



FOUNDATION
— 1987 —



Report on Activities 2023

1

Activity of
the company



1. Activity of the company

Activities, projects and grants

In 2023 we continued with our existing programmes, launched new and pioneering programmes, strengthened alliances, and all of this with our mission in mind:

To spread the benefits of the Bond between people, dogs and cats, from our areas of work: Research, Social Action and Raising Awareness.

In the field of therapies, we continue to partner with the Sagrat Cor University Hospital, with the therapy programmes ***Juntos + Fuertes (stronger together)***, which helps frail patients in their rehabilitation process, and ***Miradas que Curan***, (looks that can cure), a programme in the Eating Disorders Unit, which supports young people in their recovery process.

In addition, we have dedicated a large part of the year to preparing and designing the pioneering ***“Perros Terapéuticos”*** (therapeutic dogs) programme which was launched at the end of the year in the Intensive Care Unit of the Hospital del Mar.

Intense work in the field of research, with a strong focus on disseminating our studies through presentations at leading international conferences, continuing with the evaluations of our Therapy programmes and reinforcing the lines of research on Abandonment and Social Support.

We also maintain our alliance with the Atresmedia communication group to carry out the ***Inseparables*** (inseparable) campaign for the second consecutive year, with the aim of promoting happier and healthier relationships between people and animals

2023 was an intense year, full of projects, testimonies, and life stories that have improved thanks to the transformative power of the bond with our dogs and cats.

The past year once again showed how our society is progressing in terms of respect and consideration for animals, which are increasingly perceived as members of the family.

The past year once again showed how more and more entities, institutions and companies are becoming aware of the benefits of this Bond and work to improve the welfare of animals and to help the people who care for them.

Much remains to be done, but more and more of us believe that our society is better for everyone when there are dogs and cats in it.



2023 in figures

Research



5

research studies completed in 2023
(vs 5 in 2022)

1

scientific publication
(vs 1 in 2022)

7

lectures at congresses and
symposiums (vs 7 in 2022)

Therapies



11

Programmes
(vs 19 in 2022)

716

Direct beneficiaries
(-16% vs 2022)

Abandonment and Adoption



478

Entities participating in *Él nunca lo haría* (they would never do it) study
(30% of the total, +3.7% vs 2022)

8,106

Animals adopted via Miwuki
(+0.95% vs 2022)

Raising Awareness



162,900

Followers on social media
(Instagram, Twitter, Facebook
and YouTube)

959,000

Website users
(-4% vs 2022)

1,736,000

Website visits
(+17% vs 2022)

2.217

news items in the media
(+13% vs 2022)

99%

Of *pet parents* have seen
our messages in Spain
(aged 25 to 45) (same
as 2022)

99%

Of *pet parents* have seen our
messages in France (aged 25
to 45) (same as 2022)

1,512

million impacts on all
communication channels in Spain
and France (+58% vs. 2022)

A

Research



Research

We maintained our agreement with the Autonomous University of Barcelona to maintain the Affinity Animals and Health UAB Foundation Chair. The Chair has worked on 11 research studies, 5 of which were reported on during 2023.

Communications in 2023 derived from the studies conducted by the Chair:

- Annual study “They would never do it” with data on abandonment and adoption in Spain.
- Miwuki: presentation at the Canine Science Forum 2023 conference.
- Qualitative social support: presentation at the ISAZ 2023 conference.
- Co-Sheltering social support: presentation at the Co-Sheltering 2023 conference.
- Vetbonds veterinary welfare: presentation at the AVEPA 2023 national conference.

- **Pilot study to evaluate the effects of therapies involved in the CREI programme**

The therapy programme at the CREI in Lleida works with children and adolescents under the care of the Catalan authorities and housed in a CREI (Residential Centre for Intensive Education), carrying out activities to improve behaviour and affectivity, thanks to the participation of therapy dogs as models. Specifically, the aim is to improve emotional bonding with the centre’s staff and among peers, channel frustration, improve communication and reduce the tendency to cross boundaries.

This initial study analysed 4 aspects of the person’s response to therapy dog-assisted intervention: level of attention, physical movement (hyperactivity), communication and adherence or compliance.

The results of the pilot study indicate that the assisted intervention has positive effects during sessions, although the results vary substantially from one user to another.

- **Study to evaluate the benefits within the framework of the *Juntos + Fuertes (stronger together)* therapy programme (Frailty Unit - Sagrat Cor Hospital)**

The Stronger Together programme, aimed at frail patients who need rehabilitation after a stay in the ICU, was also evaluated through a scientific study.

The study analysed in a personalized manner the participation of frail patients in the rehabilitation programme, using a validated scale to measure anxiety, as well as other aspects such as motivation, attitude towards the session, participation, and also the role that the dog has played in the process.

The study confirms that the presence of the dogs reduces the anxiety of patients and improves their willingness and participation in the rehabilitation session.

- **“They would never do it” study on Abandonment and Adoption 2023**

For over 25 years we have been conducting the “They would never do it” study on Abandonment and Adoption to quantify the serious issue of abandonment. The importance of this study lies in the fact that it is the only one that provides a comprehensive, representative and evolving view of the problem in Spain.

In this regard, it is a benchmark in raising awareness and fighting against abandonment, recognized by animal protection organizations, public institutions and the media.

In this edition, 478 organizations took part, which throughout the year compile all the information on the animals they care for.

Abandonment figures remain stable, with a slight downward trend.

Almost 290,000 dogs and cats arrived at the 1,591 Spanish shelters in 2022. Analysing the fate of these animals, we focus on adoption, because of its importance in alleviating the problem of abandonment in the short term. More than 50% of the dogs and cats in shelters were adopted.



To find out more: [View infographic:](#)

Research

- **“Salud Laboral de veterinarios – Proyecto VetBonds” (occupational health of vets - VetBonds project) (Affinity Foundation/Avepa/Advance/Elanco Chair).**

After the initial study with 210 participants, this year we conducted a study with more than 1200 veterinarians and veterinary auxiliary staff from all over Spain. This is the largest sample included in a study of these characteristics to date. The results indicate that both burnout and compassion fatigue are relevant problems for the profession. The study indicates that moral conflicts related to the care received by the animal are an important factor in compassion fatigue for the veterinarian (e.g. at the time of euthanasia or when an animal cannot be cared for due to financial constraints).

This result highlights the importance of explaining to veterinarians the nature of the human-animal bond and how to manage it appropriately.

The results were reported at a seminar on mental health organized by Vetbonds during the AVEPA national conference.

To find out more: sevc2023.vconnect.tv/vetbonds.php

- **“Qué hay de único en el apoyo social que las personas reciben de sus perros” (what is unique about the social support people receive from their dogs) study**

Social support is a well-defined and commonly used concept in the fields of medicine, psychology, education and social work.

The social support available to a person is nowadays considered one of the best predictors of good mental health and physical and psychological well-being.

We were interested in exploring the role that pets have as a source of social support for people. This led us, in 2022, to conduct an initial qualitative study with 240 people in the United States, the United Kingdom and other countries on the social support people receive from their dogs. This study was carried out in collaboration with California Polytechnic University.

The aim of this first study, which is part of a medium-term research project, was to explore the dimensions of social support that people receive from their dogs, as an initial phase in the development of a validated psychometric scale to measure the social support that people receive from their pets.

In short, the Chair has participated in numerous conferences and symposiums such as the My dog is my home / Co-sheltering Conference (New York), the European Veterinary Congress of Animal Welfare and Behavioural Medicine in Pisa, the Canine Science Forum conference in Budapest, the ISAZ conference in Edinburgh and the AVEPA National Conference (Spanish Association of Small Animal Veterinarians).

In terms of publications, this year we have published a chapter on social support in the new Routledge Handbook of Anthrozoology.

The results were presented at the ISAZ 2023 conference in Edinburgh.



- **Study on “La dinámica de la adopción en una plataforma virtual de adopción” (the dynamics of adoption on a virtual adoption platform)**

The study analyses how various characteristics and the presentation of information in virtual shelters (Miwuki) affect the likelihood of dog adoption. Using data from 61,624 dogs on the Miwuki platform, aspects such as physical characteristics, behaviour, temperament, general health and origin of the animal were examined.

A total of 9,912 dogs with an average stay of 213.7 days or less were selected for further analysis using multivariate statistics, comparing adopted and non-adopted dogs.

The results indicate that being young, having a microchip and not being on the dangerous breed list increase the chances of adoption. Surprisingly, dogs presented by shelters are 31.6 times more likely to be adopted than those presented directly by their families. Furthermore, lack of information on age, health status or behaviour is associated with a lower likelihood of adoption.

In summary, the study concludes that both the characteristics of the animal and the way information is presented are crucial in virtual adoption. The study recommends that special efforts should be made to promote the adoption of dogs presented by families and to encourage shelters and families to provide detailed information about dogs for adoption. The results were presented at the Canine Science Forum 2023 conference in Budapest.

B



Social area

Social area

Therapies

Therapies are the clearest proof of the positive impact that animals have on our lives, especially in times of greatest difficulty.

At the Affinity Foundation we promote 11 therapy programmes in various fields, especially in hospital care and education.

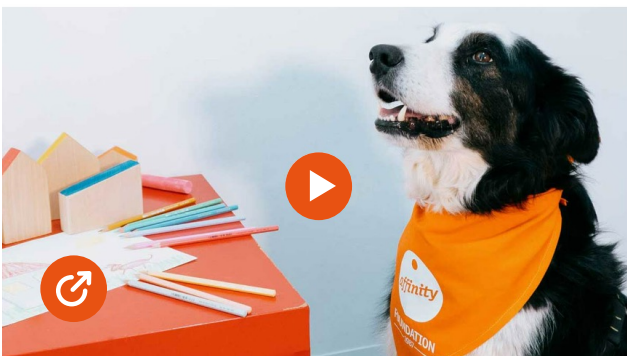
In the educational field, we run the *Respétame (respect me)* programme to promote respect in the school environment and prevent bullying, in two schools in Barcelona: Lleó XIII, and IES Manel Carrasco Formiguera, both during school hours, which clearly demonstrates the schools' commitment to the programme.



We continue to promote, together with the DGAIA (Directorate General for the Support of Children and Adolescents of the Government of Catalonia) the *Huscan/ Barnahus programme*, a pioneering programme aimed at helping minors who are victims of sexual violence.

Through this programme, the therapy dog accompanies the child in the interview or examination, providing emotional support to help the child to talk about what happened.

The aim is to reduce their level of stress and distress and to improve communication between the children and the therapists.



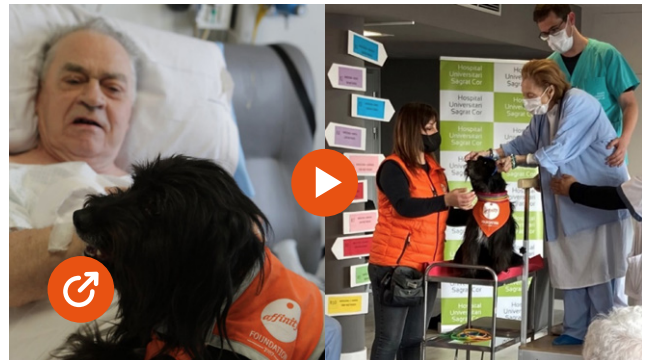
Para saber más: <https://www.fundacion-affinity.org/blog/intervenciones-asistidas-con-animales-en-el-modelo-barnahus>

Hospital
Universitari
Sagrat Cor



Juntos
+ fuertes

In the field of hospital care, our alliance with the Sagrat Cor University Hospital in Barcelona continues, through which we reinforce the *Juntos + Fuertes* (stronger together) programme, carried out in the hospital's Frailty Unit. This programme aims to contribute to the rehabilitation of patients who have just been discharged from the ICU.

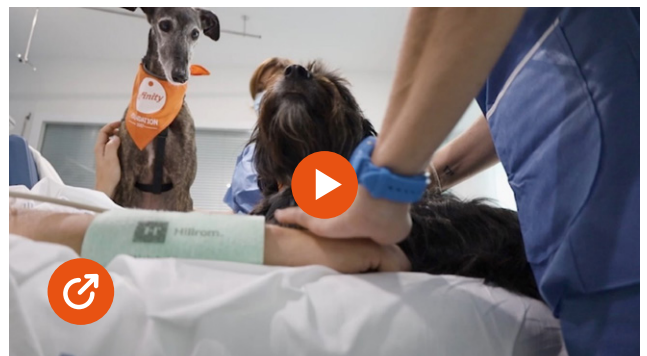


Watch the video: [here](#)

In this same hospital we have carried out the *Miradas que Curan* (looks that can cure) programme, aimed at young people suffering from Eating Disorders (ED).

Also in the area of hospital care, in 2023 we launched the *Perros Terapéuticos* (therapeutic dogs) programme in the Intensive Care Unit of the Hospital del Mar. The presence of the dogs can contribute to improving the mood of the patients, and is part of a plan to humanize the hospital environment.

The programme will be evaluated through physiological tests to measure the benefits of this therapy.



Watch the video: [here](#)

Social area

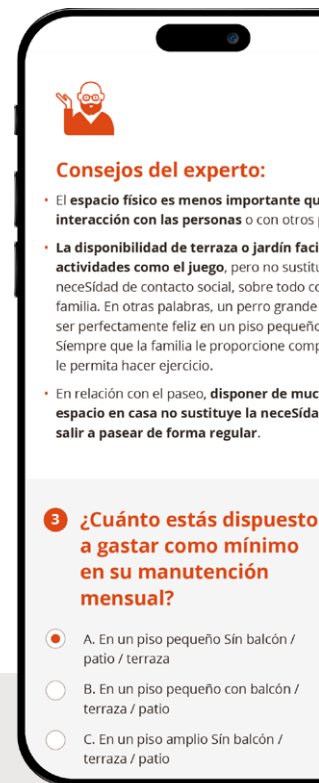
Adoption

We continue to support and collaborate with Miwuki, the free web platform and app that puts shelters and potential adopters in contact with each other.

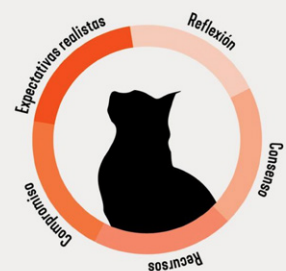
In 2023, 8,106 adoptions were registered through the platform, 0.95% more than in 2022.

As a result of this collaboration, we conducted a study on the dynamics of adoption, details of which are outlined in the research section.

We also promote adoption through communication channels as a measure to alleviate the problem of abandonment.



ADOPTA
ANIMALES DE COMPAÑÍA CON...



C

A photograph of a tabby cat sitting on a chair. The chair is covered with a red blanket that has a feather toy attached to it. The background is a room with a window and some papers on a table.

**Raising
awareness**

Communication content and media campaigns

During 2023 we implemented 3 major awareness-raising actions:

1. We began the year with the **Oh Miau Dog vodcast (video podcast)**, which started in late 2022. An innovative format to talk about bonding, showcase real relationships and address, in a humorous and amenable manner, topics such as pet education, attachment, humanization, abandonment, adoption, accessibility... and other topical aspects in relation to our animals.

2. We continued, as we have done every year, with the **They would never do it awareness campaign**, presenting the data of our annual study with infographics, a whitepaper and content for social media, articles on our website, as well as press releases shared with the media.



MORE THAN
288,000
Approximately the same number of animals as in 2021

DOGS AND CATS TAKEN IN BY THE COMPANION ANIMAL SHELTERS IN 2022



33 animals every hour



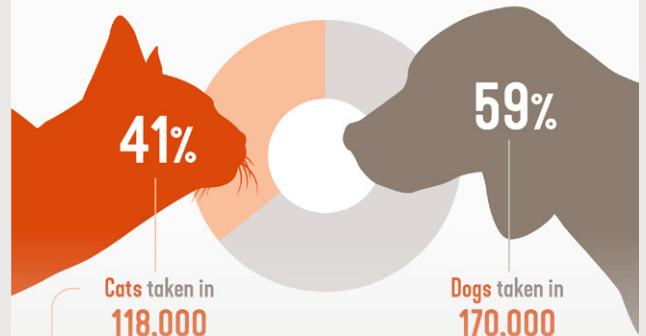
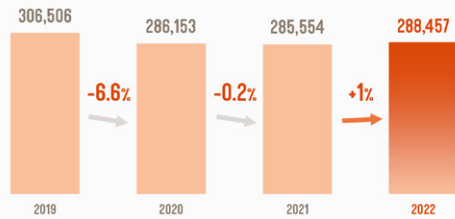
790 animals every day



24,000 animals every month

DATA ON COLLECTED ANIMALS

The number of dogs and cats taken in by companion animal shelters remains stable



The percentage of cats taken in has been increasing since 2007



Communication content and media campaigns

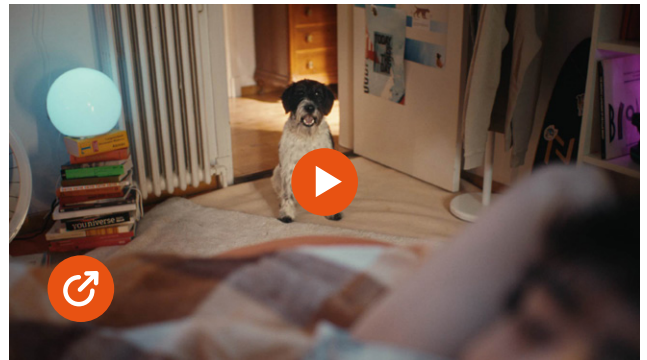
3. In summer we repeated the Inseparables (inseparable) campaign together with Atresmedia, with the slogan **Cuando le cuidas, te cuida (when you take care of them, they take care of you)**. The aim of this collaboration is to promote happy bonds between people and animals, seeking maximum exposure on television, radio and digital.

We raised awareness about the importance of taking care of our emotional health, and about the opportunity that pet-parents have to take care of themselves while taking care of their dogs and cats..

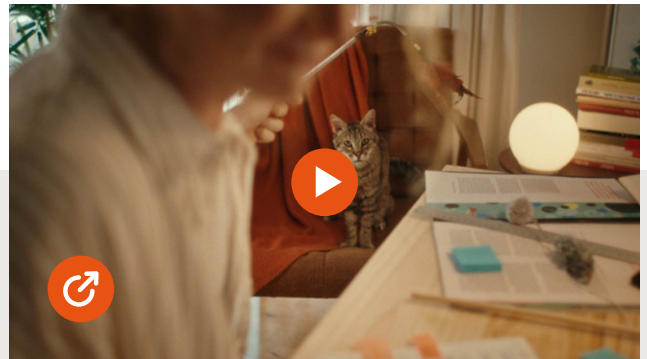
To achieve this, we had the collaboration of an ambassador for the cause, Helena Resano, and used content created for television, radio, internet, and our website.



The campaign in Atresmedia was complemented with a digital campaign on various platforms with two videos that conveyed the same message: When you take care of them, you also take care of yourself. The videos showed a situation in which the protagonists, by taking care of their dog or cat, were also taking care of themselves. The campaign had two waves, one in summer coinciding with the media partnership, and another in autumn exclusively on digital channels.



Watch the video: [here](#)



Watch the video: [here](#)

In 2023, our media campaigns generated 82 million impressions in Spain and France (28.6% less than the previous year), reaching 99% of our target audience in Spain (the same as in 2022), and 99% in France (the same as in 2022), with our messages.

Public relations

The media play an important role as a amplifiers for our awareness-raising messages. In 2023 we sent 12 **press releases** to various media outlets.

We shared topics such as the limitations of access to rental housing with dogs and cats in collaboration with Fotocasa, raised awareness to prevent animals from being given as gifts at Christmas, explained the keys to grieving for a pet, the benefits of contact with dogs for students during exam time and, of course, our new Therapeutic Animals programme at the Hospital del Mar in Barcelona. We also raised awareness on the “Inseparable” campaign and the “They would never do it” study on abandonment and adoption.

In 2023, we generated **2,217 news items**, an increase of 13% over the previous year. Our **aggregated potential media audience was over 1.4 billion**, 59% more than in 2022.



el Periódico

El Hospital del Mar impulsa la uci 'pet-friendly': "Los perros disminuyen el estrés de los enfermos"



LA VANGUARDIA

Perros terapéuticos ofrecen caricias que sanan a pacientes de la UCI del Hospital del Mar



EL PAÍS

Perros en la UCI del hospital del Mar: "El contacto con los pacientes reduce su estrés"

El centro inicia un programa terapéutico con animales para cuantificar los beneficios de los usuarios que interactúan con ellos en la unidad de críticos



ABC

El Hospital del Mar de Barcelona medirá el la compatibilidad de perros preoperatorios en el departamento de UCI



ACN

COPE

europa press



SE2

tve

LA VANGUARDIA

Solo un 4% de los pisos en alquiler en España admite mascotas

A pesar de un 4% de los pisos en alquiler en España permitir expresamente el acceso a familias con animales de compañía, fundamentalmente perros o gatos, según un estudio realizado por la Fundación Affinity y el portal inmobiliario Fotocasa.



Educación, un entorno estimulante y paciencia, los pilares que debemos trabajar si nos regalan un perro o gato sin esperarlo

El estudio del 60 por ciento de los regalos de compañía que se regalan por Navidad no han sido pedidos.



pronto

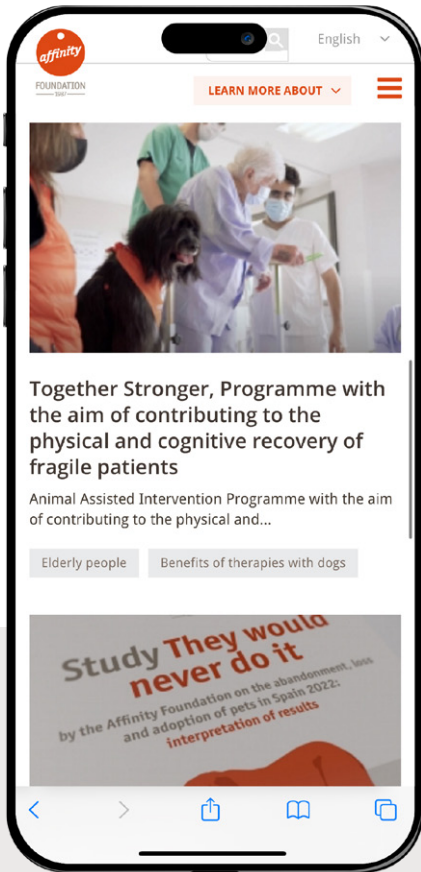
CRECE EL NÚMERO DE ABANDONOS DE MASCOTAS. La Fundación Affinity ha desvelado que, en el 2022, más de 288.000 perros y gatos fueron recogidos por las protectoras, cifra ligeramente superior a la del año anterior.



Web

Our website is visited from more than 200 countries, with English, French and Spanish being the most read languages.

As we do every year, we posted information about the various campaigns carried out throughout the year on the website, reinforcing our messages with articles, infographics and videos that provide additional information about the social role that dogs and cats play in our society.



Together Stronger, Programme with the aim of contributing to the physical and cognitive recovery of fragile patients

Animal Assisted Intervention Programme with the aim of contributing to the physical and...

- Elderly people
- Benefits of therapies with dogs
- Therapy animals



They would never do it: a study by Fundación Affinity into the abandonment and adoption of pets in Spain 2023

A study by Fundación Affinity into the abandonment and adoption of pets in Spain in 2022

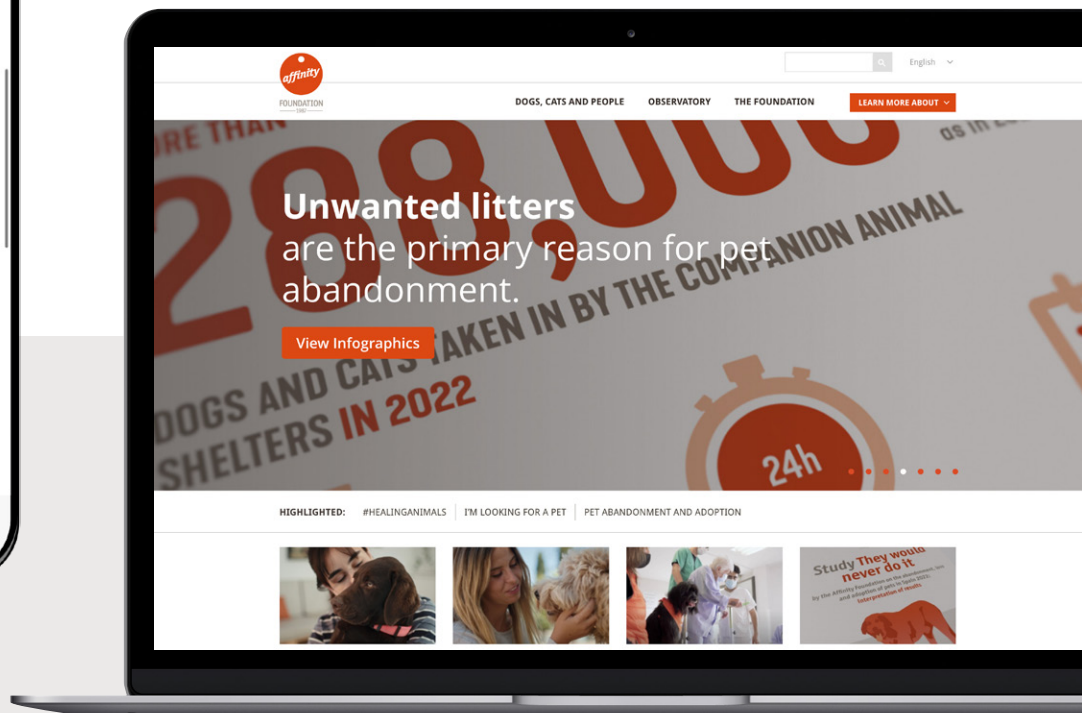
- Adopting
- Welfare associations
- Observatory



Study They would never do it. Abandonment and Adoption 2023 Infographic

Dogs and cats taken in by the animal welfare centres in 2022

- Adopting
- Welfare associations
- Observatory



In 2023 our website received 959,000 users, a 4% decrease compared to the previous year, and 1,736,000 visits, a 17% increase over 2022.

2

**Financial
data
2023**

Financial data 2023

Total budget
€1,240,570

| | |
|---------------------------------------|-----------------|
| Raising | €954,156 |
| Awareness-raising Campaigns | €647,930 |
| Content Creation | €211,358 |
| Website | €94,868 |
| Research | €148,788 |
| Animals and Health Chair | €89,423 |
| Other studies | €59,365 |
| Social action | €132,336 |
| Animal-assisted therapies | €109,530 |
| Collaborations | €22,806 |
| Miscellaneous management costs | €5,290 |



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— 1987 —