



# ANNUAL REPORT 2024





# A note from our founder



Dear friends,

2024 has been a hard year, full of lessons and challenges. As I think back on the year, these two words are foremost on my mind. Thank you. Every life saved, every dog or cat we offered solace to, every animal that got a second chance – it was because of you.

What started as a small two and then one-woman operation in 2018 has grown so quickly, from averaging about 10 dogs saved a year to doubling that number every year. Last year, as so many animals in critical condition poured in, we pushed and scrambled to understand how we could expand to offer more help without compromising on the quality of care and attention we offer.

And so began a long and faltering journey that led us to this report, towards getting all our audit reports organized, to launching a website. Many of our core programmes are currently in review so we can do better. We wanted to get our foundations strong in 2025 – so we can help more animals in need. This report is a step towards that goal and a reflection of our commitment to you and the animals.

As you read through this report, please remember that while we value numbers and data, they are just tools that guide us. Numbers will tell you how many lives we saved, but they won't tell you how hard we worked to save and comfort those animals. They will tell you how many animals were rehomed, but not how much effort was put into ensuring it was the best home. The data will tell you how many animals we lost, but not the fact that in 2024 we brought in some of the most critical, hopeless animals if only to offer them comfort when they passed. Numbers are important but our focus is never on doing more at the cost of doing better.

In 2024 we dealt with some of the worst cases we have ever witnessed, we sank to depths we didn't think we could rise from, but our incredible team and volunteers kept everything humming along, as they continue to do each and every day. I am deeply humbled and tremendously proud to have such a compassionate group of people working right alongside me. There is simply no way we would be here without their undying dedication and without the support of our community.

To everyone who volunteered, donated, shared posts, baked, sang, fundraised for us, you have my heartfelt gratitude. As you enjoy reading the highlights in this year's annual report, please know that you made it all happen.

With love and infinite gratitude,

*Shilpa*



# Tails of Freedom

Tails of Freedom rescues, rehabilitates and rehomes abandoned and abused animals, exploited by the commercial companion animal breeding industry in Sri Lanka.

Founded in 2018, the rescue was started in response to a sharp increase in the number of purebred dogs and cats found abandoned on the street or suffering in growing numbers in pet shops and breeding centres mushrooming across the island.

Through our rescues we aim to create awareness about the cruel realities of the breeding industry in Sri Lanka and work to improve the lives of animals trapped in its endless cycle of cruelty and neglect.

Together we have grown into a dedicated team of advocates, educators, and caregivers, driven by the vision of a country where companion animals are free from cruelty, neglect and exploitation.

Tails of Freedom is a registered organisation in Sri Lanka and is audited annually.





# Year at a Glance



48

**Rescued and  
Hospitalised**



40

**Adoptions**



04

**In boarding**



02

**In hospice care**



76

**Total number  
vaccinated**



65

**Total number  
sterilised**

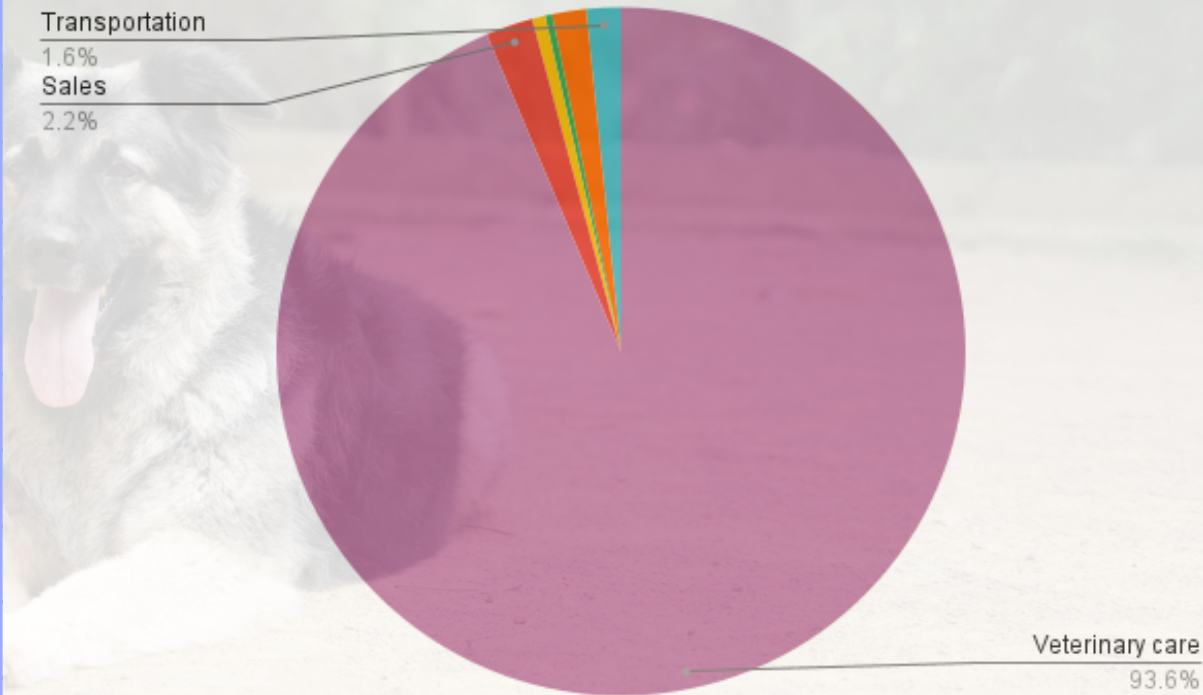




# Income & Expenditure

(as at 31 December 2024)

|                             | LKR           | LKR             |
|-----------------------------|---------------|-----------------|
| Income                      |               |                 |
| Donations & Fundraising     | 18,199,589.06 |                 |
| Total Income                |               | 18,199,589.06   |
| Expenses                    |               |                 |
| Veterinary care             | 17,125,019.25 |                 |
| Sales                       | 405,103.45    |                 |
| Administrative              | 113,054.45    |                 |
| Boarding                    | 60,000.00     |                 |
| Community Support Programme | 292,050.00    |                 |
| Transportation              | 295,110.00    |                 |
| Total Expenses              |               | (18,290,337.15) |
| Net Deficit                 |               | (90,748.09)     |





# Rescue

**Our 3-step approach of Rescue, Rehabilitate, and Rehome is our immediate solution to alleviate the suffering we encounter.**



When we receive rescue requests we respond as quickly as possible to save animals in dire condition. They are transported to hospital and once stabilised we reassess them and place them in the most appropriate hospital/care facility based on their individual needs, offering them a safe place to begin their healing journey. We do not have our own hospital (though we sure would like to!), instead we partner with a number of private hospitals.



The hospitals we choose to partner with are some of the best equipped on the island, complete with experienced staff and fully equipped facilities which minimises the need for a critical rescue to be moved around to access lifesaving care and tests. Whilst this comes at a cost, this helps us better address physical and emotional damage sustained by our rescues and allows us to give each animal the time and care they need thrive.



Matching rescues with loving families is our ultimate goal. Once the animals are cleared for adoption we list them as available on our social media. Once matched through a phone interview, we arrange a meeting between the family and the rescue to ensure they are happy and comfortable with each other before they take their rescues home. We check in regularly and make every effort to offer our adopters and their animals lifelong support.



# Community Support Programme (CSP)

Formal, registered organisations are one part of the animal welfare network in Sri Lanka however individuals and community groups working at grassroots levels are also an essential part of this web. They don't always have the resources to access veterinary care, however they have extensive knowledge of the animals living in their area and often handle the daily feedings and care of community animals.

The CSP steps in to help with access to essential vet care where necessary by sponsoring essential vaccinations and sterilisation surgeries for community and stray animals at nearby clinics, with the aim of increasing convenience and therefore also the likelihood of people getting treatment for these animals. Through this we aim to contribute in a small way to the eradication of zoonotic diseases and population control efforts in Sri Lanka.

In the backdrop of an economic crisis, we recognise that even dedicated caregivers sometimes lack the resources to respond to some animal emergencies. Depending on the availability of funding, we engage with these individuals to try and keep dedicated people and their animals together where possible.

This programme is completely dependent on the availability of spare funding as one of our newest programmes. If you would like to support this programme with a regular donation and see it expand, please get in touch!





# Awareness and Advocacy

Tails of Freedom is dedicated to educating the public about the hidden cruelties of Sri Lanka's unregulated breeding industry and promoting responsible pet ownership.

By utilising our social media platforms and through more structured education programmes, we aim to inspire compassion and drive lasting change for companion animals. We engage with almost all requests we receive, the most popular amongst them being schools and offices.

Our humane education programmes are designed to be age appropriate and develop core values such as kindness, empathy, and responsibility. The programmes are crafted to arm participants with the knowledge to challenge situations of cruelty and injustice they may witness in their own homes and communities.

If you represent an organisation or school that can benefit from this programme, please get in touch!



11

Public  
Programmes



240

Children



3

Offices



an introduction to...

# the little island sanctuary

We have been talking about the Sanctuary on our social media for the past year, but thought we would offer a formal introduction to the space here. Please note that the sanctuary while connected to Tails of Freedom, is a separately registered entity with a separate mandate and separate accounts.

Since 2018, Tails of Freedom has been a lifeline for animals in need, rescuing and/or treating an average of 70 companion animals annually. 90% of these animals are rehomed (with regular welfare checks in place). About 8% are often too sick and pass away in hospital. A small percentage struggle to find homes due to the level of care/commitment/skill necessary but are animals who if given the right care could live happily and enjoy a good quality of life. This is where the sanctuary comes in.

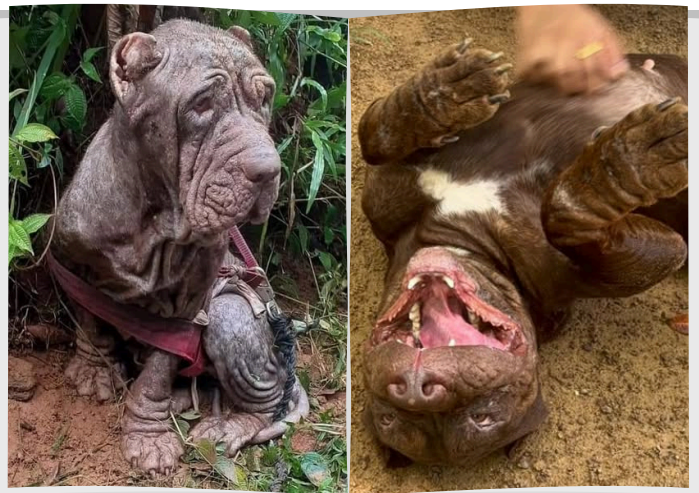
In 2024 the main build was completed ending Phase 1 of construction plans. The animals were moved in from their temporary space and The Little Island Sanctuary was formally registered ensuring that the animals get the care, space, and dignity they deserve in a purpose built space.

The Little Island Sanctuary currently provides a permanent home for 21 dogs and 30 cats, most of them with special or lifelong medical needs. It is not a shelter or a boarding; it is a home, a haven, and a heartwarming example of what dedicated care can achieve. It's a space where animals find peace, visitors discover compassion, and the community comes together for a shared purpose.





# Rescue Stories



## Astrid

Astrid, was found abandoned by the roadside, suffering from a severe rash, open wounds, and abdominal pain. Thanks to a social media tip, our team quickly rescued her and rushed her to the hospital.

Astrid gradually gained weight and her blood work improved. After she was fully vaccinated and sterilised, Astrid was cleared for adoption and found her forever home soon after.



## Iggy

Iggy came to us as one of the worst cases we have ever seen. Found collapsed after he was left caged alone for over a week with no food or water when his owners separated, Iggy was running on fumes when he came into hospital. His recovery was a rollercoaster, with fluctuating blood levels, but he held on till he was stronger.

He is now healthier, stronger, and slowly learning to trust people again. He was recently adopted and now loves his new family and truly appreciates his second chance at life.



## Athena

Athena was found on the road with open, bleeding sores on her body, anemic and barely able to stand. Whilst her physical health was poor, it was her mind we were worried about. Abuse and abandonment had broken Athena's heart, and gaining her trust back took months.

From simply sitting in the same space as her, to trying all manner of treats - we attempted everything until she started approaching us willingly. Athena was sterilised, vaccinated and recently rehomed. She now has a large garden and lives a cage-free life in a happy home.



# Fundraising & Merchandise



## Pups N Kisses - Tayo Bear Cafe

On Valentines day three of our star rescues—Chopper, Aroha, and Angus—stepped up to raise funds for their rescue friends. Visitors of all ages came in droves to meet, play, and bond with these lovable rescue pups.



## Tunes for Tails - The Vault

Tunes for Tails was a concert held at Vault, featuring talented artists who generously donated their time and talent. All proceeds including 10% of venue sales were donated to the rescue.

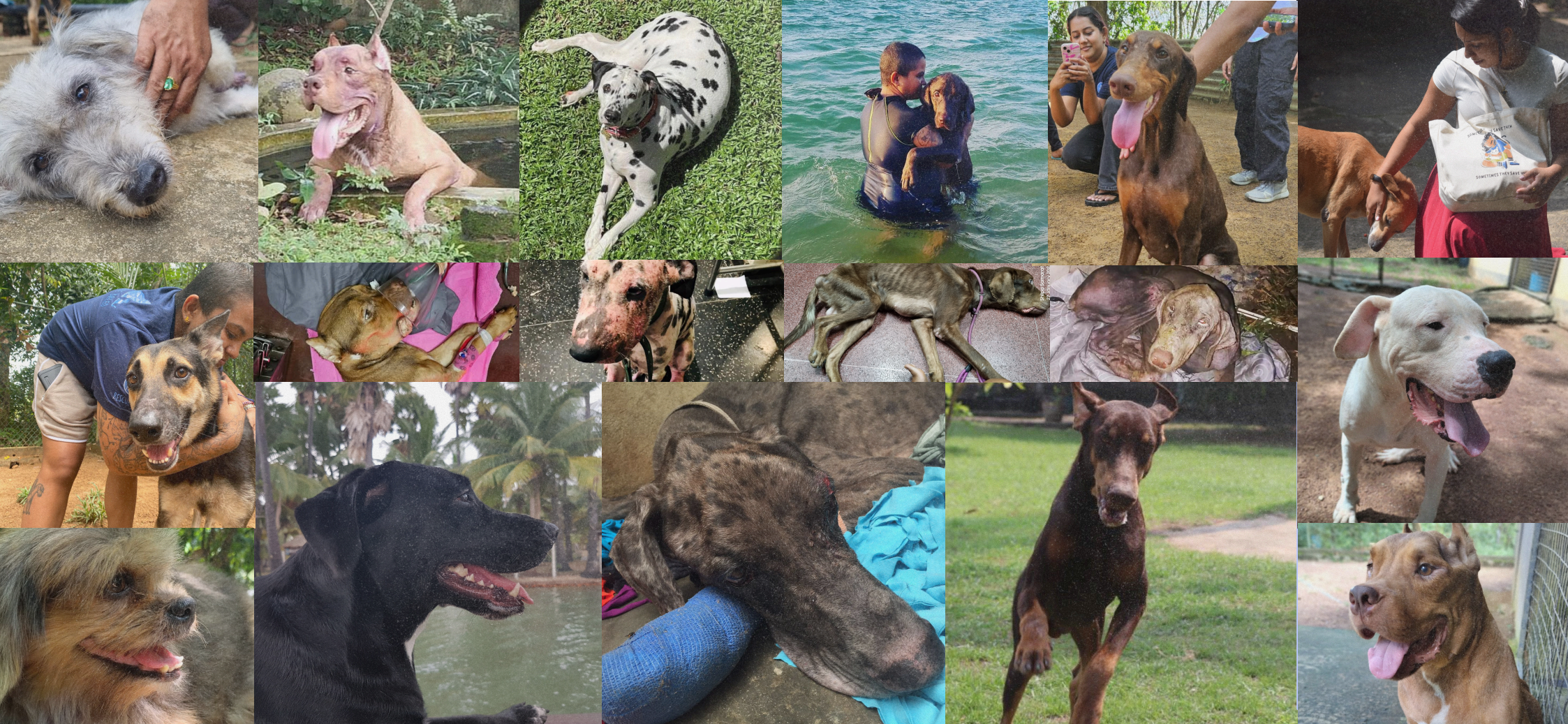


## Tinsel & Tails - Euphoria Colombo

Our annual Christmas event was a heartwarming and cozy celebration, filled with festive cheer and cuteness overload, thanks to Aroha and Pom Pom!

Attendees indulged in delicious food, great company, and a chance to shop our exclusive merchandise which was launched in 2024.





## 06 YEARS IN PICTURES







**On behalf of all the animals rescued, from the very beginning of our work until now, we thank you for your support. We are infinitely grateful to the generous and dedicated people who gave to the animals this past year. You are a lifesaving force to be reckoned with, and we are lucky to have you on our side. In a year full of uncertainty, we can't tell you how much we appreciated your support. Thank you from the bottom of our hearts.**



**[www.tailsoffreedom.org](http://www.tailsoffreedom.org)**