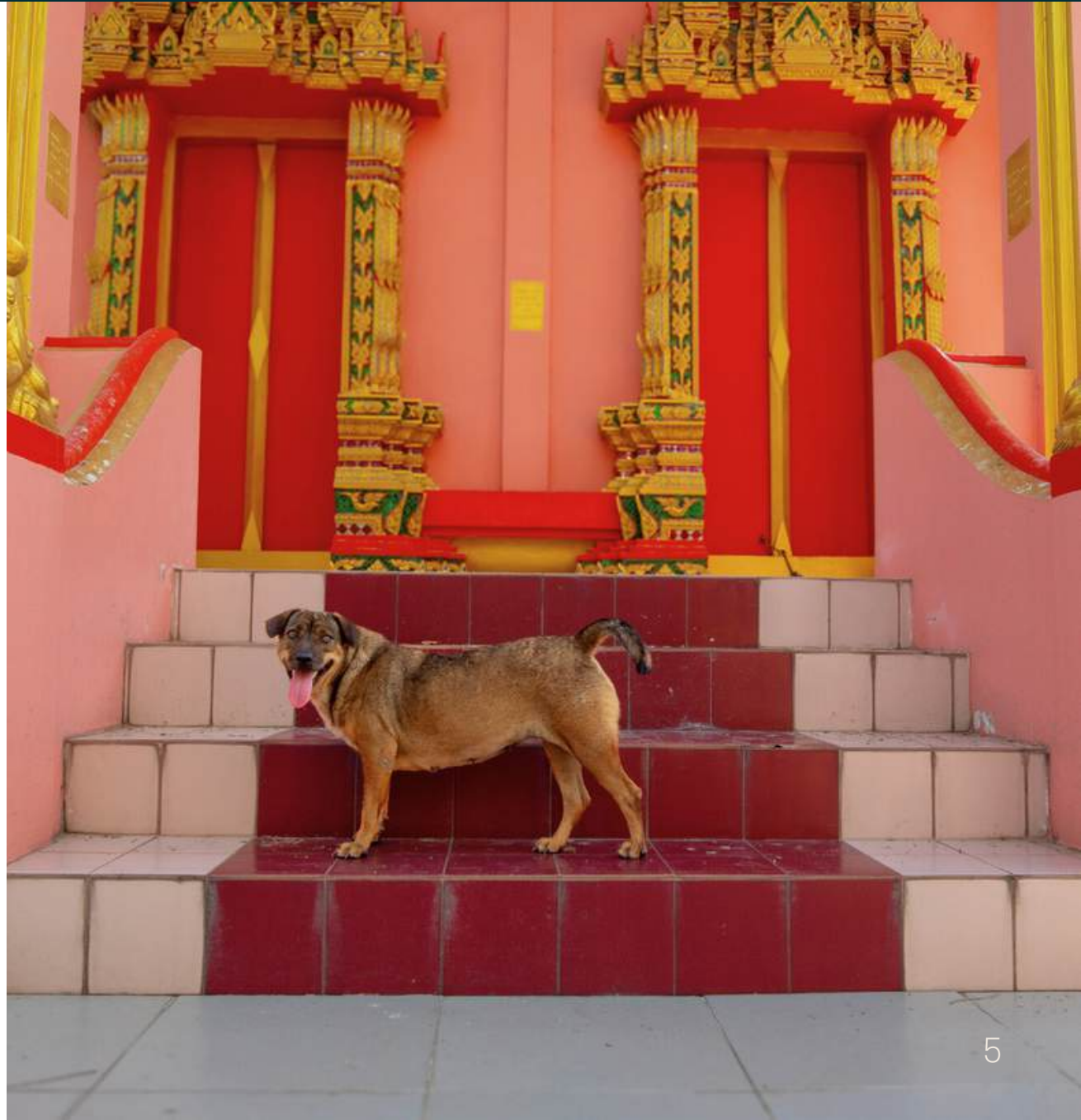
Over 200 million street dogs around the world live in pain, fear, and neglect. Many face mass culling or other fragmented and ineffective methods of population control. While some charities focus solely on expensive rescue & rehoming, and others operate too small to scale, the global crisis continues.

OUR SOLUTION

We tackle the street dog crisis at its root with a proven, scalable approach. At our fully equipped hub in Nakhon Nayok, dogs receive vital sterilisation, vaccination, care and rehabilitation before returning to their communities, where they thrive.

From there, mobile CNVR (Catch, Neuter, Vaccinate, Return) teams sterilise dogs in temples and neighborhoods, directly reducing overpopulation.

Alongside this, we run education programmes, support local rescuers with food and medicines, and track every intervention with data-driven monitoring to ensure lasting, measurable impact.



OUR IMPACT AND WHY IT MATTERS

OUR IMPACT

- 70,000 dogs to be sterilised and 3,000 dogs rescued and rehabilitated by 2026 in Nakhon Nayok alone
- £30 per spay, £123 per rescue - providing lowest cost with high clinical standards.
- Supported by Ministry of Sound and Battersea Dogs & Cats Home

WHY DOES IT MATTER?

We're not just rescuing dogs. We're transforming communities, reducing suffering, and building a global blueprint for humane, effective dog welfare.

Thanks to your support, we're building a global movement to end the suffering of street dogs - delivering lasting impact, one life at a time.

We hope you'll enjoy reading about everything we've achieved together this year, and you'll continue to support us on the journey ahead.



2024 ACHIEVEMENTS



11,901

dogs sterilised and vaccinated

6,079

children and adults reached through our Education Programme



500

emergency rescue cases treated

410

street dogs fed each month



A photograph of a veterinary surgical suite. In the background, several veterinary staff in scrubs and surgical masks are performing procedures on animals on operating tables. The room is equipped with medical equipment, including monitors, IV stands, and a large green oxygen tank on the right. A semi-transparent dark blue overlay covers the left and center portions of the image, containing white text.

CNVR

(CATCH, NEUTER, VACCINATE, RETURN)

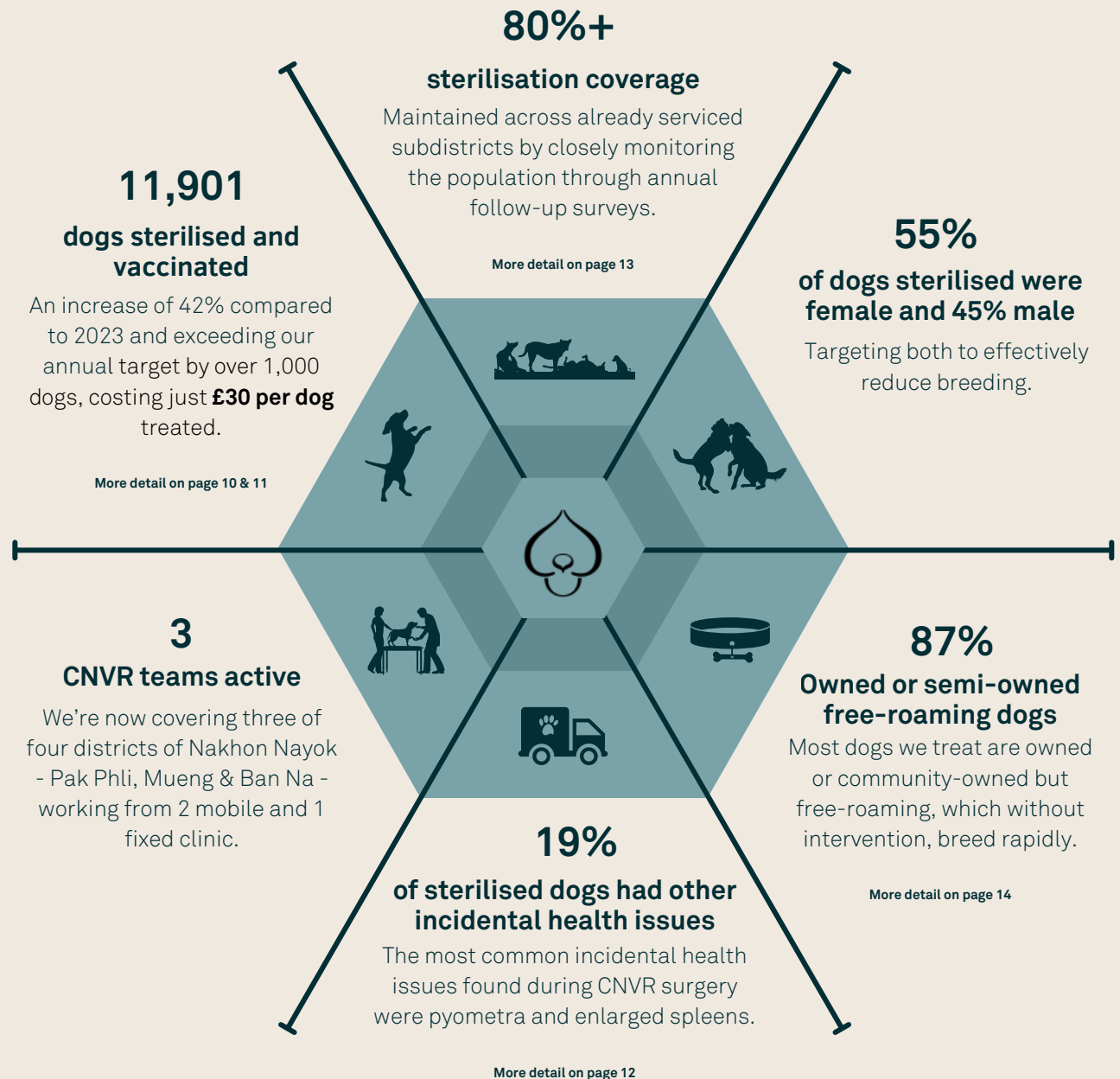


2024 CNVR AT A GLANCE

Catch, Neuter, Vaccinate, Return (CNVR) remains our most effective tool for strategically and humanely managing the street dog population.

In 2024, we sterilised 42% more dogs than the previous year - our biggest leap yet. This progress reflects expanded clinic capacity and deeper community engagement, allowing us to reach more dogs than ever before.

By focusing on sterilisation and vaccination, we reduce uncontrolled breeding while improving both dog welfare and public health. Many of the dogs we treat are free-roaming but owned or semi-owned, making CNVR a vital intervention to create long-term, positive change.

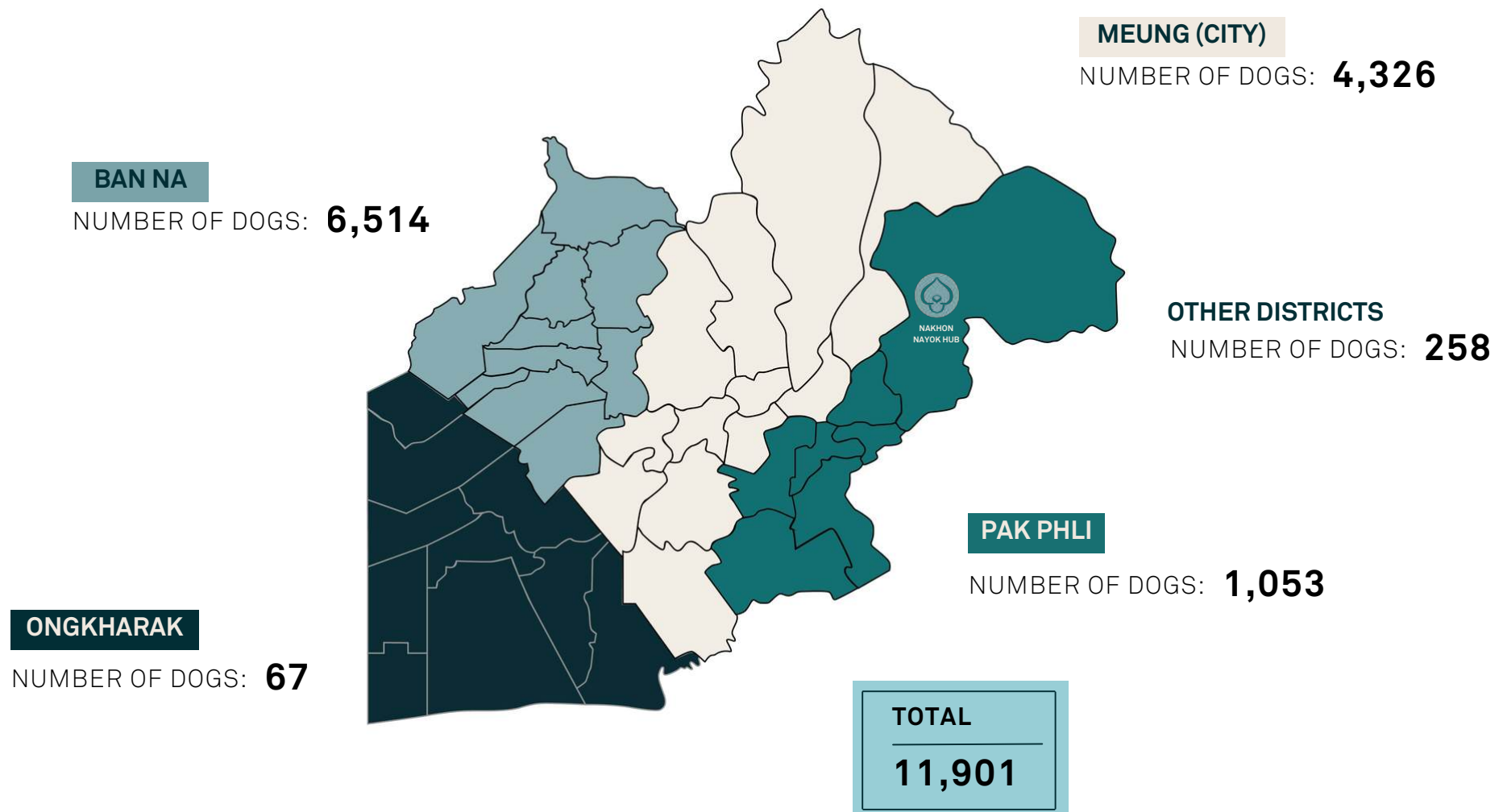


CNVR

(CATCH, NEUTER, VACCINATE, RETURN)

CNVR IN NAKHON NAYOK: DOGS TREATED PER DISTRICT

This map shows the number of dogs treated in 2024 by district. Our fixed clinic team at our Hub location in Pak Phli focused on nearby Meung district, while our mobile teams concentrated their efforts in the more distant Ban Na district.

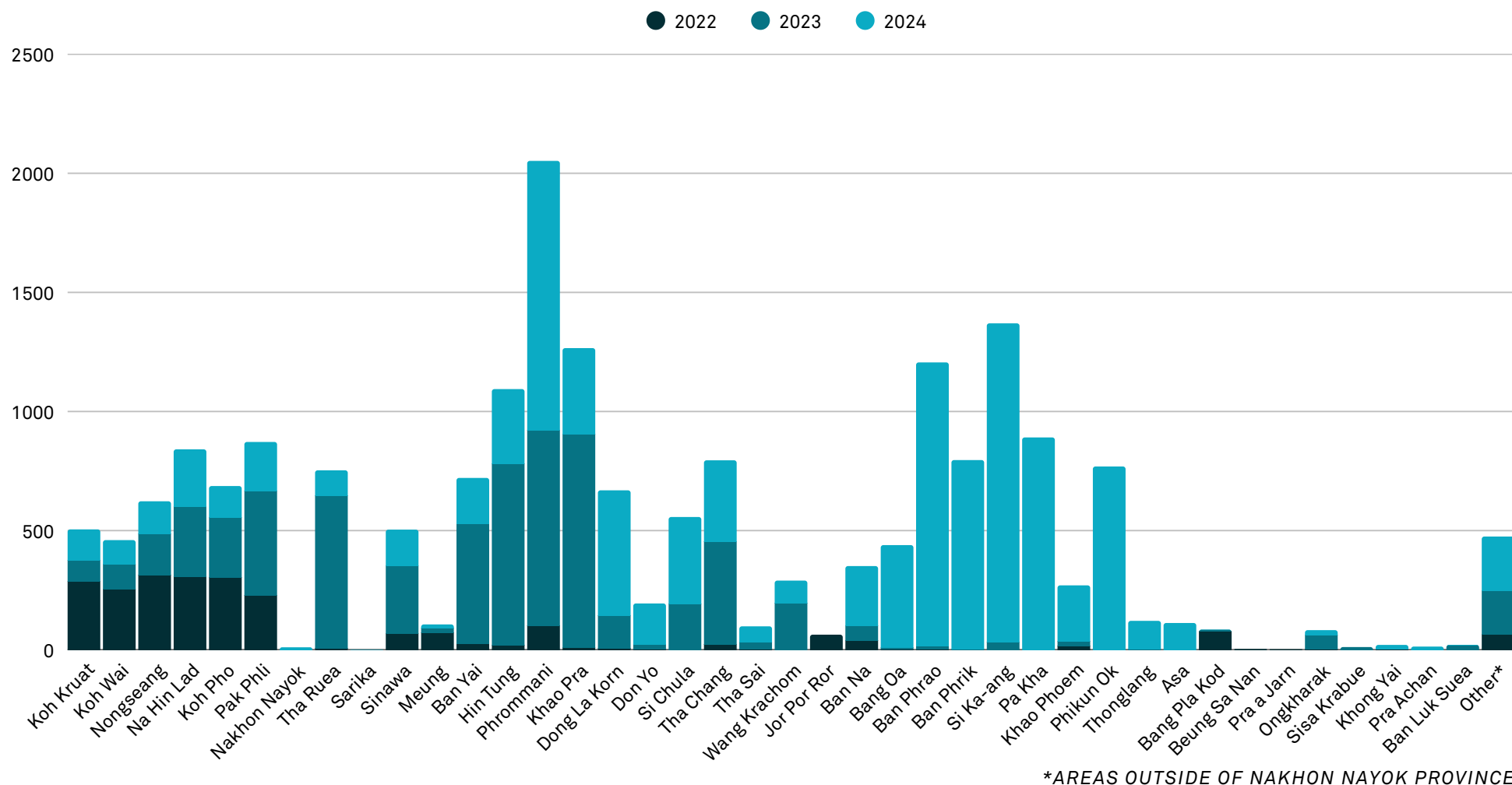


CNVR

(CATCH, NEUTER, VACCINATE, RETURN)

DOGS TREATED PER SUBDISTRICT

The graph below shows the number of dogs sterilised and vaccinated in each subdistrict since the start of our project in 2022. Both fixed and mobile teams will continue revisiting these areas throughout the project to monitor the dog population and maintain the 80% target.



CNVR

(CATCH, NEUTER, VACCINATE, RETURN)

INCIDENTAL HEALTH CONDITIONS AND COMPLICATIONS

In 2024, our CNVR programme has continued to serve not just as a population control tool, but as a vital healthcare intervention.

During surgeries, our vets regularly uncover serious conditions including pyometra, cryptorchidism, enlarged spleens, and dogs in heat that would otherwise go undiscovered and untreated.

Pyometra remains a common and life-threatening infection in unspayed females, often linked to the misuse of human contraceptives - a well-intentioned but harmful practice initially promoted by local authorities many years ago. Through our community education programme, we're raising awareness of the risks and promoting a safer, veterinary-led alternative through our free surgical sterilisation services.



PYOMETRA

5% of dogs treated

Thanks to early intervention during CNVR, **Som** was diagnosed with pyometra and received life-saving surgery. She made a full recovery and is now thriving back in her community.



CRYPTORCHIDISM

1% of dogs treated

Nong Chok - a young male with cryptorchidism - received timely surgery to prevent future complications. He recovered well and is now back in his community, healthy and stress-free.



ENLARGED SPLEEN

11% of dogs treated

Mae Noi was found with an enlarged spleen during CNVR, likely linked to tick-borne disease. She received sterilisation and tick treatment and is now back in her community, healthier and protected.



HEAT

2% of dogs treated

Dao was sterilised during CNVR and our vets found she was in heat, preventing an unwanted and imminent pregnancy and lowering health risks. She's now healthy and back in her community.

CNVR

(CATCH, NEUTER, VACCINATE, RETURN)

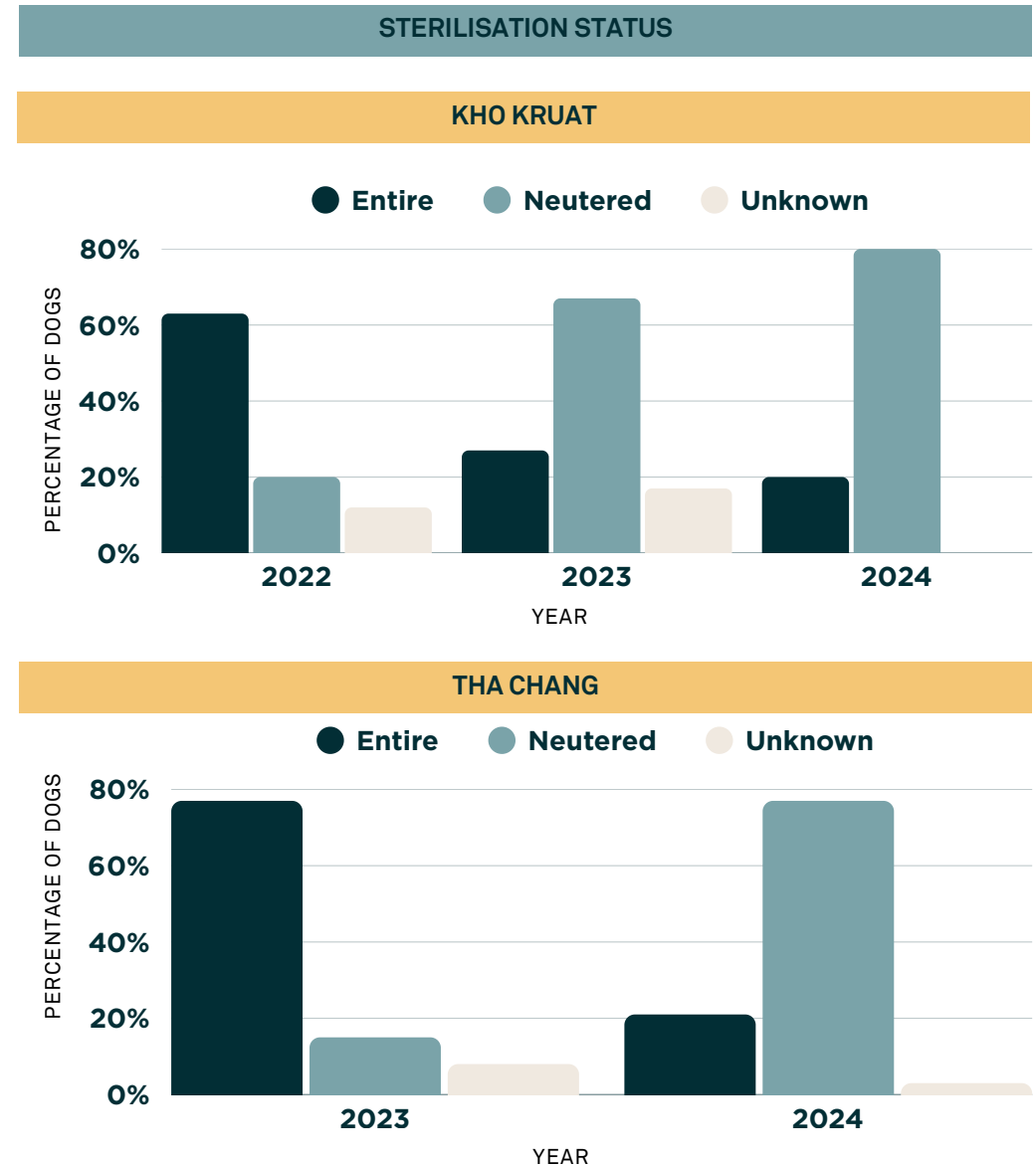
SURVEYING STREET DOG POPULATIONS: MEASURING IMPACT

Accurate data is vital to measure the impact of our Dog Population Management (DPM) work. That's why regular surveys are built into our CNVR strategy across all districts, with control zones like Kho Kruat and Tha Chang used to track progress.

In 2024, we continued using two main methods:

- Dog Sight-Resight (SRS) – two-day surveys estimating total population, density, and neutering rates.
- Household Surveys (HHS) – door-to-door data collection on owned and community dogs, including roaming and sterilisation status.

These tools help us assess clinic success and confirm when we've reached our 80% neutering target. We're also now transitioning to Talea, a more advanced specialist street dog survey platform developed by International Companion Animal Management (ICAM) Coalition, for all new districts.

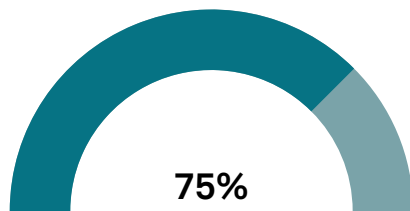


CNVR

(CATCH, NEUTER, VACCINATE, RETURN)

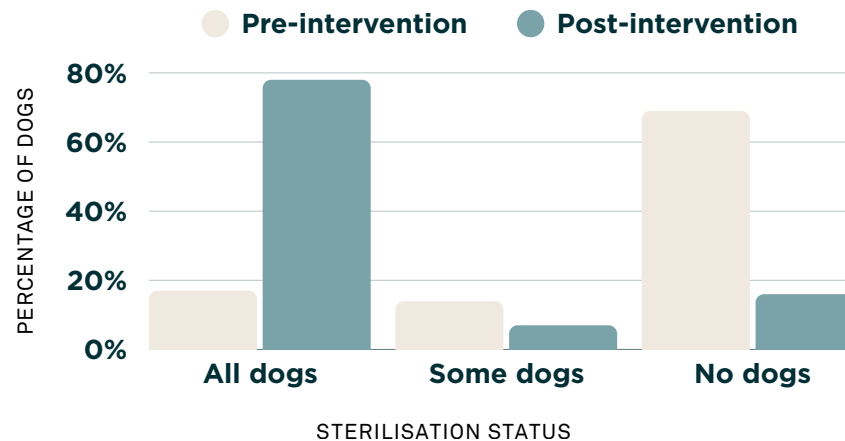
TRACKING PROGRESS: WHAT HOUSEHOLD DATA TELLS US ABOUT DOG OWNERSHIP AND STERILISATION

Over the past three years, we've conducted ten household surveys across Pak Phli, Meung, and Ban Na districts to better understand the impact of our CNVR work. These surveys involved over 1,100 households, most of which own pet or community dogs. Our findings show promising progress in increasing sterilisation rates, while also highlighting areas for improvement. This data helps us measure success and guide our efforts to improve dog welfare and population control.



MOST HOMES OWN DOGS

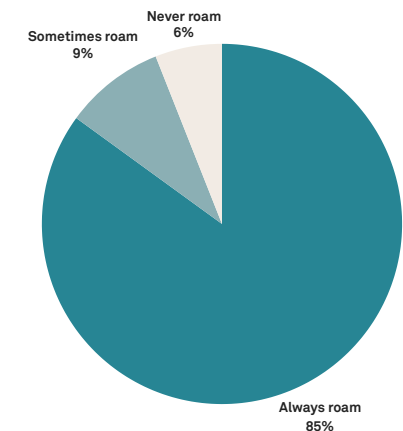
The majority of surveyed households owned pet or community (free-roaming) dogs, highlighting how vital CNVR is to control breeding across Nakhon Nayok.



STERILISATION & VACCINATION RATES INCREASED SIGNIFICANTLY

Following our intervention, there was an average 61% increase in households reporting that all their dogs were sterilised - clear progress over just three years.

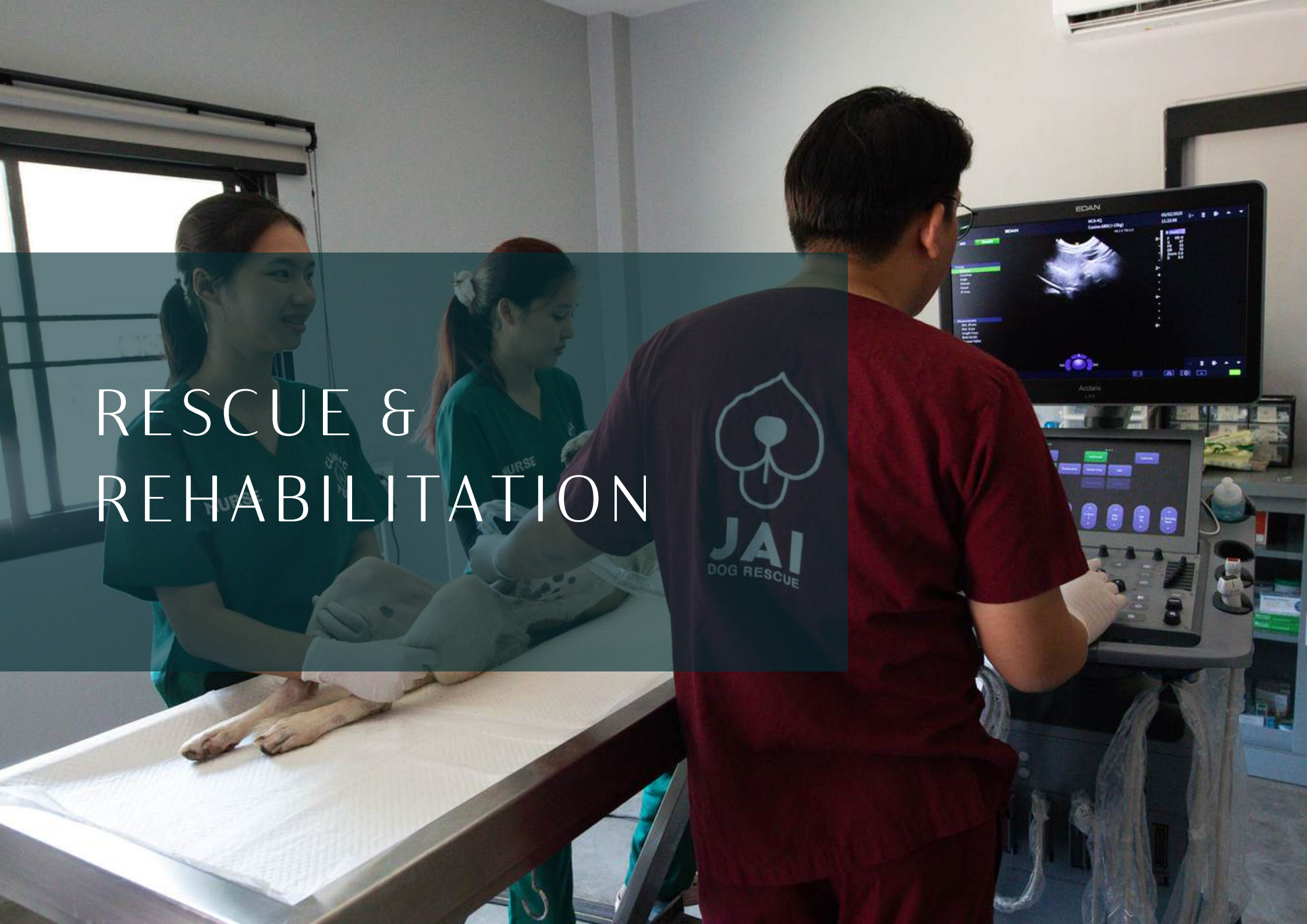
We use household surveys to measure this impact, with a goal of reaching at least 80% sterilisation coverage in each area. If this target isn't achieved, we continue working in that sub-district to close the gap before moving on.



ROAMING IS THE NORM

Most owners reported that their dogs roam "Always" or "Sometimes," reinforcing the need for high sterilisation coverage to prevent uncontrolled breeding, even among "owned" dogs.

RESCUE & REHABILITATION



RESCUE & REHABILITATION

THANKS TO YOUR SUPPORT, 500 ANIMALS RECEIVED LIFESAVING CARE, AND WE OPENED OUR FIRST ON-SITE HOSPITAL

In the past year, our rescue and rehabilitation work has reached a new level of impact. With the opening of our purpose-built on-site hospital in August 2024, we've expanded our capacity to provide lifesaving care to animals who would otherwise go untreated.

This page highlights the key figures behind that progress - from the number of animals rescued, to cost efficiencies achieved, to the growing strength of our clinical team. Together, these statistics tell the story of a more responsive, sustainable, and high-quality rescue model for free-roaming animals in Thailand.



Rescue surgery room



Quarantine facilities



HOSPITAL

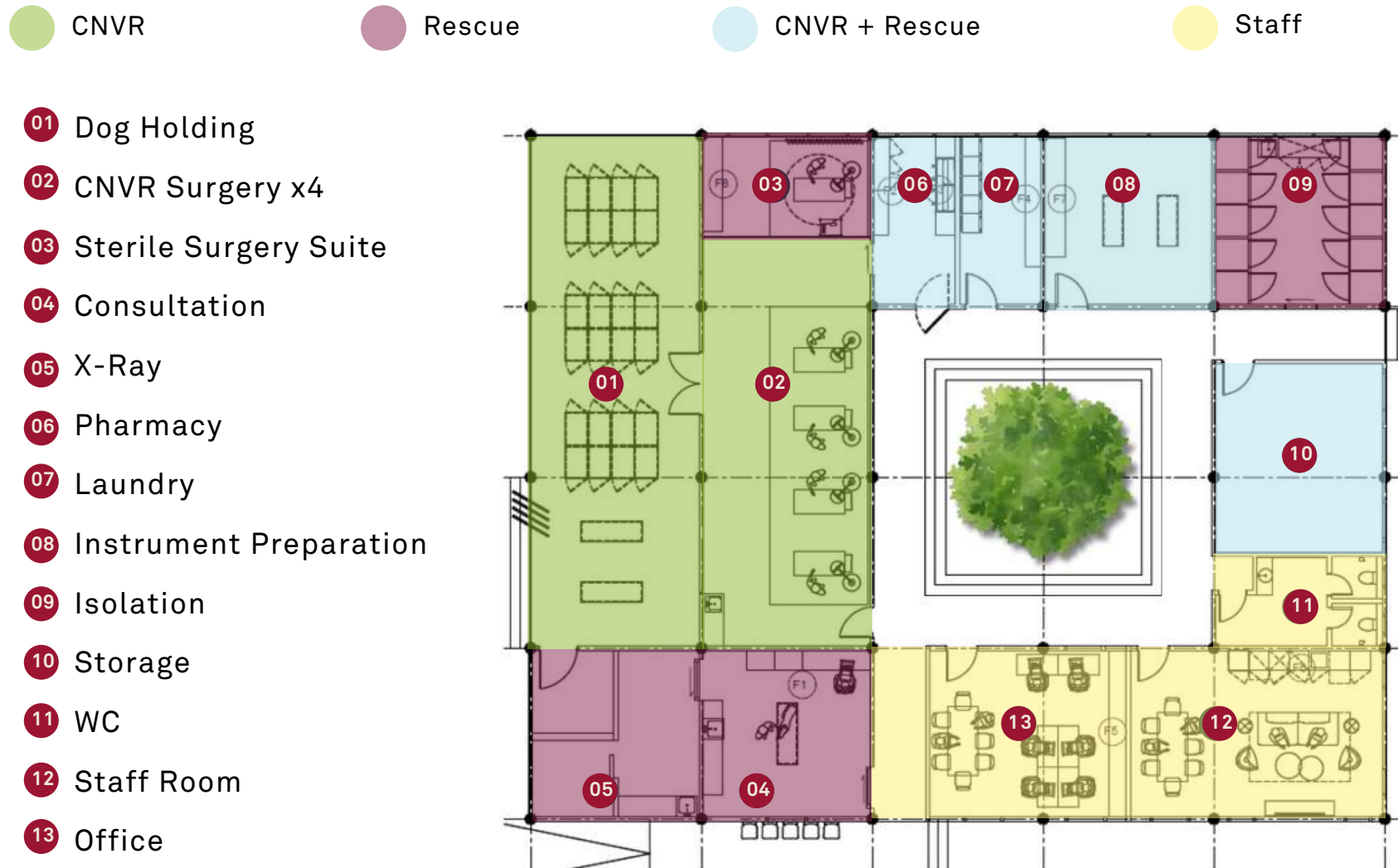
Vet hand wash facilities and storage



Central support office with courtyard breakout space



HOSPITAL



This shows the CNVR and Rescue operations sitting side by side with separate clinical teams for each.

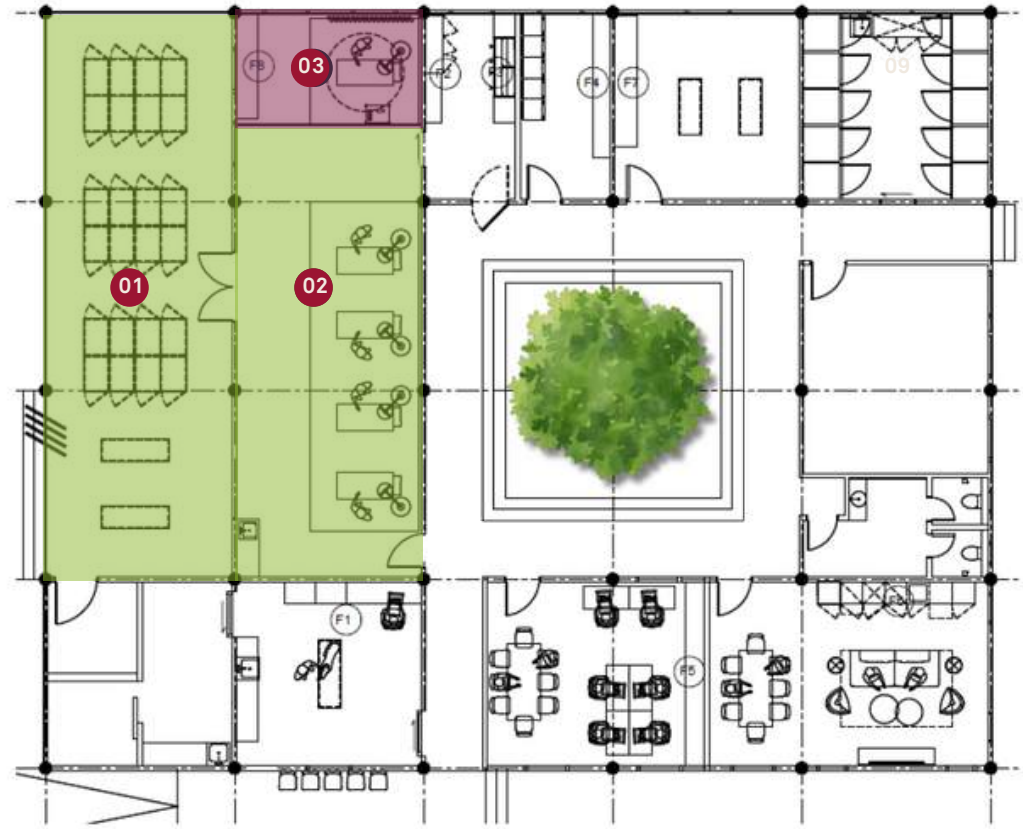
HOSPITAL

CNVR dogs are brought down a dedicated service track and offloaded into the holding area at 01. Here, they are shaved, anaesthetised, and prepared for surgery.

The main surgical space at 02 contains four operating stations - more than double the capacity of our previous CNVR clinic.

Located directly above 02 is 03, a sterile operating unit accessed via an automatic sliding door. This area is reserved for rescue cases requiring more complex procedures such as mass removals, amputations, and enucleations.

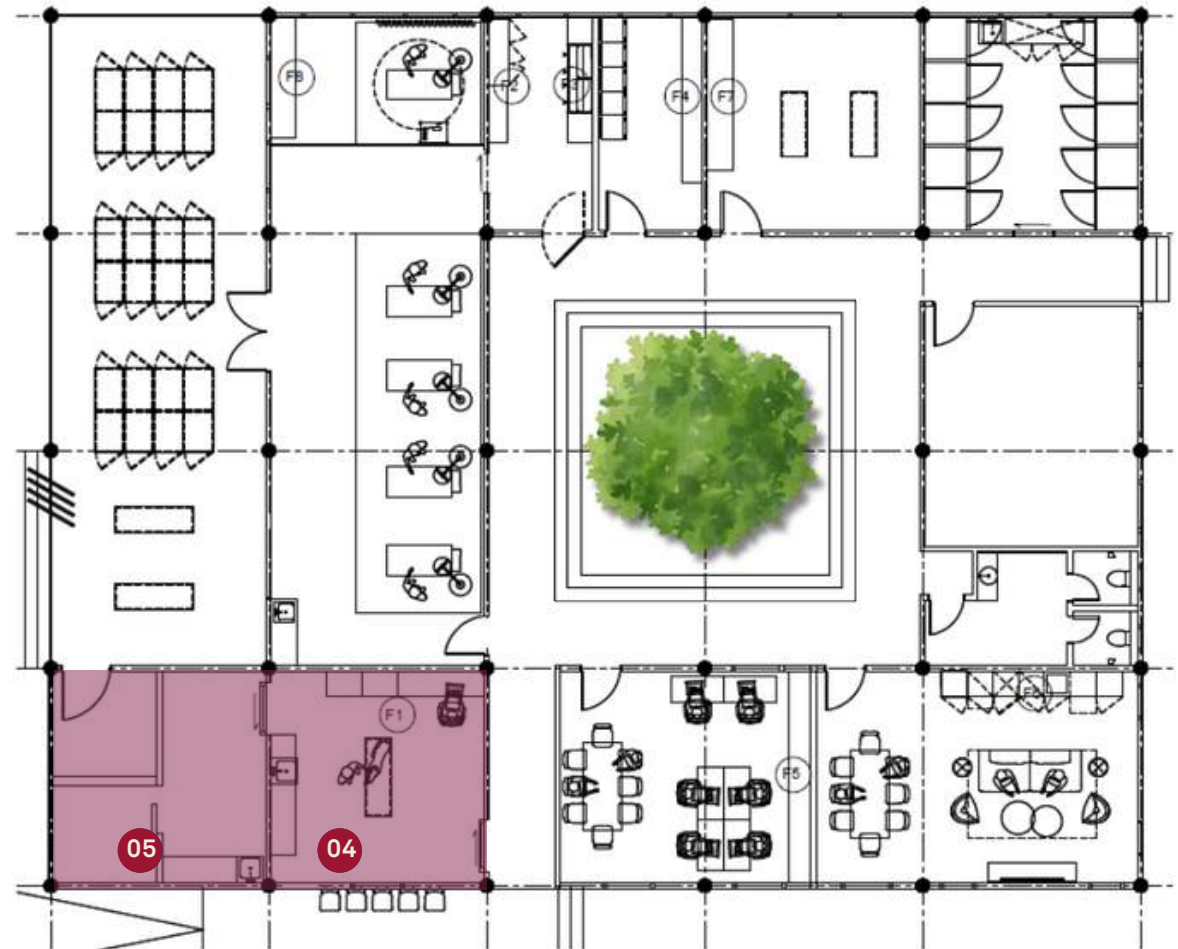
Both the CNVR and rescue units share a common surgical scrub room to maintain efficiency and hygiene.



HOSPITAL

Rescue dogs are brought into the consultation room at 04 via a ramp located at the front of the building. This room is used for initial assessments, wound dressings, and treatment of less serious cases.

05 houses the X-ray unit along with other diagnostic equipment, including blood testing machines, enabling comprehensive on-site evaluation and care.

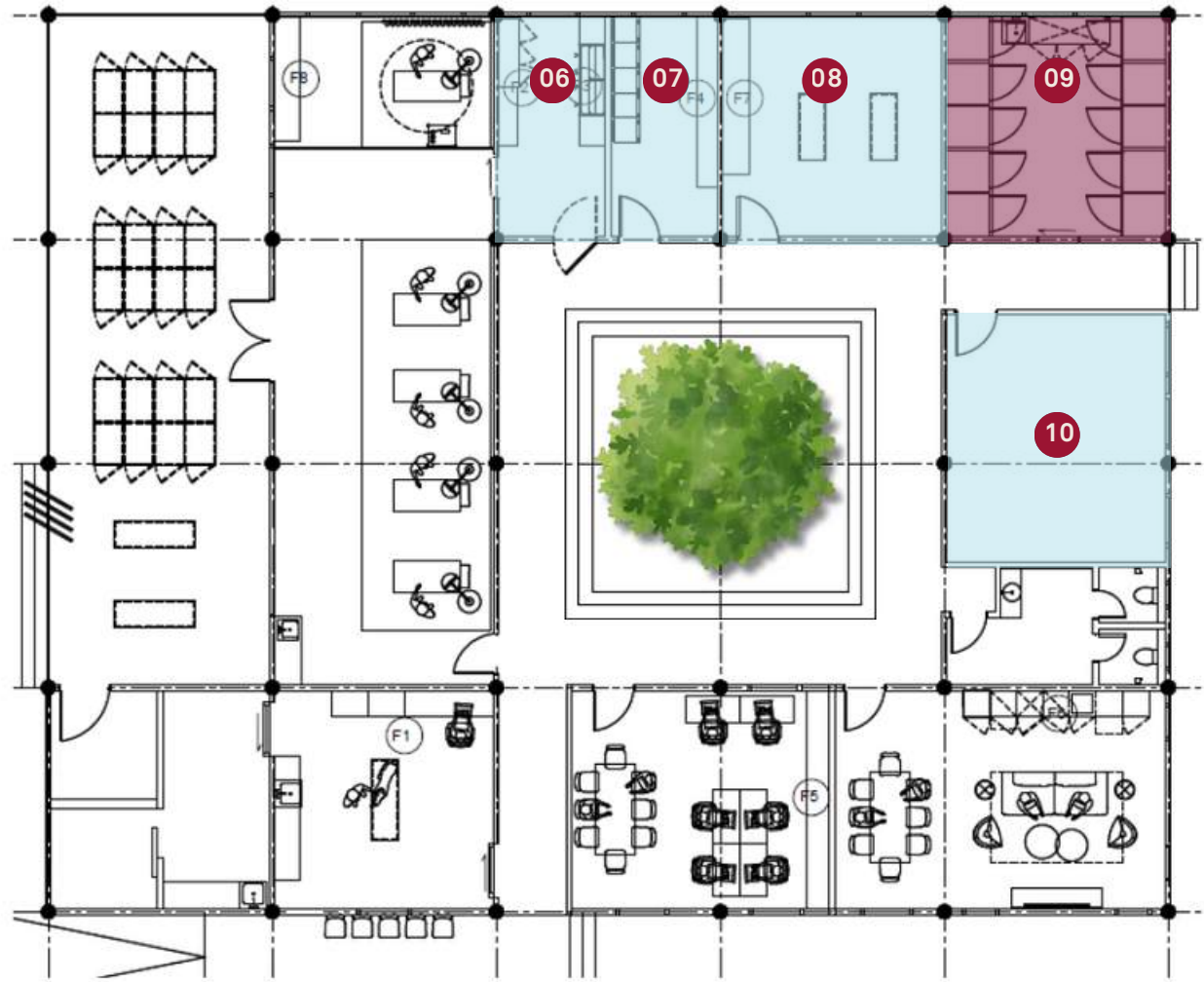


HOSPITAL

06, 07, and 08 house the pharmacy, laundry, and instrument preparation room, respectively - each essential to the daily operation and hygiene standards of the hospital.

An isolation ward is located at 09, tucked at the rear of the facility to ensure the safe management of infectious or high-risk cases.

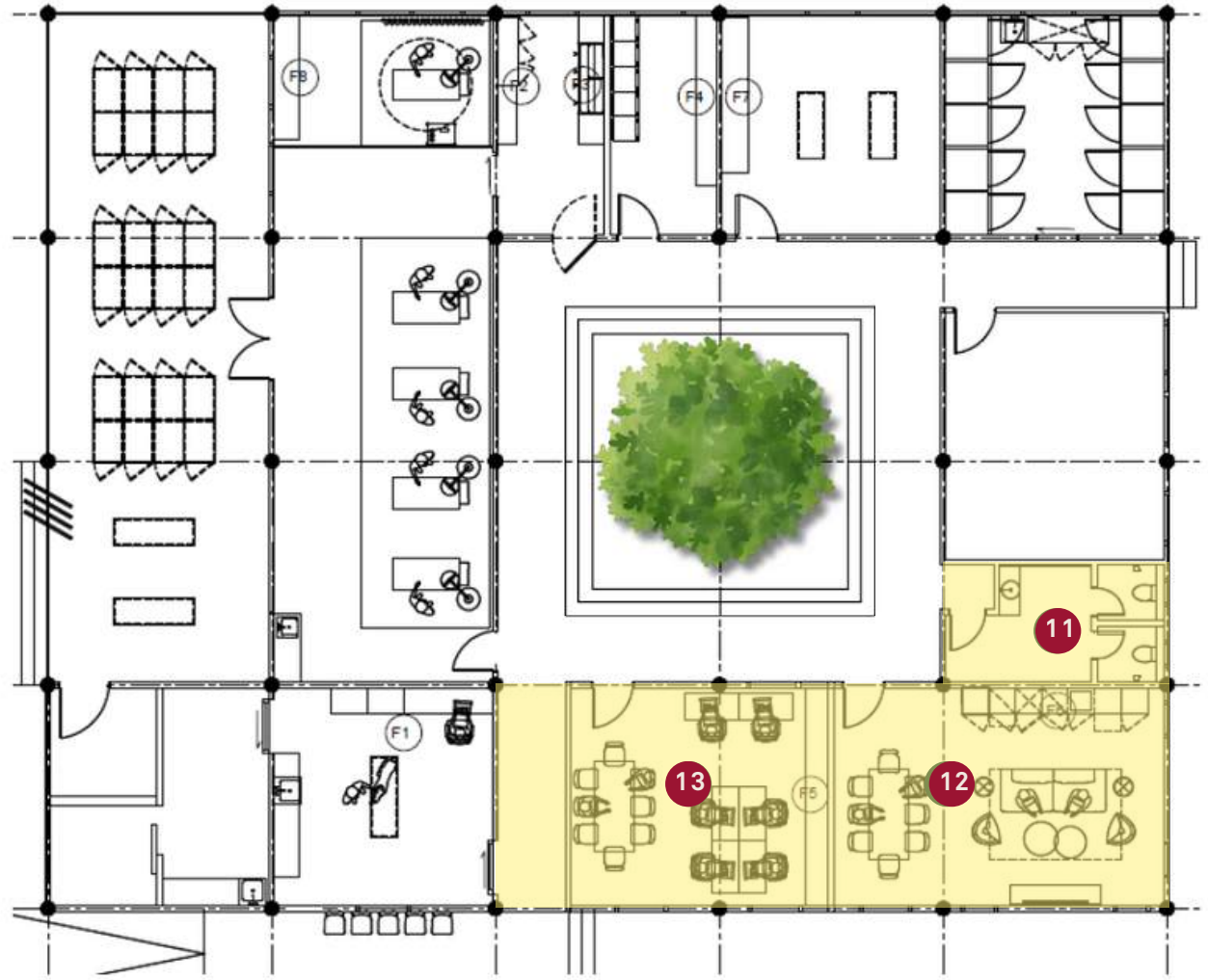
A large storage room at Point 10 supports the hospital's logistical needs, providing space for medical supplies, food, and equipment.



HOSPITAL

11 marks the staff toilet, while 12 is the staff room, equipped with a microwave and space for breaks. The office at 13 contains four desks and serves as the administrative hub of the facility.

At the heart of the hospital is a wood-panelled courtyard featuring a native Hop gra Jong tree. This central space provides a calming and pleasant environment for staff and visitors alike.





VET ACCOMMODATION

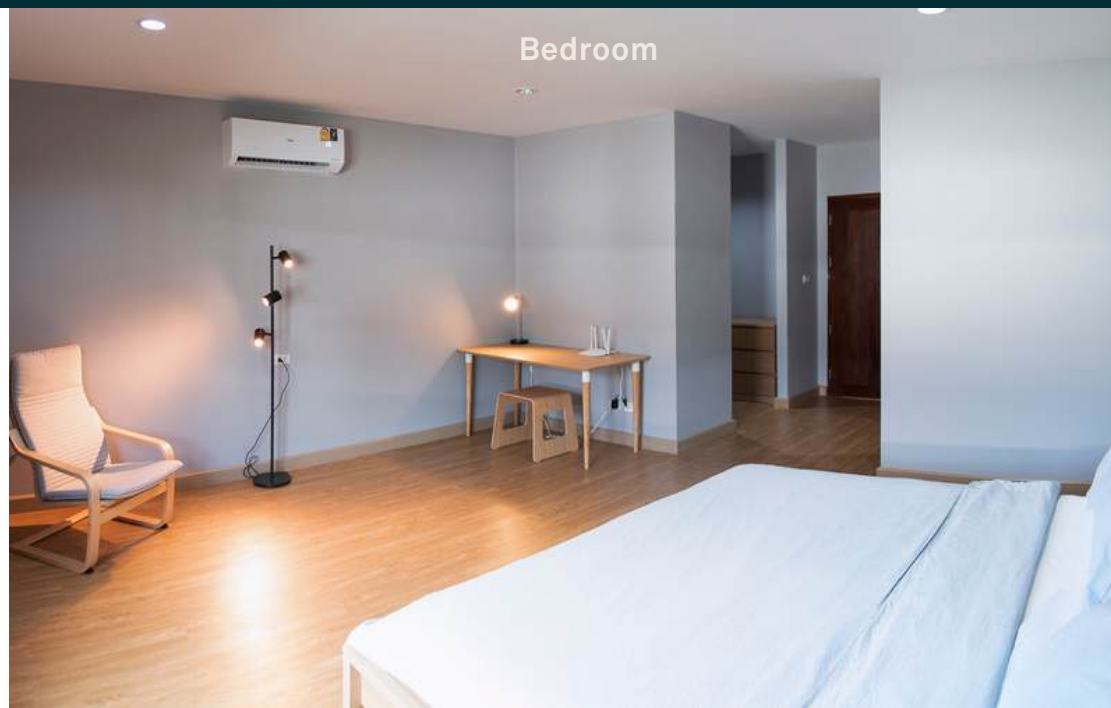
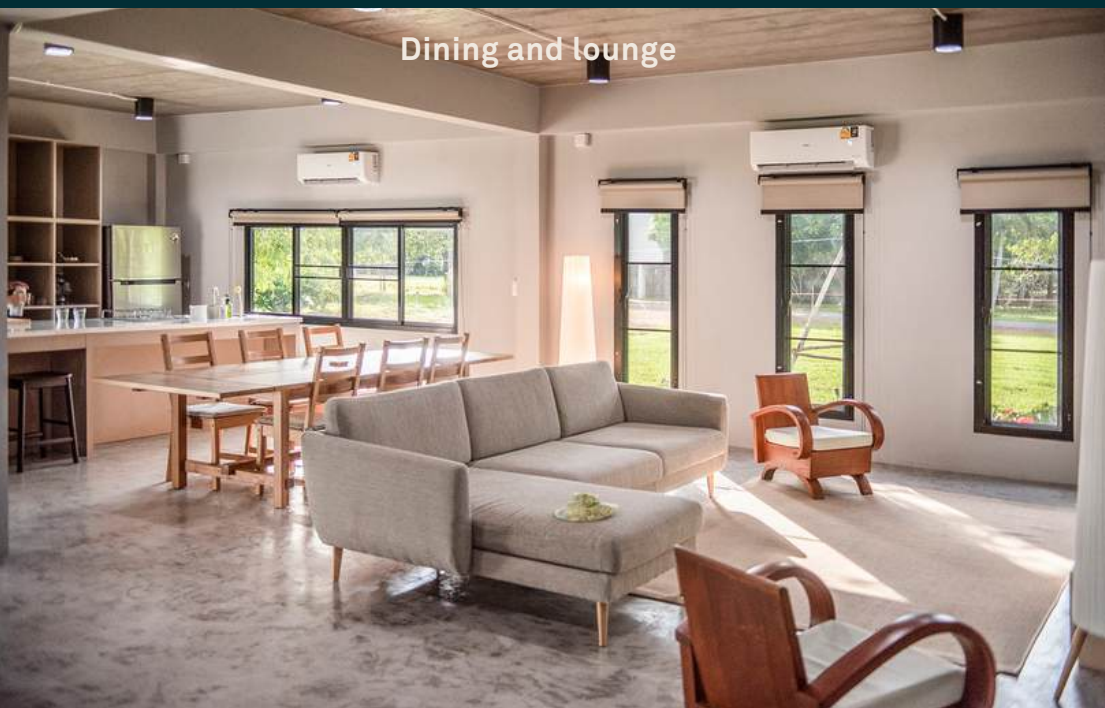
This year we also completed a new on-site accommodation block to help attract and retain skilled vets at our rural location near Khao Yai National Park. While the setting of our facility is stunning, its remote nature can make recruitment more challenging compared to major cities or tourist destinations.

By offering free housing - either in our original on-site houses or the new veterinary block - we're able to better support our veterinary team and ensure consistent, high-quality care for the animals we treat.

Photos can be found on the next page.



VET ACCOMMODATION



NEW VETERINARY EQUIPMENT



Thanks to generous grant funding and kind private donors, over the course of the year we have been able to advance our medical suite with more specialist equipment, including X-ray, Ultrasound and Phovia laser light therapy for enhanced healing of wounds.

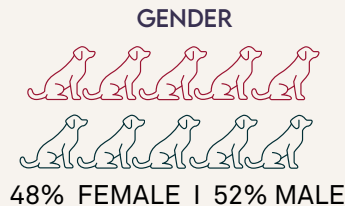


We also carry out comprehensive in-house blood testing for every animal, including both biochemistry and haematology, to ensure accurate diagnosis and informed treatment planning.

RESCUE AND REHABILITATION CASE BREAKDOWN

500

DOGS RESCUED in 2024

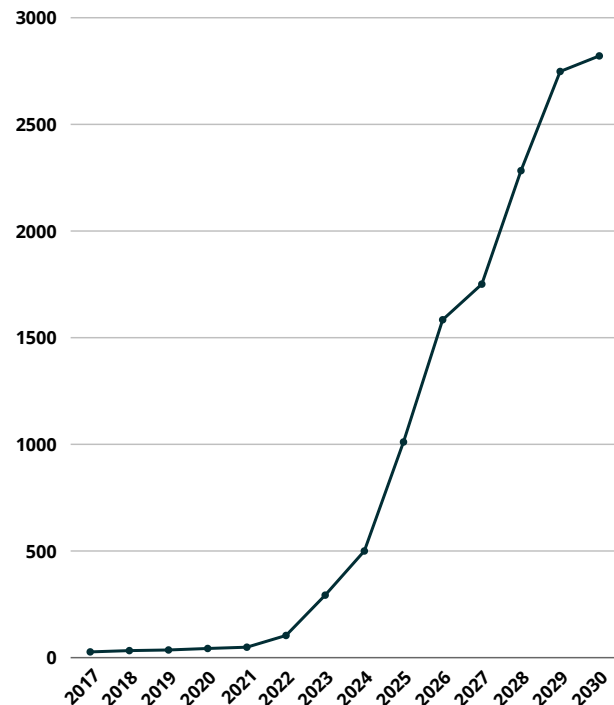


88%

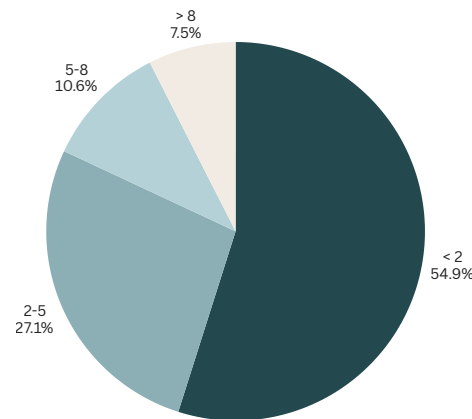
RESCUE CASES RECOVERED, RETURNED TO COMMUNITY OR ADOPTED IN 2024

GROWTH

Since 2020 rescue cases have grown exponentially. From 27 dogs in 2017 to 500 in 2024 and over 1,000 estimated for 2025.



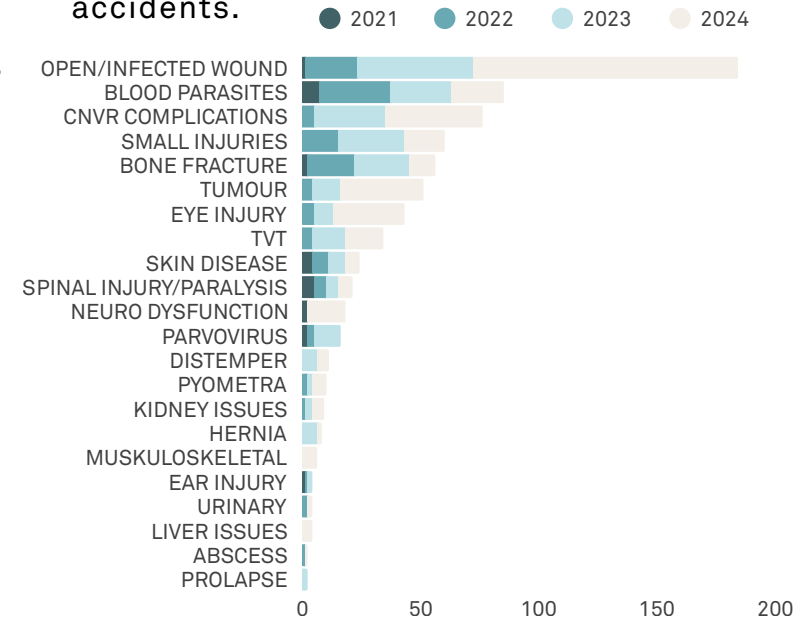
AGE



The majority of rescue cases treated are under two years old, with only 7% reaching eight years or above. This suggests a lower survival rate of street dogs reaching their senior years.

RESCUE DIAGNOSIS*

We mostly treat infected bite wounds, blood parasites, and bone fractures - highlighting the top three challenges faced by street dogs in Thailand: dog fights, parasitological diseases, and road traffic accidents.



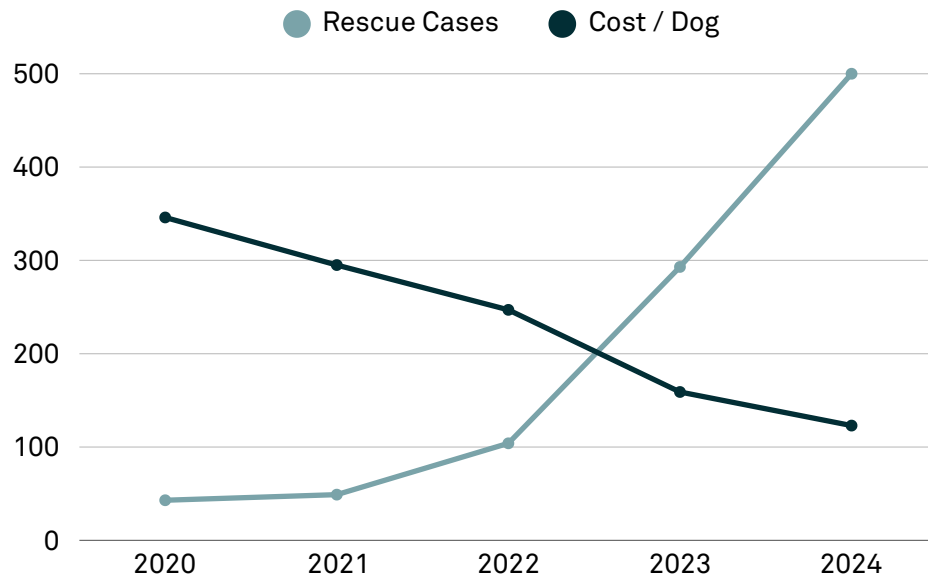
*Excludes diagnosis from 2017-2020 due to lack of data

RESCUE AND REHABILITATION

FULL CARE, HIGH CLINICAL STANDARDS, LOWER COST

By bringing more rescue services in-house this year, we're now able to manage the full continuum of care - from intake to recovery and return - for most animals.

This approach has reduced our cost per dog to £123, without compromising on clinical quality. We expect this cost to decrease even further in the years to come.



On the next page, meet some of the rescue dogs from 2024 whose lives were transformed thanks to your generous support.



Tam, an older dog and former participant in our sterilisation programme, was found during an outreach visit to Wat Pa temple. He was underweight, weak, and suffering from blood parasites, anaemia, an eye mass, and a severely inflamed ear.



Too fragile for immediate treatment, Tam first received daily IV fluids and parasite medication. Once stable, he began antibiotics and underwent eye surgery.



Due to his age and vulnerability, Tam won't return to the streets. He now lives safely in our senior kennels, where he can enjoy a peaceful and well-deserved retirement.



1

TAM



2

GWEN

At just two months old, Gwen was found with her brother, sick and abandoned on a pile of old newspapers by the roadside. Frail and lethargic, she was clearly unwell and far from the playful puppy she should have been.



Blood tests revealed ehrlichiosis and severe anaemia. Gwen began treatment for the infection, along with deworming and parasite control, and was nourished with high-energy puppy food to support her recovery.



She and her brother, Lance have made a full recovery and are now safe, happy, and playful at Jai, waiting for the loving home they so deserve.



Chocolate, a street dog with a severe neck wound from a dog fight, was brought in by a kind local. Blood tests revealed tick-borne diseases, which we treated to support healing.



After weeks of cleaning, bandaging, and eventually stitching, his wound finally closed three months later.



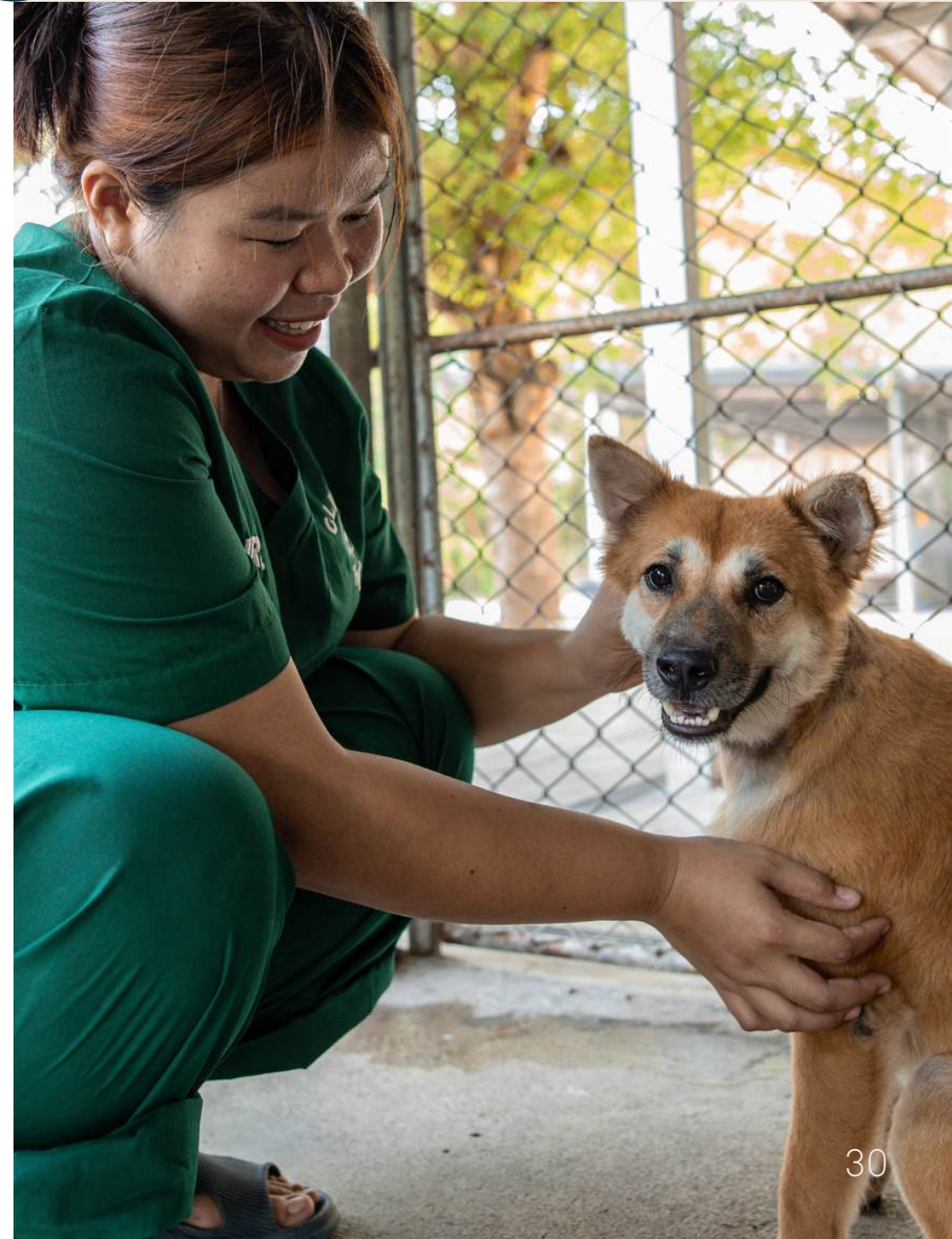
Sadly, just a month after returning to his community, Chocolate was attacked again, and the wound reopened. With the risk of further harm too high, we knew the street was no longer safe for him.

Chocolate returned to us for a final month of healing - and this time, he didn't go back to the street. The local who first rescued him welcomed him home for good. A safe, loving life at last - a happy ending for all.



3

CHOCOLATE



สำนักงานเทศบาลพิบูลย์นอก

COMMUNITY OUTREACH AND EDUCATION PROGRAMME



COMMUNITY OUTREACH

RECAP

Since welcoming our new Education Officer, Khun Mit, our education programme has reached over **6,300** children and adults through visits to 68 schools and 28 village meetings in 2024.

Using interactive lessons, take-home leaflets, and fun activities like singing and dancing, Mit has made learning about dog welfare and rabies prevention both engaging and effective for children.

Partnering with the local health department, we've also strengthened adult community awareness of rabies and increased support for our CNVR work.

These efforts are helping to build safer, healthier communities for people and dogs alike - all thanks to your ongoing support.

4,252

CHILDREN

Through interactive school visits, students learned about animal welfare, rabies prevention, and responsible pet care in an engaging, fun and memorable way. We also conducted our first pre- and post-lesson survey to assess impact (see page X for more details).

68

SCHOOLS

We focused our school outreach in three of Nakhon Nayok's four districts - Ban Na, Meung, and Pak Phli. In 2025, we'll expand into Ongkharak, completing our reach across the entire province.

1,827

ADULTS

We engaged adults - many pet owners or caring for community dogs - through village meetings that raised awareness of dog population management, rabies prevention, and built local support for our CNVR programme.

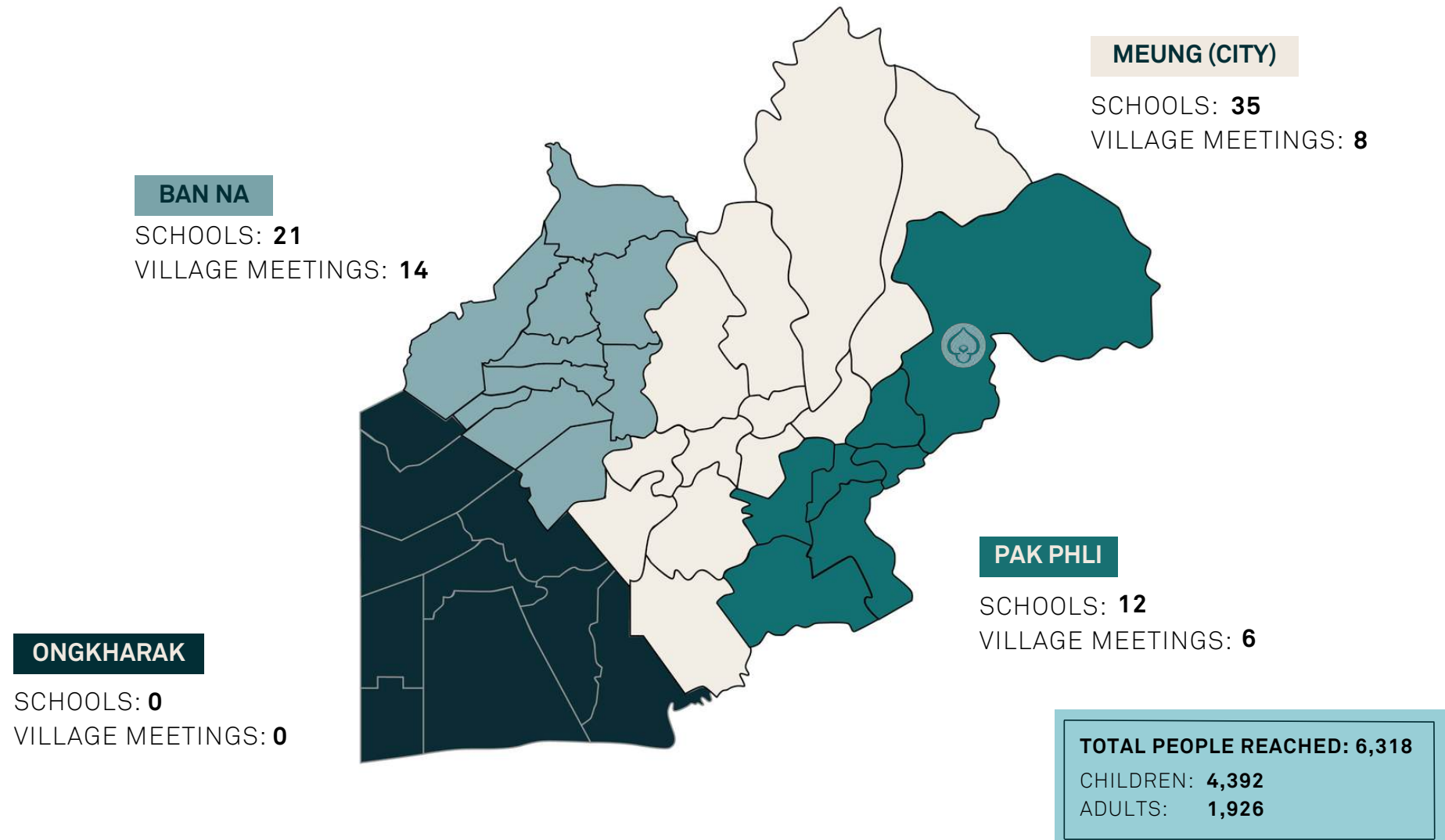
28

VILLAGE MEETINGS

Village meetings were held in Ban Na, Pak Phli and Meung with no sessions this year in Ongkharak. These meetings provide direct community engagement, allowing us to raise awareness, answer questions, and build trust in our veterinary-led approach to street dog care.

SCHOOL & VILLAGE MEETINGS VISITED PER DISTRICT

The map shows the schools and village meetings Mit visited in 2024, broken down by district. Next year he will revisit each region to cover unvisited schools and villages and reassess knowledge retention in areas where sessions have already been held.





Thavon Nimit Kindergarten, Pak Phli, February 2024



Ban Koh Ka Hospital, Nakhon Nayok, February 2024



Wat Hubmai School, Mueng, November 2024



Phikool Ook Municipality, Ban Na, October 2024



Wat Wang PLA JEED School, Nakhon Nayok, July 2024



Wat Noen Hin Rae School, Pak Phli, July 2024



Ban Nong Kankrao School, Ban Na, June 2024



Ban Lawa Hospital, Si Ka Ang, May 2024



Thairat Wittaya 73 School, Ban Na, July 2024

COMMUNITY OUTREACH AND EDUCATION

Community Outreach and Education is at the heart of our mission to create lasting change for street dogs.

By engaging people of all ages, we're helping to foster long-term shifts in how communities view and treat animals.

For children, our workshops are often their first exposure to animal welfare principles - planting the seeds of empathy, responsibility, and care.

For adults, our sessions provide practical knowledge and support, empowering them to take part in local solutions like sterilisation, feeding, and basic first-response care.

This outreach work goes beyond awareness - it builds shared responsibility and strengthens the bond between the community and the animals living on their street.

Adjacent are the key points we focus on in our sessions.

- 

1

Introducing Jai Dog Rescue

Explaining our mission and introducing our CNVR and Rescue programmes
- 

2

The Five Freedoms of Animal Welfare

Internationally recognised standards that ensure animals are free from hunger, discomfort, pain, fear, and free to express natural behaviour
- 

3

Responsible Pet Ownership

The importance of meeting an animal's physical and emotional needs including proper care, shelter, nutrition, veterinary treatment, and preventing unwanted litters
- 

4

Dog Body Language

Understanding the signals dogs use - like tail position, ear movement, and body posture - to express how they feel, helping people interact with them safely and respectfully
- 

5

Rabies Prevention and Awareness

Sharing knowledge about how rabies spreads, the importance of vaccinating dogs, and what to do in case of a dog bite to stay safe and stop the disease.

MONITORING AND EVALUATION IN SCHOOLS

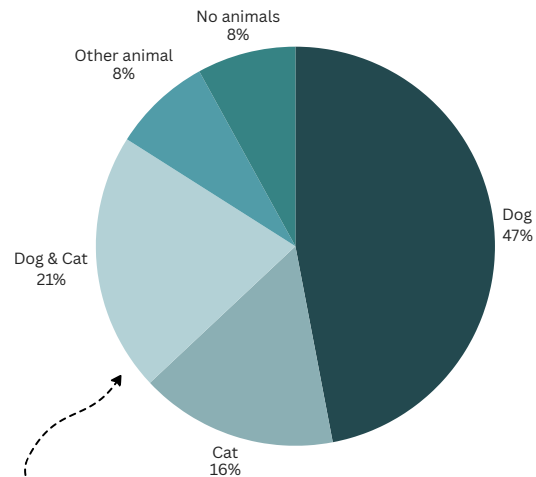
In July 2024, our Education Officer, Mit, introduced pre- and post-lesson surveys to measure the impact of our school outreach. Early results from a sample of 348 students in Nakhon Nayok show a promising shift in how children think about and interact with animals - particularly street dogs as this is the main focus of our sessions.

Despite a smaller sample size due to school holidays, results showed a 41% overall improvement in desired responses after our sessions.



+41%
**Overall
knowledge
gain**

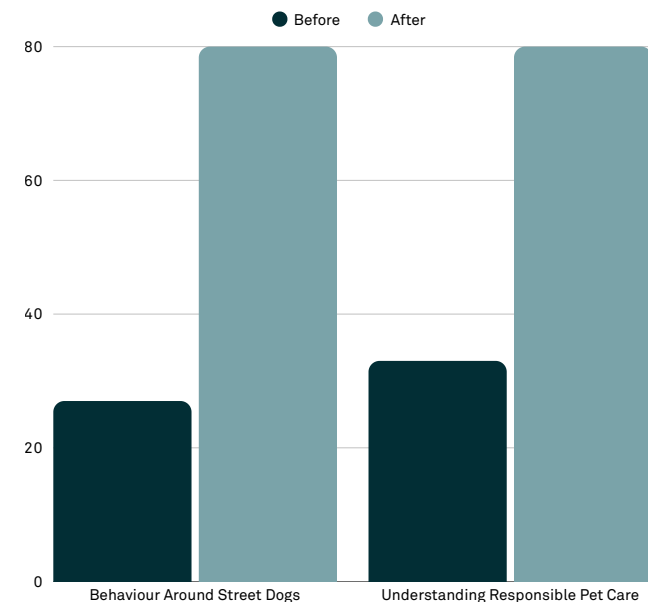
PERCENTAGE OF CHILDREN WHO OWN OR CARE FOR AN ANIMAL



Notably, 92% of students reported having a pet or caring for a street animal, highlighting their direct connection to the animals in their communities.

IMPACT OF EDUCATION: INCREASE IN DESIRED ANSWERS

We've seen a 53% increase in children recognising safe behaviour around street dogs, and a 47% improvement in understanding responsible pet care - clear indicators that our lessons are building empathy, safety, and compassion towards free-roaming dogs.





JAI AID

JAI AID SUMMARY



3 TONNES OF FOOD DISTRIBUTED

Regular supplies of rice and dry food helped keep hundreds of dogs well-fed and healthy.



4,920 MEALS DELIVERED

This year our feeding routes supported over 400 dogs monthly, reducing hunger and dogs roaming in search of food.



ANNUAL COST PER MEAL = £0.83

We were able to feed each dog for less than £1- a small cost with a big impact, helping to prevent suffering.



4% DOGS NEEDED RESCUE AID

Most locally supported dogs stayed healthy thanks to consistent care, reducing the need for critical intervention.



5 LOCAL CARERS SUPPORTED

Carers were supplied with medicines to treat ticks, fleas, and worms preventing serious illness.

SUPPORTING STREET DOGS THROUGH CONSISTENT CARE

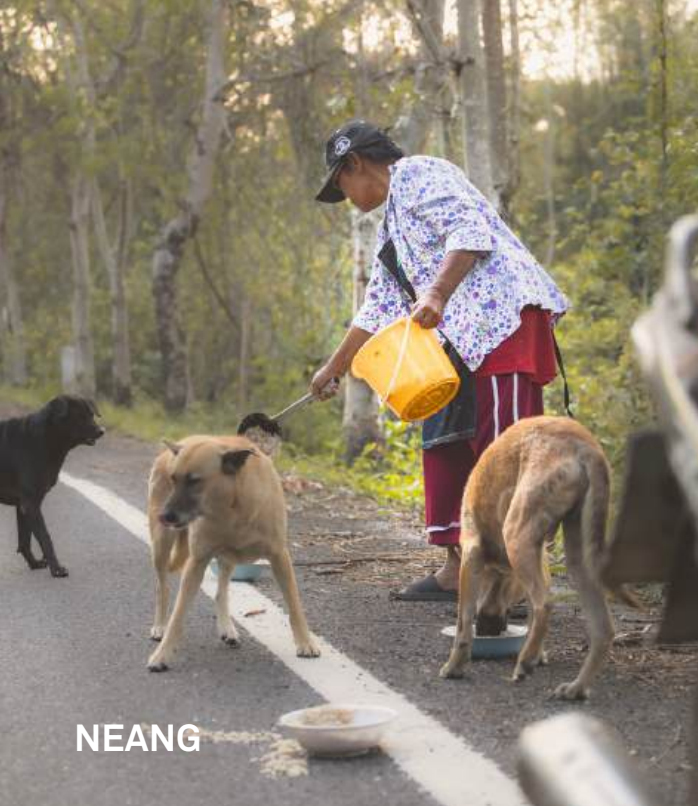
In 2024, our Jai Aid programme continued to make a meaningful impact across Nakhon Nayok. By providing regular meals along with basic preventative care and emergency treatment when needed, we helped reduce roaming, road accidents, and the need for emergency rescues.

Feeding in consistent locations builds routine and trust. Local carers are essential to this success - they know the dogs by name, and when one doesn't show up for a meal, they quickly spot early signs of illness and alert us so we can step in right away.

Our team treats minor wounds and supplies medicines for ticks, fleas, and worms preventing small issues from becoming painful crises. Thanks to this simple, steady approach, far fewer dogs on our routes required rescue this year.

We also ran our annual vaccination drive at Wat Pa Temple which is home to around 200 dogs cared for by local animal advocate Auntie P Sumneung. With her support, we're ensuring this cherished community of dogs remains healthy and protected.





NEANG



PEN

MEET THE HEROES BEHIND JAI AID

Behind every street dog we help, there's someone who watches over them - neighbours, shop owners, and temple volunteers who make sure they're cared for. These dedicated community carers are the heart of Jai Aid.

We support them by providing monthly supplies of dry food and rice, giving them the resources they need to keep the dogs in their neighbourhoods well-fed, safe, and loved. Their daily care - noticing a limp, offering shelter from harsh weather conditions, calling us when something's wrong - makes all the difference.

Looking ahead, we're working to expand Jai Aid across more areas of the province, reaching even more dogs and strengthening the communities that protect them. We're also exploring new partnerships with pet food companies to secure surplus food donations, opening the door to help even more carers continue their lifesaving work.



UDOM



P SUMNEUNG

A light-colored dog, possibly a Weimaraner, is sitting in a wooded area with its tongue out. The dog is looking to the left. The background is a soft-focus forest floor with dry leaves and green plants. A semi-transparent dark blue rectangle is overlaid on the left side of the image, containing the text.

SHELTER, SANCTUARY & ADOPTION

MEET OUR SHELTER DOGS



SHELTER AND SANCTUARY



CARING FOR OUR LONG-TERM RESIDENTS

At the close of 2024, we were caring for 93 resident dogs - 48 available for adoption and 45 living out their lives in sanctuary due to age, medical needs, or behavioural challenges.

This marks a reduction from 106 dogs at the end of 2023, thanks to successful adoptions (see page 44 for some happy endings!) and the natural passing of some of our senior residents.

We aim to keep our sanctuary population below 100 dogs, with a maximum capacity (including a 10% buffer) of 110.

ADOPTION

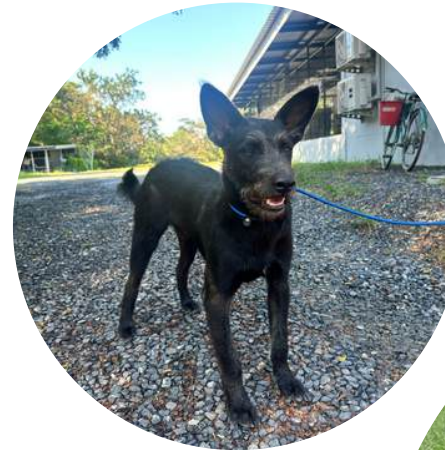
HERO FINDS HOME IN THE CITY

Abandoned in a battered cardboard box, Hero arrived at The Farm in a terrible state - filthy, malnourished, and infested with parasites. With time, care, and compassion, he made a full recovery and revealed a playful, affectionate nature. After charming photographers during a shelter photoshoot, Hero was adopted into a loving home in Bangkok, where he now lives happily. Renamed Hiro, he's even gained a social media following!



JIW'S NEW BEGINNING

Little Jiw was rescued after being caught in a dogfight, far too young to defend himself and badly injured. With daily care, good food, and plenty of love, his wounds healed and his playful spirit returned. The best part? Jiw was adopted by one of the team who helped care for him. Now safe, loved, and thriving, he's a joyful reminder of why we do what we do.



JOHN'S JOURNEY TO A NEW LIFE

Once a fragile street puppy, John was left nearly paralysed after being hit by a car. Thanks to urgent surgery and months of rehabilitation, he regained mobility and began enjoying life at our shelter. This year, John was adopted by a family in Ubon Ratchathani, over 500km away from our sanctuary. Personally driven by two of our dedicated team, he settled in beautifully and even has two four-legged friends to play with every day!



A light brown dog with a black collar stands on a red and white patterned rug. The dog is looking towards the camera with its mouth slightly open. In the background, there is a traditional Thai building with a red roof and yellow walls, decorated with green and gold ornaments. The scene is set outdoors on a sunny day.

FINANCIAL OVERVIEW

FINANCIAL SNAPSHOT

Thanks to your incredible generosity, our income grew to £857,000 in 2024 - a 10% funding increase from the previous year. Grants and corporate partnerships provided vital support, while major gifts and public fundraising continued to make a significant impact.

Together, this generosity enabled us to spend £806,000 improving the lives of animals across Nakhon Nayok. The majority of funding (82%) went directly to caring for animals. These funds also helped build our Dog Hospital, Vet Accommodation and improve shelter facilities for sanctuary residents, with only a small proportion spent on fundraising and administration.

On average, the combined cost per dog supported was £69 - a testament to how far your contributions go in transforming lives.

We're committed to using every donation wisely. For every £1 spent on fundraising, we raised nearly £10, proof that our holistic Dog Population Management model is both efficient and impactful.

Your support truly stretches further, funding life-changing programmes and care for animals who need it most.



INCOME

£857K

(2023 income: £739K)

£385K
Grants

£253K
Corporate
donations

£115K
Major gifts

£104K
Public
fundraising

EXPENDITURE

£806K

(2023 expenditure: £736K)

£695K
Animal Welfare
Programmes
and Facilities
(82% of total expenditure)

£86K
Marketing &
Fundraising
(11% of total expenditure)

£55K
Administration
(7% of total expenditure)

ORGANISATIONAL

TEAM RECRUITMENT

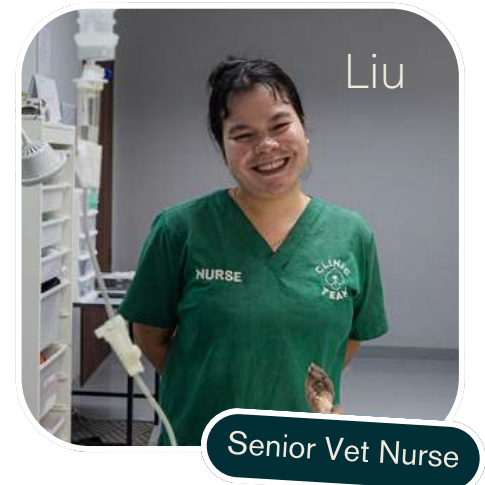
This year saw exciting growth across our team. We warmly welcomed new team members including Dr Angpao, Dr Nan, Dr Aum and Dr Best to our expanding veterinary department, as well as Palm, our new HR Manager, and Khun May who joined as a shelter warden.

We also celebrated key internal promotions:

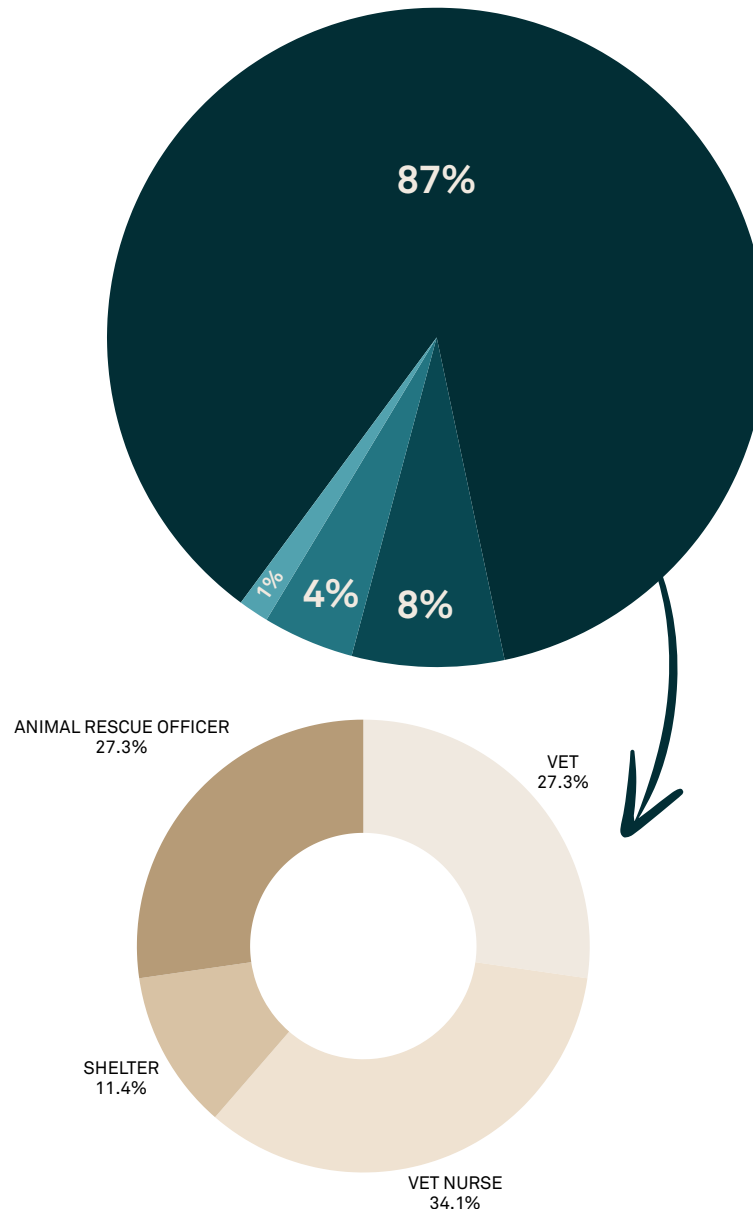
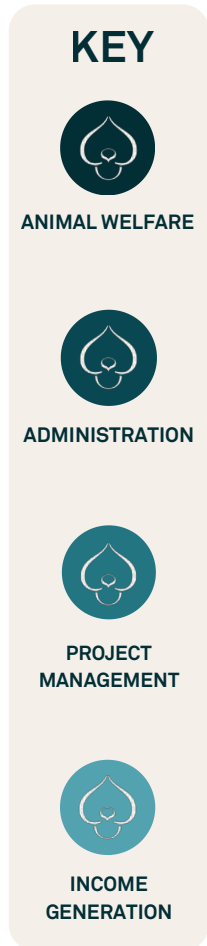
- Dr. Ton was appointed CNVR Manager, now leading and coordinating all three of our sterilisation teams and helping recruit the next two teams in 2025
- Dr. Benz stepped into the role of Head Veterinarian at our new on-site hospital leading our Rescue and Rehabilitation team
- Dr. Nam is doing advanced surgical training alongside Dr. Ton, supporting rescue clinical operations

In total, we recruited 8 new staff to launch our third CNVR team in Ban Na. This included a clinic manager, two veterinarians, three veterinary nurses and two animal rescue officers.

We now proudly have 8 vets, 13 vet nurses, and 7 dog catchers on our team. You can meet some of our senior staff in the panel opposite.



ORGANISATIONAL



The graphic shows how your support is making a real difference:

- 87% of our team is on the front line of animal welfare, caring for each dog with love, attention, and essential medical treatment.
- 8% of our staff ensures everything behind the scenes runs smoothly, so our programmes can operate efficiently.
- 4% of our team coordinates projects on the ground in Thailand, making sure every initiative is delivered effectively.
- 1% of our staff works to generate the funds that allow us to continue this vital work.

Your support means that over 90% of our team are on the ground helping dogs in need.

YOUR SUPPORT

A Message from Meghan, Grants and Partnerships Manager

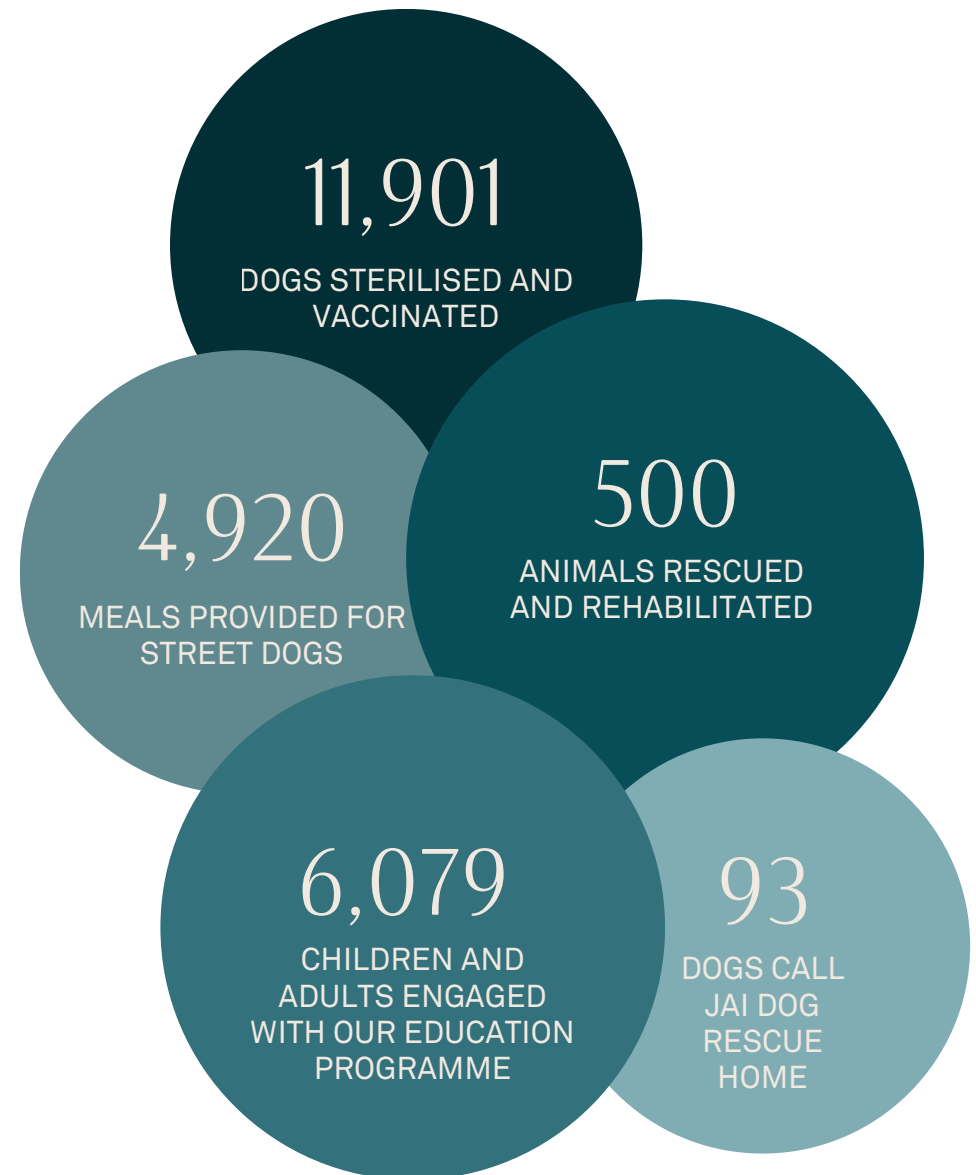
What started as a small-scale effort has grown into a charity supporting thousands of animals across the region.

In 2024, thanks to your generosity, we supported 17,000 animals through our sterilisation programmes, rescue efforts, feeding programme and expanding mobile clinics. We also opened our first hospital dedicated to treating street dogs who had nowhere else to turn.

Every life improved and every programme delivered is a testament to your compassion, commitment and support.

Together, we are creating lasting change for the animals who rely on us most.

Thank you for being part of this journey!



OUR SINCERE THANKS

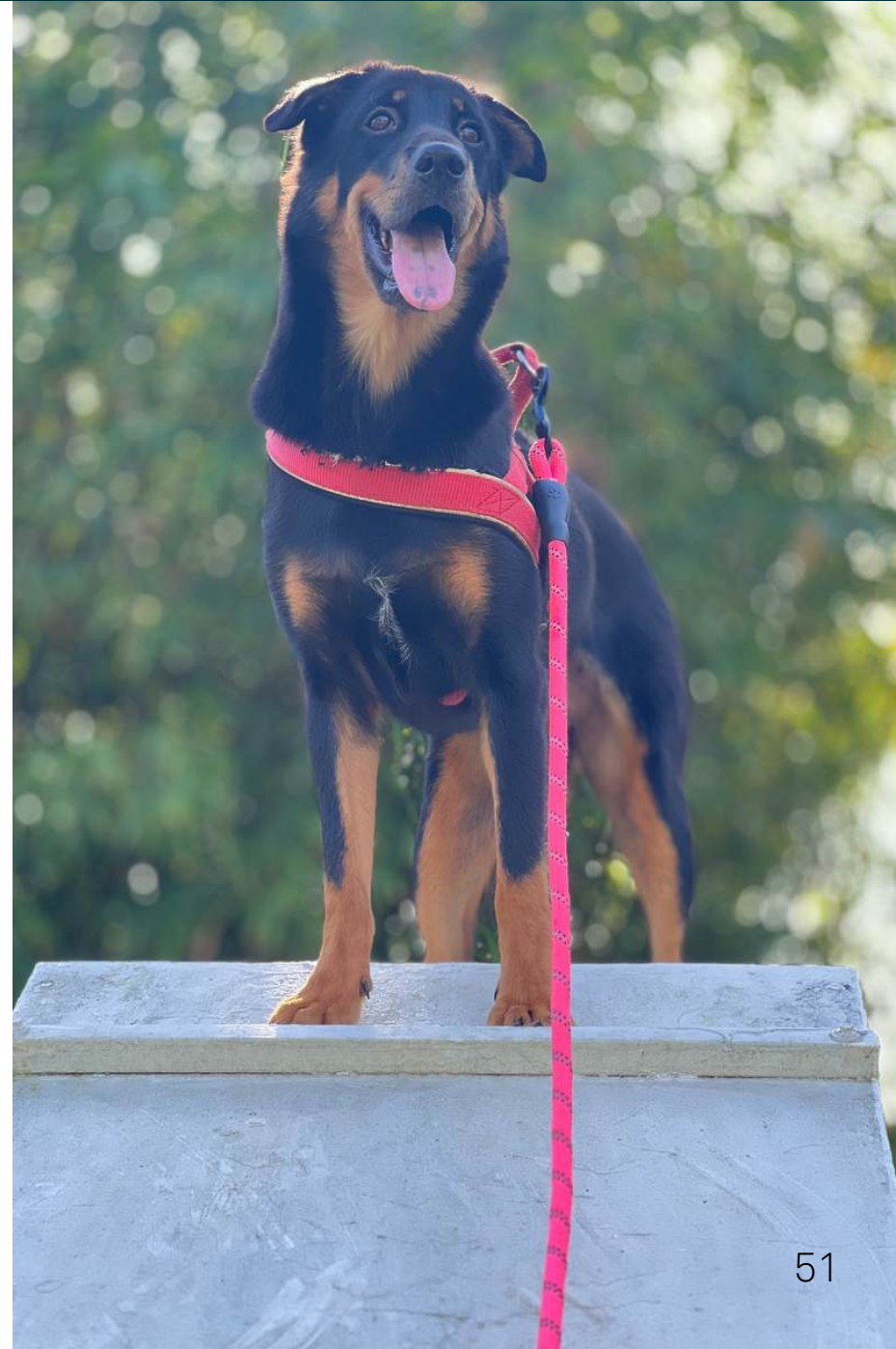
A heartfelt thank you to the individuals and charitable trusts whose generosity has been truly inspiring:

- Anthony V Martin Foundation
- Battersea Dogs and Cats Home
- Dennis Myers
- Jean Sainsbury Animal Welfare Trust
- The Michael Chamberlayne Charitable Trust
- Vera Howarth Animal Trust

We are also deeply grateful to all the partners who joined us in 2024 to help make a difference:

- DNA Vetcare
- Mars Asia Petcare
- Ministry of Sound Group
- Goodwoof
- Western Digital
- Yap Yap

And to all the individuals and trusts who choose to support our work anonymously - your kindness and commitment mean the world to us.





JAI

DOG RESCUE

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