

Affinity Foundation



FOUNDATION
— 1987 —



2021
Activity



Table of contents

1. Activity of the organisation	3
2. Research	6
3. Social Action	9
4. Awareness Raising	14
5. Summary of financial statements 2021	20



2021
Activity

1

Activity of the organisation



Activity of the organisation

1.1 Nature

The Affinity Private Foundation was founded in 1987 and its registered office is at Plaça de Europa, nº 54, Hospitalet de Llobregat (Barcelona). It is entered in the Foundations Register of the *Generalitat de Catalunya* (Government of Catalonia) under number 350, by resolution of the Ministry of Justice of the *Generalitat de Catalunya*.

The purpose of this private, cultural and charitable non-profit Foundation is to disseminate the benefits of bonding between people, dogs and cats.

The Foundation operates mainly in Catalonia, although it may also carry out activities throughout Spain and abroad in order to better fulfil its aims.

All positions on the Board of Trustees are unpaid, in accordance with the Bylaws and current laws in force.

The Foundation has opted for the special tax scheme set out in Title II of Act 49/2002, of 23 December, on the tax scheme for non-profit organisations and tax incentives for patronage.

1.2. Activities, projects and grants

Like the previous year, 2021 was characterised by a global pandemic and by significant changes in our way of life.

We have gone back to a certain normalcy in some of our programmes, but our situation has forced us to adapt to the evolution of the pandemic, without setting our mission aside: **To disseminate the benefits of bonding between people, dogs, and cats**, and our areas of work: **Research, Social Action, Awareness Raising**.

We have been following COVID's impact closely, with the aim of helping to mitigate or soften its effects, helping the most vulnerable people and animals.

In this sense, we have set up the **"Feeding Bonds During Hard Times" Aid Plan**, with donations of dog and cat food to vulnerable families who live with animals, through social organisations such as Caritas, Red Cross, and the Food Bank.

We have set up an innovative therapy programme, **"Together + Strong"**, at Hospital Universitari Sagrat Cor, to help fragile patients who have spent time in the ICU, helping them to gradually recover the life they had before, with the help of therapy dogs.

We have gathered hundreds of stories of bonding, personal testimonies of the social support that dogs and cats provide people during hard times, in the **"What Would I Do Without You?"** campaign.

We have gone on working with abandonment with our **"It never does so"** Annual Survey, which besides providing figures for the problem, also shows animal shelters' views about the impact of the pandemic on adoption and abandonment.

And of course, we have continued to promote adoption as the best way to add an animal to our lives, through our alliance with **Miwuki**.

The year finished with some good news, an amendment in the **Spanish Civil Code**, which now considers animals to be living beings with feelings. After many years of work by various organisations in the field of animal Law and protection, we are pleased to see this advancement, which is a step forward in stopping the objectification of animals.

2021 was a hard year, full of uncertainty, and in this context we can once again see that **during hard times the bonds of affection between people, dogs, and cats is strengthened, and that the company of our dogs and cats helps make the situation more bearable**.



2021 in figures

Research

**4**

research surveys
(vs. 5 in 2020)

5

scientific publications
(vs. 4 in 2020)

7

conferences
at international
congresses

Therapies

**22**

programmes
(in Spain)

462

direct beneficiaries
(+59% vs. 2020)

115

indirect
beneficiaries

Abandonment and Adoption

**428**

organisations participate in the
“It Never does so” Survey (27%
of the total)

1,581

animal shelters
(2nd Census of Animal Shelters)

8,554

animals adopted
through Miwuki
(-18% vs. 2020)

Awareness Raising

**150,000**

followers on social media
(Instagram, Twitter, Facebook
and Youtube)

2.2

million web users
(+18% vs. 2020)

1,290

news items in the media
(-9% vs. 2020)

99%

of pet parents (aged 18 to 45 years
old) have seen our messages in Spain
(+1% vs. 2020)

93%

of pet parents (aged 18 to 45 years
old) have seen our messages in
France (+1% vs. 2020)

699

million impacts in Spain
and France (-10.6% vs. 2020)



A

The main activities carried out by the Foundation during the 2021 financial year, in order to achieve the aforementioned foundational aims, together with the aid granted, are set out below, specifically for the purposes of article 3.1.b) of Royal Decree 1270/2003, of 10 October.

Research

Research

We maintain the agreement with the Autonomous University of Barcelona (UAB), for the maintenance of the Affinity Foundation Chair of Animals and Health at the UAB. Four research surveys have been designed and/or carried out by the Chair, and 5 articles have been published.

- **A survey on parental practices, within the framework of the “Parents and Children” therapy programme (CRAE Parental).**

The “Parents and Children” programme works with children and teenagers in foster care by the *Generalitat de Catalunya* and overseen by the Educational Action Residential Centres (CRAEs), and with their parents or family members, doing activities together to promote responsible parental attitudes, thanks to the participation of the therapy dog as a model.

The survey carried out explores and confirms that assistance with dogs can help to reduce some negative parental attitudes and also promote an increase in certain positive attitudes, thus contributing to improving the bonding between parents and children.

- **“It never does so” survey on Abandonment and Adoption 2021.**

For more than 25 years we have been conducting the “It Never does so” survey on Abandonment and Adoption to quantify the serious problem of abandonment. The importance of this survey lies in the fact that it is the only one that provides a global, representative and long-term vision of the problem in Spain.

In this respect, it is a benchmark recognised by animal protection organisations, institutions and the media in raising awareness of and fighting against abandonment.

This time nearly 430 organisations participated, over the course of the year gathering all of the information about the animals that they attend to.

This time we had a special interest in understanding how the Covid-19 pandemic had affected the abandonment and adoption of pets in our country during 2020. The result is that it did have some effect, especially in the case of dogs, as 162,011 entered animal shelters, 11.6% fewer than the previous year. That was the first decrease recorded in years, but it was mainly due to mobility restrictions during the months of March, April, May, October, and November, which meant that fewer dogs were lost and abandoned.

In spite of this, the entry of cats remained stable with respect to the previous year: Spanish animal shelters took in 124,142 cats last year, a figure very similar to the number attended to in 2019.

Due to the restrictions, during the months of March, April and May the entry of cats did decrease considerably. Even so, in June the figure went back to the same level as 2019, making up for the decrease in the previous months.

As far as adoptions of animals during 2020 went, there was a slight increase in the number of adoptions within Spain, along with a decrease in adoptions abroad.

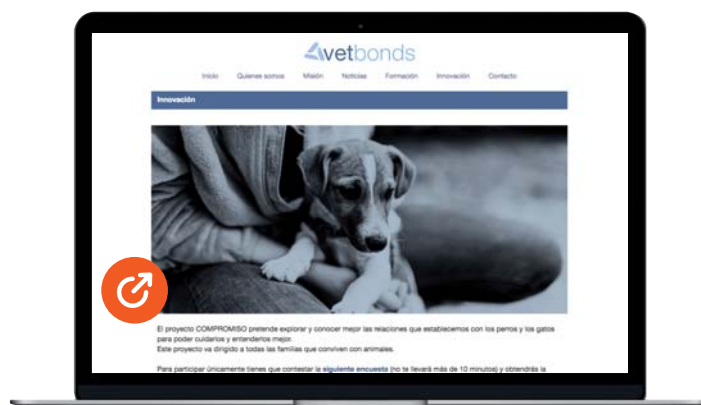


[See Infographics](#)

- **“Commitment – VetBonds Project” Survey (Affinity Foundation/Avepa Chair).**

People’s degree of commitment to the relationship with their animal can influence the care and attention the animal will receive. The commitment is high when the satisfaction arising from the relationship is also high, when an effort has been made to keep it going, and when the alternatives aren’t very attractive.

The commitment survey seeks to identify different patterns of commitment between people who live with an animal and to correlate the degree of commitment to the veterinary care received by the animal.



<https://www.vetbonds.com/innovacion.php>

- **“Commitment – Best Friends Project” Survey (Affinity Foundation/FAADA Chair).**

The Foundation for Advice and Action in the Defence of Animals (FAADA) carries out a programme called “Best Friends”, which seeks to make it easier for homeless people with animals to enter shelters and other social housing projects in Barcelona and throughout Catalonia. For this reason it is important to objectively quantify the value of pets as a source of social support for people temporarily without access to housing.

Research

The aim of the research project is to explore the role of pets as a source of social support for homeless people, vulnerable people, and/or with compromised social media, as well as characterising the pet as a “relative” or added to the family structure of homeless people, vulnerable people, and/or with compromised social media.

The Chair’s research work has been set out in various scientific articles in journals such as *Frontiers in Psychiatry*, *Animals*, and *Veterinary Record*, and two articles in books.



See Infographics

- The article published in *Frontiers in Psychiatry* validates the role of dogs as a source of social support.

Bowen, Jonathan, Antoni Bulbena, i Jaume Fatjó. “The Value of Companion Dogs as Source of Social Support for Their Owners: Findings From a Pre-pandemic Representative Sample and a Convenience Sample Obtained During the COVID-19 Lockdown in Spain.” *Frontiers in Psychiatry* 12 (2021): 440.

- The Chair wrote the chapter about stress in therapy dogs in Springer’s leading manual on animal-assisted therapies.

Fatój, Jaume, Jonathan Bowen, i Paula Calvo. “Stress in Therapy Animals.” *The Welfare of Animals in Animal-Assisted Interventions: Foundations and Best Practice Methods* (2021): 91.

The Chair prepared a chapter in an informational book about feline behaviour and well-being, « *Comportement et bien-être du chat. Une approche interdisciplinaire* », by Sarah Jeannin (University of Paris Nanterre) and Thierry Bedossa.

- The other three are the fruit of our collaborations with other universities.



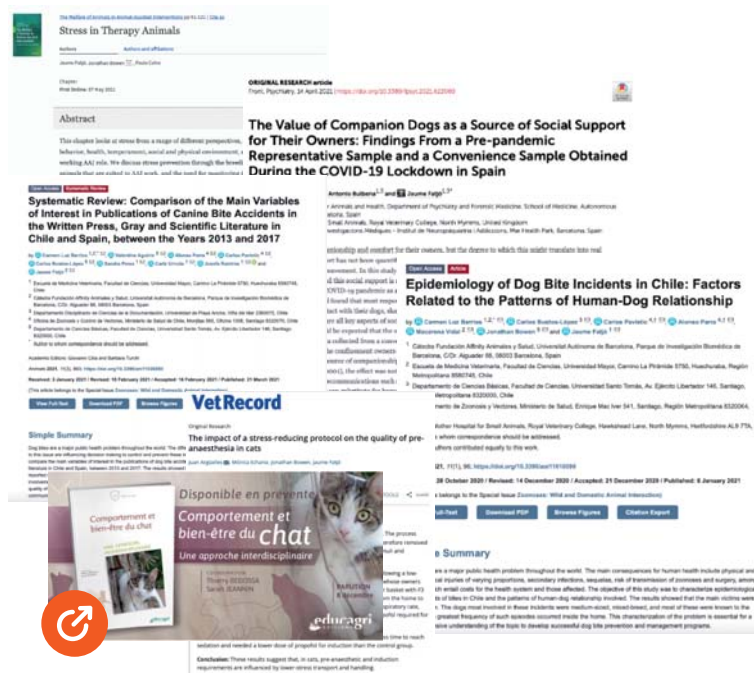
Chair
Affinity Foundation
Animals & Health

- Two articles about bites:** One analyses factors related to bonding and the other compares scientific literature with media articles.

Barrios, C. L., Bustos-López, C., Pavletic, C., Parra, A., Vidal, M., Bowen, J., & Fatjó, J. (2021). Epidemiology of dog bite incidents in Chile: factors related to the patterns of human-dog relationship. *Animals*, 11(1), 96. Barrios, C. L., Aguirre, V., Parra, A., Pavletic, C., Bustos-López, C., Perez, S. & Fatjó, J. (2021). Systematic review: comparison of the main variables of interest in publications of canine bite accidents in the written press, gray and scientific literature in Chile and Spain, between the years 2013 and 2017. *Animals*, 11 (3), 893.

- An article about stress in cats** confirms that the proper handling of animals helps reduce their stress and helps with medical procedures. Fruit of a collaboration with the University of Valencia.

Argüelles, J., Echaniz, M., Bowen, J., & Fatjó, J. (2021). The impact of a stress reducing protocol on the quality of pre anaesthesia in cats. *Veterinary Record*, e138.



The economic contribution of the Affinity Private Foundation to the research area in 2021 was 133,119.00 Euro. In 2020, the Affinity Private Foundation allocated 121,442.50 Euro to this project.

B

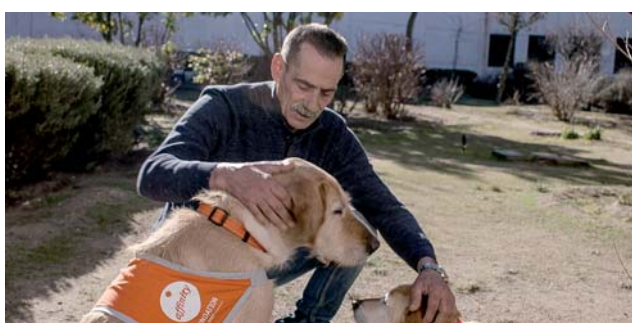
Social Action



Therapy programmes

2021 involved a certain return to normalcy in our therapy programmes.

We carried out sessions in active programmes, always adapting to the situation caused by the pandemic: Buddies and Petit Coda (foster children and young people); Parents and Children (CRAE Parental, foster children with their families); Respect Me (Lleó XIII School); Opening Doors (prisons); As well as other programmes in nursing homes, juvenile centres, and mental health centres.



Opening Doors



Nursing Homes



CRAE Parental

Additionally, in 2021 we set up two new programmes: Together + Strong and Huscan.

1. “Together + Strong” Therapies Programme

This therapy programme is carried out at the Fragility Unit of the Hospital Universitari Sagrat Cor (Barcelona) and it has the aim of contributing to the recovery of patients that get out of the ICU after suffering COVID or other illnesses or accidents.

These patients have physical and/or cognitive aftereffects that prevent them from going back to their normal lives.

The presence of therapy dogs in Hospital Sagrat Cor, besides being involved in therapeutic rehabilitation sessions, also contributed to making the hospital setting more humane, benefitting other patients, family members, and hospital professionals as well.



Together + Strong

2. “Huscan” Programme

The programme Huscan, which forms a part of the project of the Directorate General for Child and Adolescent Care (DGAIA) called Barnahus, is a pioneering programme aimed at helping minors who are the victims of sexual abuse.

Through this programme, therapy dogs accompany the child to the interview or examination, providing emotional support to help them talk about what happened.

The aim is to reduce the level of stress and anxiety and to improve the children's communication with their therapists.



Huscan

The economic contribution of the Affinity Private Foundation to the therapy programme in 2021 was 84,425.15 Euro. In 2020, the Affinity Private Foundation allocated 126,761.59 Euro to this project.

Promotion of adoption

“Miwuki” Platform

The Affinity Foundation has continued to promote adoption through our collaboration with the digital platform Miwuki.

Miwuki is a web platform and free application that connects animal shelters and potential adopters. The animal shelters publish the profiles of the animals that can be adopted on the platform, and people interested in adopting can view information on thousands of animals waiting for a second chance. Miwuki also offers a questionnaire to find out if a person is ready to adopt, and if so, to find the animal that best suits their lifestyle.

This innovative project, created in 2017, has managed to get more than 43,000 animals adopted through its website.

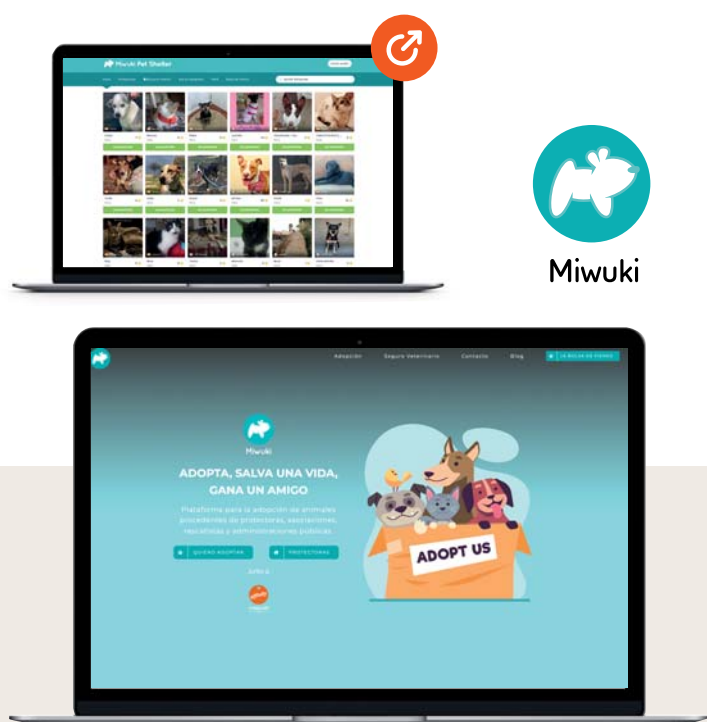
The Foundation has also promoted adoption through its social media channels:



The economic contribution of the Affinity Private Foundation to the promotion of adoption in 2021 was 30,250.00 Euro. In 2020, the Affinity Private Foundation allocated 60,500.00 Euro to this project.

“Adoption is the best option!”

We also collaborate with Barcelona City Council to promote adoption. This year, again, it has not been possible to do so in person during the La Mercè Festival, but we have participated in the virtual forums that have taken place in September and December to promote responsible adoption.



Adoption is the best option!

Miwuki in figures:

- **1,399 registered animal shelters** (202 in 2021 and 141 in 2020).
- **43,247 animals adopted** of which 8,554 were adopted in 2021 (10,400 in 2020).

"Feeding Bonds During Hard Times" Aid Plan

In the current context, one of our priorities for 2021 was to be able to help the most vulnerable dogs and cats. Pets tend to be another member of the family and so when financial situations are hard, pet parents have another added worry: fear of not being able to take care of their dog or cat's basic needs, such as food.

For this reason we have set up an Aid Plan aimed at the pet parents of vulnerable dogs and cats through which we give Affinity brand food to cover the basic needs of dogs and cats in families that are undergoing economic hardship.

This is a project in which collaboration with organisations is important, as aid is channelled through social action organisations: Red Cross, Caritas, and the Food Bank.

Through this plan, which started in the middle of 2021 and will continue through 2022, we provide approximately 235,000 rations annually, benefitting over 900 families in Catalonia.



The economic contribution of the Affinity Private Foundation to the Aid Plan in 2021 was 57,716.07 Euro.

Other partnerships

Animal Law: Civil Code Amendment

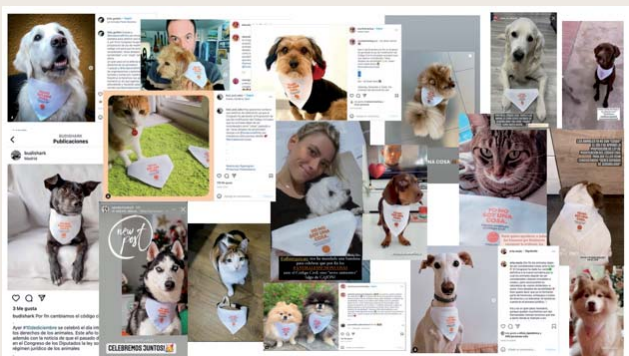
In the area of animal Law, 2021 was an important year because animals came to be considered as living beings with feelings.

This legislative change, promoted by the Affinity Foundation since 2017, along with many other organisations, also affects Mortgage Law and the Civil Procedure Law, and it implies that our legal system finally recognises what science has shown for some time, which is that animals are not things, but rather living beings, and as such they deserve our protection and attention to their well-being. This amendment affects situations such as the custody of pets in the case of divorce, or liens and mortgages.

The work of the Affinity Foundation in this field has focused on raising awareness about the need for this change and its implications, a comparative study of legislation in other countries, the work of mobilising society (promoting the gathering of signatures) and politics (speaking with legal experts on animal law about the implications and preparing the text)—definitively, taking steps with parties and institutions so that this change could finally see the light of day.

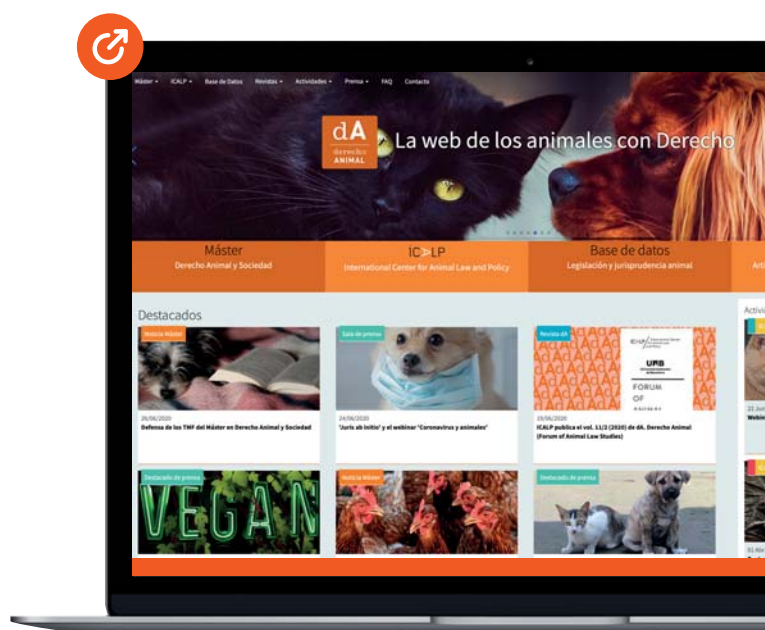


AnimalsAreNotThings Website
[Visit website](#)



Animal Law Website

We give support to training and information about Animal Law issues, supporting the website www.derechoanimal.info, which keeps the only legal database regarding pets in Spain. We also continue to support the Master's in Animal Law, leading training in this field, as well as the ICALP's research work.



Animal Law Website
[Visit website](http://www.derechoanimal.info)

The economic contribution of the Affinity Private Foundation to other partnerships in 2021 was 11,353.72 Euro. In 2020, the Affinity Private Foundation allocated 21,673.66 Euro to this project.



C

We have disseminated the Foundation's messages through the usual channels: public relations, website, social media, advertising campaigns, etc.

Awareness Raising

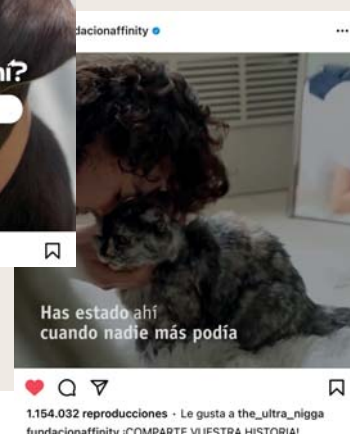
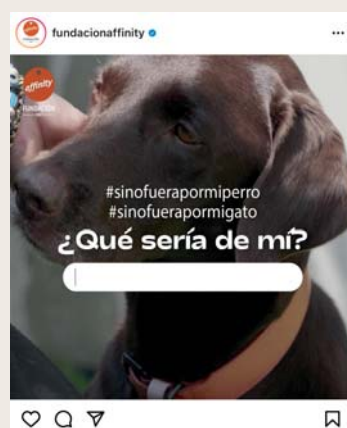
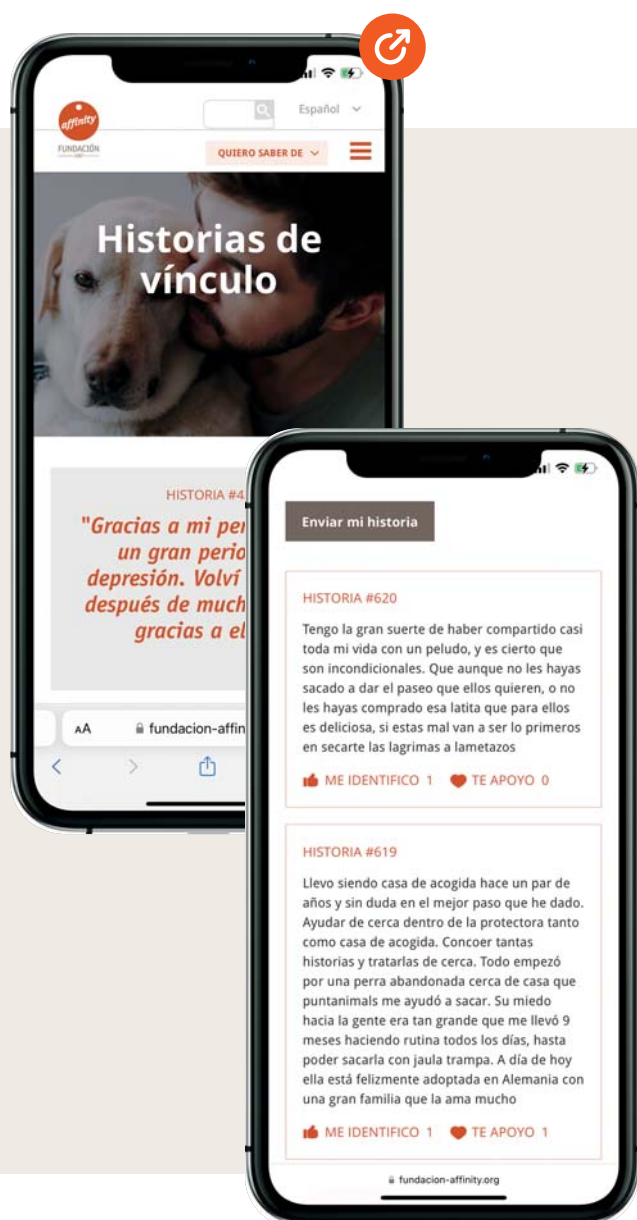
Contents

We have continued to create general contents in Spain and France, among them: Articles and contents on the Internet, videos, computer graphics, and posts.

Hard Times Campaign: If it weren't for you, what would become of me?

According to our latest survey on the role of pets during the pandemic, 3 out of 4 Spanish people say that living with a dog or a cat is helping them to deal with social distancing. In this sense, 71% state that having them at home has helped them to feel less alone, and 68% consider that being able to pet them has helped them greatly in putting up with this situation.

In 2021 we wanted to show the support that our dogs and cats have given us during hard times we have been through. In line with this concept, in May we launched a campaign to show the value of animals' roles in difficult situations, thanking them for their support, and inviting pet parents to share their personal stories about the hard times they have been through.



Contents

Abandonment and Adoption

We have created contents to raise awareness about the problem of abandonment, on the situation of animal shelters during these difficult times, and their view on the possible evolution of COVID and its impact on abandonment and adoption.

We have also created contents to promote responsible adoption and to make people reflect on the decision to include an animal in our lives.



PROS	CONTRAS
<ul style="list-style-type: none"> 1. Me ayudarán a elegir al animal que más se adapte a mí y a mi estilo de vida 2. El animal será tal y como lo vea 3. Su carácter ya está formado 	<ul style="list-style-type: none"> 1. No le veré nacer 2. No vivirá la etapa de cachorro 3. No podré elegir exactamente lo que quiero



Contents

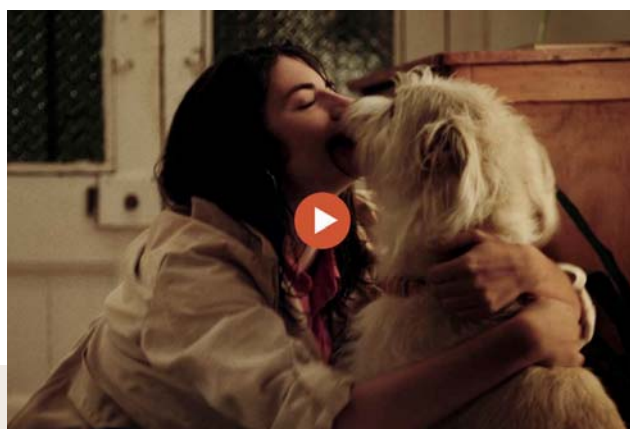
Animal Strike

The second “**Animal Strike**”, within the framework of the World Animal Day, 4th October, seeks to give visibility to the campaign #AnimalesNoSonCosas, which seeks to amend the Civil Code so that animals are no longer considered as things by law.

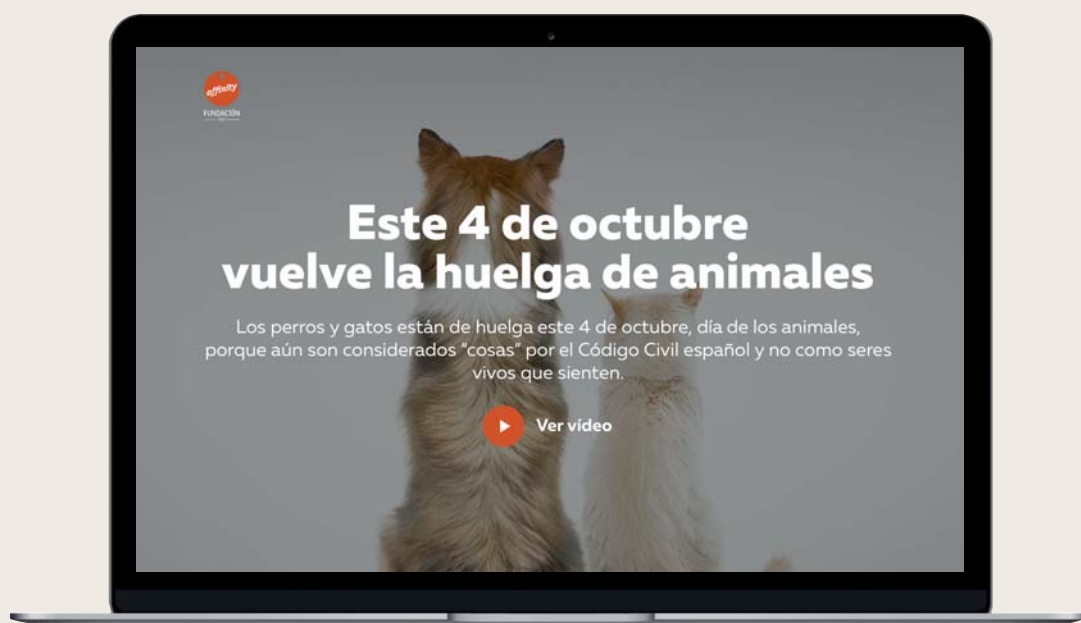


Christmas Campaign

The **Affinity Christmas Campaign**, signed by the Affinity Foundation, underlined the role that animals have in our lives, emphasising how apparently insignificant actions have a great value for us. “**Without Doing Anything, They Give Us Everything**” is another homage to dogs and cats, who are always there, improving our lives, without (seemingly) doing anything.



Christmas Campaign
[Watch the video](#)



Public Relations

The media play a major role as disseminators of awareness-raising messages. In 2021, we sent **11 press releases** to different media. The messages shared with the media include the promotion of adoption, the denouncement of abandonment with data from surveys, the social impact of the therapy programmes carried out, specifically the presentation of the Parents and Children programme to the media (CRAE Parental) and the Together + Strong programme (Fragility Unit of the Hospital Sagrat Cor).

In 2021, we created **1,290 news items**, 9% less than the previous year. Our aggregate potential audience was **493 million**, 16% less than in 2020.

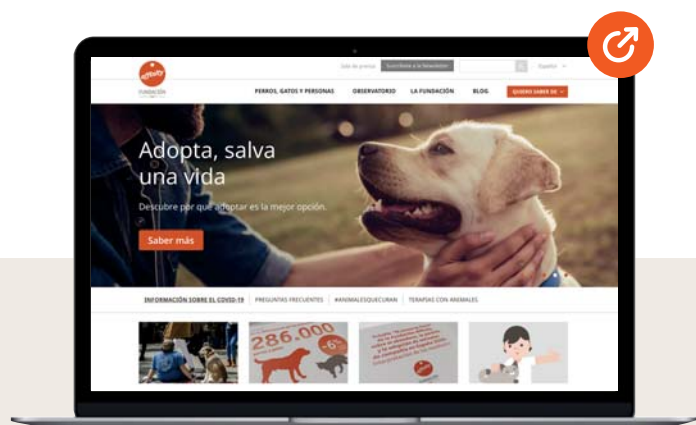


Website

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

This year we have put the different campaigns held throughout the year up on the website, with a special emphasis on the Hard Times campaign and the Abandonment and Adoption campaign.

In 2021 our website received **2,200,000 users**, 18% more than the previous year.



The economic contribution of the Affinity Private Foundation to the Awareness Raising area in 2021 was 755,046.95 Euro.

In 2020, the Affinity Private Foundation allocated 743,201.24 Euro to this project.

2

Financial Statements



Summary of financial statements 2021

Total Budget
1,196,000 €

Communication	876,705 €
Contents (expenses incurred in obtaining the income)	121,658
Awareness Raising Campaigns	755,047 €
Contents	83,805 €
Media	594,850 €
Website	75,010 €
Public Relations	1,382 €
Research	133,119 €
Chair of Animals and Health	80,000 €
Research surveys	53,119 €
Social Action	183,745 €
Animal-Assisted Therapies	84,425 €
Programmes / VETS	10,227 €
Programmes / Food	8,321 €
Technical Team and New Programmes	65,827 €
Partnerships	99,320 €
<i>La Mercè</i> Festival, Adoption is the best option!	4,961 €
UAB Animal Law Website	6,393 €
Miwuki	30,250 €
Aid Plan	57,716 €
Management	2,431 €



FOUNDATION
—1987—