



# Proud to be Sri Lankan emBark 2017

emBark

HELP US, HELP THEM

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embark\_niko



# Towards a Future of Compassion & Harmony

Embark's journey completes a decade of work towards improving the welfare of street dogs in Sri Lanka last year. Another year marks many milestones and numerous life changing journeys for many of our beautiful Sri Lankan street dogs, which would not have been possible if it were not for the individuals and communities that gave us nothing but hard work, commitment and an absolute faith in the philosophy of compassion.

What we strive to do on a daily basis is improve the lives of all street dogs. It covers everything from saving an injured dog, to finding homes for a litter of puppies, to educating people on the importance of vaccinating, sterilizing and caring for homeless animals. We wish to inculcate a compassionate outlook towards the beautiful Sri Lanka street dog that roam our streets.

Throughout this year, we have recognized the need for more community engagement, because without all your support, Embark would not be able to reach more dogs in need. For this, we have been actively involved in spreading education and awareness to the public in various parts of the country.

Embark believes in involving every empathetic member of society by instilling a sense of awareness and responsibility about all lives. To achieve this, we have provided our volunteers, fosters, staff and community members the skills and resources required to help a dog in need, to seek assistance and to promote responsible living and harmonious coexistence with street pooches.

It is my belief that everyone is capable of showing compassion to all lives and that even the littlest speck of kindness we give away to someone unloved and unwanted will change their lives twofold. This is what Embark chooses to ignite in the minds of Sri Lankans. It is important that we understand that the smallest act of kindness can create a domino effect in the world that would lead to bigger and more profound change.

The generosity, efforts, support and encouragement of so many individuals, volunteers, donors, fosters and the adopting families has ensured that these dogs will receive the help, affection and forever happiness they deserve. Their support is the reason we are able to help an increasing number of street dogs in need.


Change starts with all of us and it is compassion to ourselves, each other and the animal lives around us that would ensure that no cry for help, no abandoned soul and no innocent life goes ignored.

As we continue our voyage into 2018, our vision to help the street dogs of Sri Lanka has magnified to encompass the increasing number of dogs in need. We will continue to strive to create a Sri Lanka that recognizes the beauty of our street dogs and treats them with the kindness, dignity and affection that they deserve. And we hope that you will join us.

Ofara







# What we do



Fostering and Re-Homing



Vaccination and Sterilisation



Saving the injured



Education and Awareness





## Fostering & Re-homing

Embark believes that one of the most efficient solutions to decrease the street dog population, in addition to sterilization programs, is through re-homing and adoption. One of the focuses of Embark is adoption programs and adoption days, which have been very successful. They help generate interest and positive interest within the public for rescued puppies and dogs as well as street dogs in general.

Embark organizes and conducts several adoption days per month, predominantly in Colombo, Ja-Ela, Galle and Kandy. Prior to a dog's adoption, a background check will be performed on potential adopting families and homes. Embark has policies that involve no caging, no chaining and that the dog be cared for like another family member. Puppies and dogs that are rescued off the streets are cared for by fosters or with the rescuers themselves, to ensure that they are given the opportunity to be socialized with a family and so that they will be given the love and affection they need. Embark covers all medical expenses for treatments, vaccinations and sterilizations of the dogs that are up for adoption. Our priority is to place rescued dogs in loving homes and give them a second chance at life, while reducing numbers on the streets.

## Rescuing

The population of street dogs have been on the rise due to the lack of an effective island wide program to vaccinate and sterilize them. A major part of our work involves rescuing and treating injured and sick dogs. We receive an average of 70 calls a day and dozens of daily messages on social media, requesting assistance with treatments of community dogs, dogs hit by vehicles, cancer victims (which seems to be on the rise) and skin diseases are the common reasons for rescues.

As Embark does not operate its own hospital, it collaborates with veterinarians and clinics for treatment and hospitalization.

There is a substantial increase in the number of dogs in need of rescue, as society is growing more aware and conscious to the suffering of street animals. This also creates a day-to-day challenge for Embark, as we try to reach as many pooches in need as possible. Some cases are cruelty related where dogs who are beaten, caged or mistreated are rescued. Cruelty cases require greater effort and is often complicated as the Sri Lankan legislation does little to support

**“There is a substantial increase in the number of dogs in need of rescue, as society is growing more aware and conscious to the suffering of street animals. This also creates a day-to-day challenge...”**

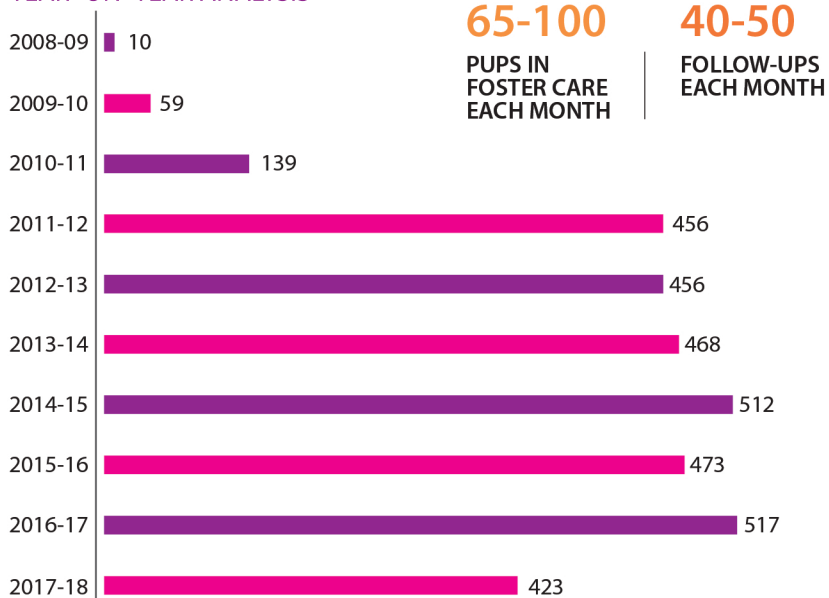


## Adult/senior Dog Adoption

Puppies are usually the preferred choice for adoption and adult and senior dogs are often overlooked, making it a challenge to find them homes. The preconceived notion that only puppies will stay loyal and co-exist with families worsens this situation. In reality, adult dogs can be loyal and form bond with their new owners and families just as easily as puppies.

They also require less effort to care for and are usually very grateful to have a happy home, warm food and a safe place to sleep. Embark has been making an extra effort to show adopting families just how special adult dogs can be as it is our firm belief that Sri Lankan street dogs of all shapes and sizes deserve unlimited love.

### ADOPTIONS YEAR-ON-YEAR ANALYSIS











## Vaccination & Sterilization

Vaccinations and sterilization are humane and sustainable methods of preventing the spread of rabies, parvo and distemper and sterilization is the only humane way of reducing the stray dog population.

In 2017, Embark worked in Gampaha, Colombo, Moratuwa, Anuradhapura, Wattala and locations within Colombo using the widely accepted Catch - Neuter - Vaccinate - Release (CNVR) method. The coverage meets the international standard that requires 70% of roaming dogs to be vaccinated and sterilised, creating an effective barrier that stalls the spread of Rabies and reduces the population. Many dogs face immense cruelty and neglect due to the continuous breeding cycle that often creates an unmanageable increase in street dog numbers. Our goal is to improve the wellbeing of Sri Lanka's street dogs and help create compassionate communities where people and dogs can coexist in harmony.



## CNVR Campaigns

Catch – Neuter – Vaccinate – Release (CNVR) programs were held in Anuradhapura, Poonaryn, Welisara Colombo, Mount Lavinia and various other places with the funding provided by Embark, animal welfare organizations and private donors. In total, Embark carried out 1224 sterilisations and 2213 vaccinations in 2017.

## Saving the injured

A major part of the work we do at Embark is rescuing injured and sick street dogs. We provide free veterinary care for homeless dogs upon the request of compassionate individuals who join hands with us to save lives. Embark works with several veterinary partners to offer in-house clinic care, mobile treatments to treat the dogs on site and hospitalize ones in critical condition.

 **22,424**  
STERILISATIONS  
SINCE 2007

 **47,376**  
VACCINATIONS  
SINCE 2007

In the past year, we have recorded a significant rise in the road accident victims, which we perceive in part as a progressive factor in terms of the growing number of socially conscious citizens who seek our help to make a difference in the lives of our beautiful street dogs. Skin rashes and cancer are two other commonly seen ailments.

Our hope is to improve the lives of as many dogs as possible with the help and support of local communities.

## PARTNER CAMPAIGNS

Embark partners with regional hospitals, hotels, universities, private and non-profit organizations and local communities to provide treatment camps around the island.

It is with the help of compassionate citizens that we are able to provide humane and sustainable solutions to problems of overpopulation and the spread of rabies.



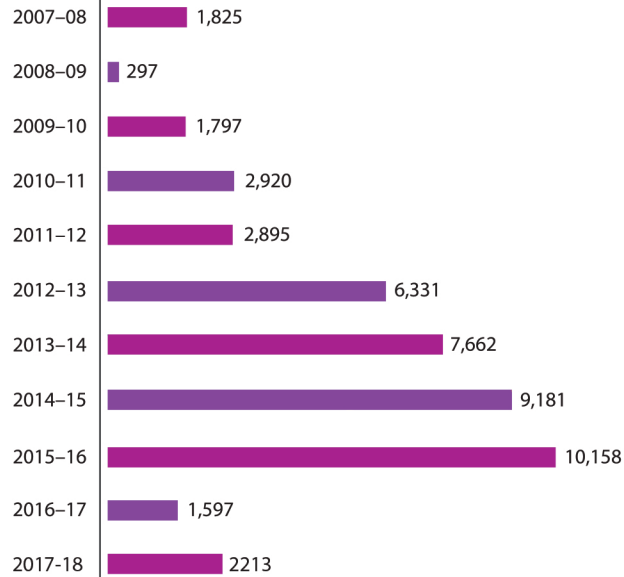
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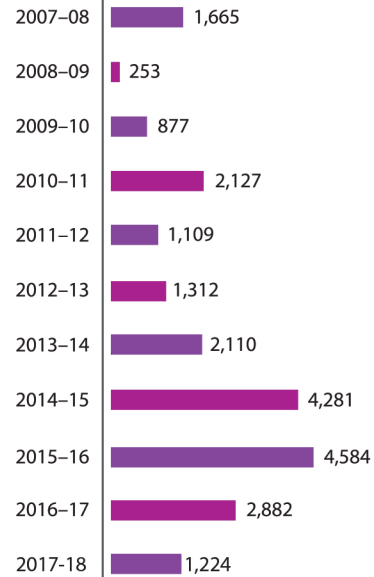
## VACCINATIONS

YEAR-ON-YEAR ANALYSIS



## STERILISATIONS

YEAR-ON-YEAR ANALYSIS



100-200

STERILISATIONS  
PER MONTH

200-300

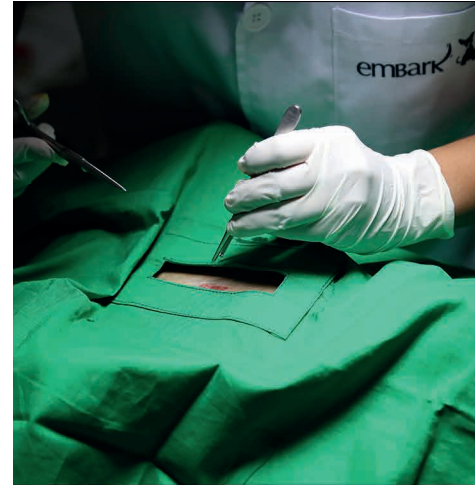
VACCINATIONS  
PER MONTH

21,200

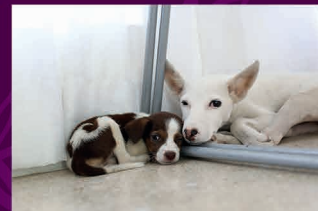
STERILISATIONS  
SINCE 2007

45,163

FOLLOW-UPS  
EACH MONTH









## Pooches with Special Needs

Vehicle accidents, neglect and cruelty are the main reasons we have so many special needs dogs. With adequate treatment and care, many of these dogs recover and live happy lives. The determination and optimism that these dogs possess to persevere through life is an inspiration to us all. In 2017, Embark witnessed many amazing stories of recovery from accidents and abuse.

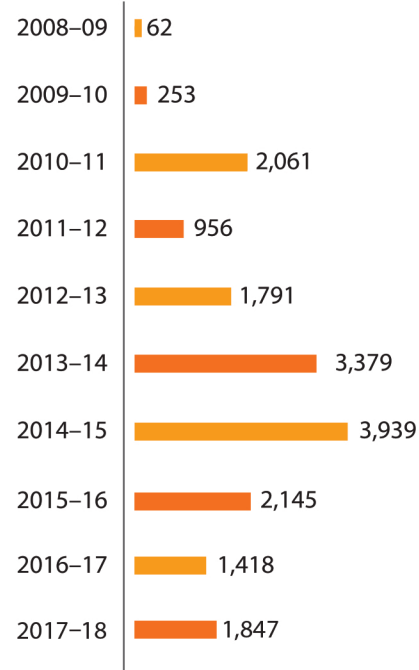
Rosmead, Tomi and Shirby were taken into Embark's care in a state of paralysis from road accidents. All three eventually adjusted to their special situation and today live in a sanctuary with others like them.

Daffy was a puppy when she was brought in, with fractured forelegs and open wounds. She recovered amazingly with the treatment she received from Embark and soon adjusted to hopping around on her hind legs!

Hope came in with what seemed like a terrible skin condition, but was later diagnosed with skin cancer. He continues to receive treatment and leads a happy life at the sanctuary.

Leo was rescued from Bambalapitiya after he was hit by a vehicle. Due to dislocation and compression on the vertebrae, he is unable to walk again. Today Leo enjoys swimming and hanging out with his friends.

## OVERALL TREATMENTS YEAR-ON-YEAR ANALYSIS



## Helping the Community

The Embark hotline receives on average seventy inquiries and emergency responses daily. They are mainly about injured dogs, abandoned puppies, animal cruelty, mistreatment, and medical treatment inquiries. Additionally, we receive messages on social media and emails requesting for dog treatments. Embark strives to cater to each request at maximum capacity, with additional contributions from local communities.

We appreciate assistance from local communities, volunteers and compassionate individuals in notifying us of dogs who need medical attention and care.

**350-370**

FIELD-BASED  
TREATMENTS  
PER MONTH

**180-190**

CLINIC-BASED  
TREATMENTS  
PER MONTH

**50-52**

HOSPITALISED  
TREATMENTS  
PER MONTH

**20-25**

MOBILE  
TREATMENTS  
PER MONTH

Short term and long term foster support from the community is greatly appreciated by Embark. There is a reported increase in the number of rescues, where communities and individuals rescue and treat community dogs and puppies, with the support from Embark on medical expenses.

**“Embark strives to cater to each request at maximum capacity, with additional contributions from local communities.”**





# Pooches with Special Needs

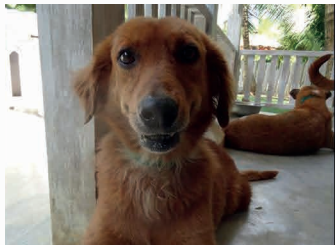
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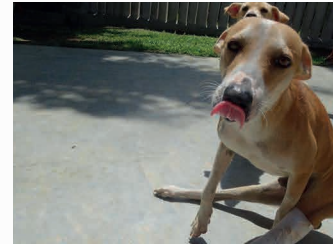
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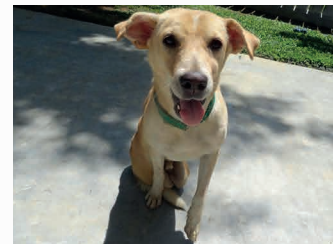
Knudell was rescued from Kataragama with paralysis on his hind legs. With one on one treatment, Knudell is now able to use one of his hind legs and is trying to walk!



Rosmead was rescued from the Rosmead place. She is paralysed due to a road traffic accident. Rosmead is receiving physiotherapy and hopefully will be able to walk again.



Tomi is a handsome brown and white boy with kind eyes. He was paralyzed in 2016 and the vets have done all they can to help Tomi walk again. Tomi has undergone treatment for a year and has improved tremendously. Tomi patiently awaits the day he can run again.



Rescued with a paralysis, Shirby came to us in August 2017. She has quite a personality and we are hopeful for her recovery. She still has a long way to go for full recovery and will be receiving more intense care at the Dog care clinic.



## Doggy Tips

**1** Wash your dog using a dog shampoo or use baby soap.

**2** Mix Neem oil with a carrier oil. You can use almond, coconut or olive oil at a ratio of 10 to 1.

**3** Massage it all over your dog. Pay particular attention to the ears, head, neck, belly and greasy areas like the tail.

**4** Repeat the application in 2 weeks.

## Anti - Caging

**A Dog is our SECURITY SYSTEM FRIEND**

**මිලිනම් මැද තබන්න ජිව්‍යයේ තබන්න**

**මිලිනම් මැද තබන්න ජිව්‍යයේ තබන්න**

**Dogs should be chained FREE**

## Forever Home

**All I want is a forever home.**

**Some nights I have to sleep hungry.**

**Sometimes it's a happy ending.**

**Sometimes it's hard to find water.**

Throughout 2017, we launched several Education and Awareness Campaigns via our Social Media platforms. A series of posts raising understanding around the dire issues of the pedigree pet trade and the long-lasting consequences of caging and tying dogs was shared widely.

Other Campaigns urged people to adopt homeless Sri Lankan street dogs instead of buying pedigree dogs which were designed for all types of audiences in mind. In keeping with the festive seasons of Avurudu and New Year, a campaign was created to raise awareness about the plight of of street dogs when people use fireworks for celebrations.

## Adopt Don't Shop

**All puppies Love their freedom just like you do**

**Puppies don't belong in cages**

**They love their freedom**

**Each time you buy a puppy you buy a life of suffering**

## Think Before you Shop

**Compassion costs nothing**

**සුභවයක් මිලදී ගැනීමට පෙර සිතන්න**

**සිද්ධත්වය අවබෝධ කර ගන්න**

**Think before you shop**

## Be The Change

**Speak out against animal abuse.**

**Be responsible. Be the change.**

**Have a heart. Be the change.**

**Stop the cycle. End the cruelty.**







## Sweet Belli



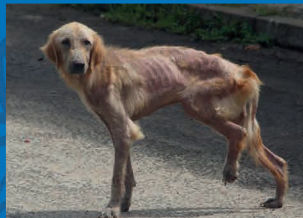
Belli is a soft, old soul who does not ask for much in return for the love she radiates. She was diagnosed with cancer in her abdomen and underwent surgery to defeat it. Now sweet Belli is back to being the wonderful, gentle lady she always was. She now lives in a dog retirement home.



## Milo



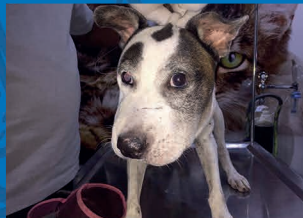
Milo is a golden retriever who was a victim of the cruel breeding trade in Sri Lanka. He was fragile & needed months of intense treatment to bring him back to health. He is now a playful, strong boy living happily in his forever home.



## Raj



Raj had a severely swollen head that was a result of being bound by a tight chain around his neck for a prolonged period. He has recovered well after treatment and he now lives on a farm, with the freedom he deserves.



## Karl



Karl was rescued in Kottawa with a severe skin condition and malnutrition. Karl refused to let anyone near him and was fearful due to his life of neglect and abuse on the street. With a lot of love and care, Karl is now a big, strong boy who was lucky enough to find his forever home at one of our Adoption Days.



## J1 & J2



In November, J1 and J2 were found clinging to each other on the side of the road, covered in ticks, mange and suffering from anaemia.

We're grateful to the wonderful family that chose to adopt them both and give them a safe and happy life together.



## Rocky

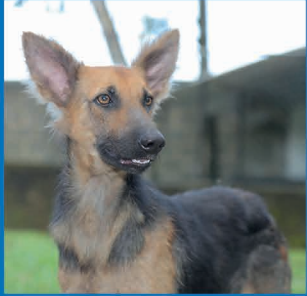


Rocky met with a horrific train accident, which resulted in the loss of his front limb and tail. His recovery was long, in addition to difficulty of finding his forever home. Finally, an Embark volunteer fell in love with him and welcomed him in to their family. Today Rocky enjoys daily bedtime stories and is the neighborhood's favorite pooch.





## Bigu



Bigu was another pedigree pooch whose former owner callously deprived her of love and care. She spent her days in a small cage and she developed a terrible skin condition that left her skin furless and raw. Bigu was rescued by Embark, and gradually Bigu learned to love and trust people again. She also grew back her lovely coat of fur and was able to find a family that loves her unconditionally.



## Skylar



Skylar was another victim of the horrific and unregulated pedigree breeding trade. She was dumped on the streets after she developed a mammary tumour from continuous breeding. Upon rescue it was determined that she will require several surgeries to eliminate the cancer. After many months of treatment, Skylar recovered and a kind family welcomed her into their home. She now has the family she deserves.



## Boots



Boots is a very special dog. She is friendly, gentle and absolutely loves her belly rubs. Both of her eyes were surgically removed after she was hit by a car as a result of which she is now blind. Boots required several weeks of treatment and adjustment to her new life without vision and she found her forever happiness with Dr Gihani, the vet who initially treated her.



## Punchi Bro



Rescued in January, Punchi Bro did not have any fur on her body and was thin and weak. A few months of treatment transformed her into a beautiful girl with an amazing personality. She is quite energetic and loves children. Today she is living a happy life surrounded by a family that cares for her and gives her the love she deserves.



## Diyatha



Diyatha was rescued in January with a growth on her neck. She seemed to have had a home at one point but was then abandoned after they found out she was sick. Diyatha underwent surgery to remove the growth and once recovered found happiness at her rescuer's home all the way in Kandy!



## Raine



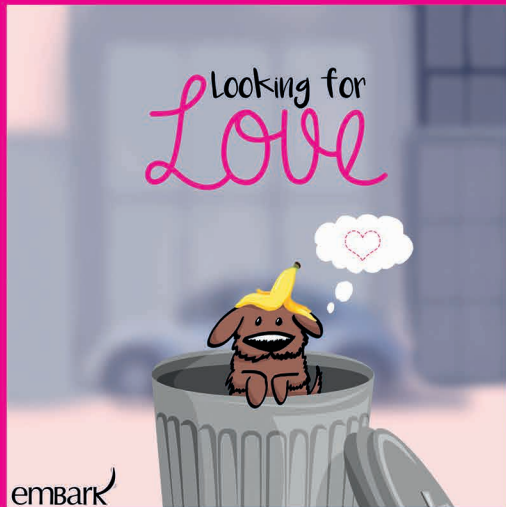
Rescued by Otara one evening in the pouring rain, Rain had been abandoned with an untreated tumour. She was adopted by the St Nicholas Home for the Elderly. We are thankful for the home for adopting this adorable pooch and we hope more homes and social organizations will follow this example and adopt street dogs.



















**SPECIAL  
DOGGY  
DELIVERY**

emBark



**FLOATING  
STRAIGHT  
INTO YOUR  
HEART!**

emBark



**SOARING  
INTO YOUR  
HEART**

emBark



**COMING SOON  
TO A HEART  
NEAR YOU**

emBark



**OVER THE  
MOON WITH  
LOVE**

emBark

# GET THIS



# ON YOUR DESK!

GET YOUR FAVORITE CALENDAR AT THE **GOOD MARKET**

embark

All profits will go towards improving the lives of Sri Lanka's Street Dogs.



HELP US HELP THEM

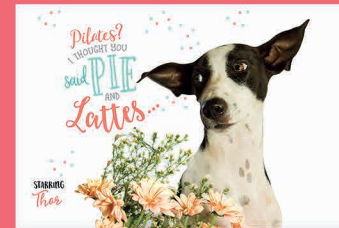
2018 embark CALENDAR NOW AVAILABLE

100% OF THE PROFITS WILL GO TOWARDS IMPROVING THE LIVES OF SRI LANKA'S STREET DOGS.



HELP US HELP THEM 2018 embark CALENDAR NOW AVAILABLE

100% OF THE PROFITS WILL GO TOWARDS IMPROVING THE LIVES OF SRI LANKA'S STREET DOGS.







# Our Stores



AIRPORT - KATUNAYAKE



K-ZONE JA-ELA



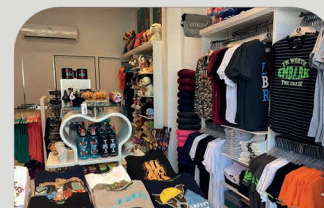
DICKMAN'S ROAD



GALLE



KURUNAGELE



MATARA



UPTOWN - LIBERTY PLAZA





# Social Media

Through the use of social media platforms such as Facebook, Instagram, Twitter and YouTube, Embark's fashionable followers continue to grow in leaps and bounds. 'Shopping for a cause' while staying on trend is the core concept behind the brand's fashion content. Fans are regularly reminded that with every purchase they make, all profits go towards saving Sri Lanka's street dogs.

Details on adoption days, emergency rescues, treatments, mobile clinics and adoption follow-up visits are posted regularly along with heart-warming stories on hospitalized dogs. Calls for volunteers, fosters and donations are shared and our fashionable fans are always ready to lend a hand to help a paw.

**"Shopping for a cause' while staying on trend is the core concept behind the brand's fashion content."**



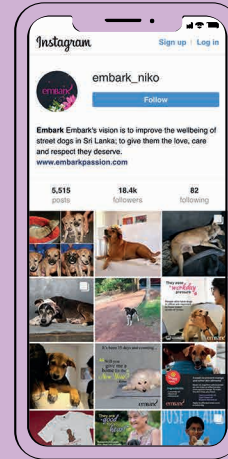
EmbarkLK

XxXxXxX  
Followers



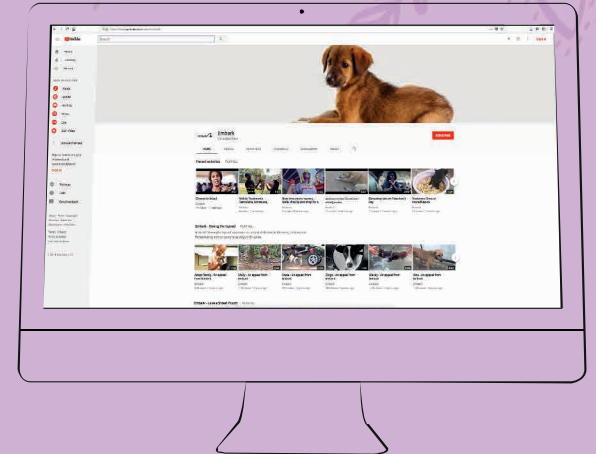
EmbarkLK

XxXxXxX  
Followers



EmbarkLK

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Followers



EmbarkLK

XxXxXxX  
Followers

# Milestones

• Embark, together with Marchig Animal Welfare Trust, arranged funding and veterinary support to treat, vaccinate and sterilize 279 street dogs in Moratuwa.



• Embark launched a crowdfunding event at the request of the community of Pooneryn. 100 dogs were treated, vaccinated and sterilized with the funds raised.



• Embark shop opens its doors at Bandaranaike International Airport.

• Animal welfare organizations and citizens held a candlelight vigil urging the government to ensure the safety and wellbeing of community dogs in Sri Lanka.

• Volunteer training program at Sooriya Village where topics such as street dog rescue, compassion towards animals in need and the Embark volunteer program were covered.



• Alliance for the Protection of Community Dogs, including Embark, volunteers and renown celebrities and stars, in the form of a peaceful protest against the abuse of Sri Lanka's street dogs.

• Pooch Pawfections at ICBT Campus helped raise awareness on the benefits of having dogs and allowed students to indulge in some quality time with rescue puppies.



• Embark celebrated its 10 th year with an adoption day that was held at Sooriya Village.

• Embark conducted a social media campaign for World Rabies Day, focusing on the great efforts the community makes towards reducing the threat of rabies.



• Embark store opened in K-Zone, Ja-Ela.

• Embark Clinic at Mount Lavinia beach, with the support of Island Hostels and Vets for Future. 33 surgeries and treatments were performed.



• Uber collaborated with Embark for a special event on Valentine's Day. 10 rescue puppies visited over 20 locations in Colombo, spreading love and joy. A few puppies even found their forever homes.



• Second phase of the CNVR program at Moratuwa, funded by Embark and Marchig Animal Welfare Trust ensured that over 500 dogs received treatment.



• Embark, with the assistance of volunteers and kindhearted individuals, conducted the rescue of many animals stranded during the severe floods.



• Embark Adoption Day at the Good Market, Colombo, with celebrities Malini Fonseka, Nadeesha Hemamali and Lal Weerasinghe.



• Embark conducted a mobile treatment clinic at Welisara Hospital that included 40 sterilizations, 60 vaccinations and treatments.

• Embark opened new store in Matara.



• The Love Shop was launched at Embark Headquarters as a Christmas pop-up store, in order to raise extra funds for street dog rescues and treatments.

• Mobile treatment clinics were conducted in Kelaniya and Attidiya at the request of concerned and kindhearted community groups. 71 dogs were vaccinated and 18 were treated at the clinics.

# Join Us

## ADOPT

Adopting a street puppy or adult dog is the first step towards a life-long friendship with a truly wonderful canine companion. Choosing to adopt gives homeless dogs a second chance at life. We are glad to help you choose your future family member and to the best of our ability ensure that everyone is comfortable together!

## SPREAD AWARENESS

You can help us raise awareness on rabies, responsible pet ownership, and the importance of sterilisation, preventing animal cruelty, vaccinations and community care for street dogs. You can reach out to colleagues, friends or organizations in setting up information booths, bulletin boards or even organize your own awareness programmes. Embark is willing to provide you with all necessary support.

You can also get the word out regarding sterilisation and vaccination clinics, dogs who need rescuing, puppies needing foster care, and help us look for homes for special needs dogs.



## VOLUNTEER

Embark recognizes the importance of volunteer contributions towards the wellbeing of dogs and in creating a sustainable platform in bridging harmony between humans and animals. Embark launched a new volunteer platform in hopes of efficiently mobilizing and expanding the volunteer populace. This platform will ensure that members are given the recognition and assistance to enhance their skills as volunteers, while allowing them to provide hands-on assistance to Embark's operations.

Email us on  
[volunteers@embarkpassion.com](mailto:volunteers@embarkpassion.com)  
if you would like to be an Embark Volunteer.

## FOSTER

Fosters are the backbone of our adoption programme. Fostering a little puppy for two to three months can be a truly life changing experience. All you need to do is provide a loving temporary home with food, water and affection. Embark will cover all veterinary expenses and can help you ease into your role as puppy-guardian! Puppies will remain with their foster family for two to three months, during which they will be working on their social skills and getting ready for adoption day to find their forever family!



## SHOP FOR A CAUSE

Embark uses a unique concept; A part of our work is funded by selling a range of street pooch-inspired merchandise. The collection includes trendy clothing, jewellery and accessories that feature bright hues, catchy slogans and endearing doggy motifs.

All profits from the sale of Embark merchandise go directly towards funding our treatment, vaccination, sterilisation, education/awareness programs and the overall welfare of street dogs. Unfortunately, it does not cover the full expense of the work we do, but we hope it will contribute more in the months ahead

## FUNDRAISE

If you are unable to donate, you can still help raise funds for Embark activities or even to fund just a specific rescued dog. Embark can guide you and help you conduct a fundraiser.

Alternately, you can help raise funds by getting a shop you know or your company to keep an Embark till. Tills will be provided by Embark.



## DONATE

You can donate either online through our website or directly into one of our tills in selected locations island-wide. You can also stop by our head office. Your donations help us reach more dogs and save more lives each year.

You can also choose to sponsor the treatment of our dogs. Boarding and treatment for these cases are long and costly.

You can be a part of our rescue and treatment program by choosing and sponsoring a rescued or special needs dog for a day, a month or longer. No contribution is too small and it means the world to the street pooches we save.

To place a contribution, please visit  
[www.otarafoundation.com/donate-now/](http://www.otarafoundation.com/donate-now/)

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