



NEWS

Winter 2009/2010



Rescued horses at Hillside enjoying their hay from a new 'Hayhutch' . . .

Having successfully trialled these during the Summer we are keen to provide all our 300 horses, ponies, donkeys and mules with this new design hay saver which helps prevent fodder being wasted. Ideally suited for hay or haylage, they protect precious fodder from the elements. They prevent hay from being soiled or trodden on or spoiling the pasture while allowing the horse to feed in the most natural way - at ground level. This great labour-saver is also ideal to feed cows, goats and sheep, and as you can see, several animals can share one 'hutch'. Hayhutches, shown above, cost from £100 - £200 depending on size. If you would like to help towards this great hay-saving (and therefore fund-saving) device you may kindly donate on the back page. Thank you.

All creatures - great and small . . .

...in our new design **Mini 2010 Calendar** in which twelve Sanctuary scenes feature some of the many rescued animals we have given sanctuary to during 2009.

Why not send one to your friends with your Christmas card? They are handy to keep in your bag, put on your fridge with a magnet or just hang on the wall.
Only 50p each (inc. P&P)



ENTER

Our 'Spot the Pig' Competition

page 18



WIN
a holiday at
Hillside by
the sea



Patron: Martin Shaw

Main Sanctuary and Office Address:

Hillside Animal Sanctuary

Hill Top Farm

Hall Lane Frettenham

Norwich NR12 7LT

and our new rescue and visitors' centre at:

Hillside Shire Horse Sanctuary

Sandy Lane West Runton

☎ 01603 736200

e-mail: contact@hillside.org.uk

www.hillside.org.uk

Founded in 1995 by Wendy Valentine

Hillside is home to over a thousand rescued animals while campaigning on behalf of others in need, particularly the millions who suffer every day in the intensive factory farming industry.

2010 Open Days

Visitors welcome

Hillside Shire Horse Sanctuary

West Runton, Norfolk

Daily 10am - 5pm

From Sunday 28th March until Sunday 31st October

Closed Fridays & Saturdays in April, May, September & October

(open Good Friday, Easter Saturday, Sunday and Monday)

Closed Saturdays only in June, July and August
and

Hillside Animal Sanctuary

Frettenham, Norfolk

1pm - 5pm on Sundays in 2010

9th May, 6th June, 4th July,

1st August & 12th September



We gave sanctuary to this family of geese when they were in danger of being shot after they strayed on to neighbouring fishing lakes.



Dear Friends

It is with heartfelt thanks that I write to you for your continued support of our rescued animals whose numbers keep growing. We are contacted almost on a daily basis asking us to help animals who are in desperate need of a home. However, without your kind donations, for which we are eternally grateful, we simply could not continue with our work in providing

sanctuary for so many animals.

You answered our plea back in March of this year, when funds were desperately low, and we were struggling through the winter months. We still rely on your kindness in supporting Hillside by ordering cards, calendars, gifts, or maybe adopting a rescued animal. As always, your kind donations towards our winter feed and our ongoing animal investigation work are most welcome.

Please continue your support of our work. Thank you most sincerely for caring!



With kindest regards

Pauline Lynch



Open Days at Hillside . . .

For the second year running, our Open Days at our West Runton Shire Horse Sanctuary have been very popular with visitors. We were delighted to see lots of familiar faces and extend a warm welcome to new supporters.

We would like to thank all our staff who helped make these days a great success. We are also grateful to our voluntary helpers who organised and manned the Bric-a-Brac shop there and raised over £5000 from donated goods, to help feed and care for our rescued animals.

A special thank you too, to Jackie Prescott and her much-loved rescued dog, Tippy Toes, from ITV's 'Britain's got Talent'. For two days during August, they delighted visitors with their musical routine and kindly raised much-needed funds for the animals.



Talking of Britain's Got Talent, we have one very clever pony who would certainly qualify for the show. Star, who came into our care last year, is excellent (for a pony, that is) at arithmetic. She can add up, take away and even multiply numbers that are randomly suggested to her. She can often be seen, happily showing off her talent to visitors on Open Days. Don't believe this, then have a look at 'Star the Counting Pony'* on YouTube.

We were thrilled when the Sanctuary was again accredited by the English Tourist Board and the local council awarded our 'animal friendly' café their top rating of FIVE STARS!

One visitor to the Sanctuary brought along his camcorder to film our rescued animals. We were delighted to see the brilliant result - an emotionally moving video 'Hillside Shire Horse Sanctuary'* - which you can also view on YouTube. We were also encouraged by the visitor's accompanying comments:

"The Hillside Shire Horse Sanctuary in West Runton is well worth a visit. There's something mystical about the Shire horses. There are lots of other animals to see too, and it's for a great cause as most of them were rescued from some kind of cruelty, or neglect. It is a bit of a wake up call seeing how animals can be mis-treated in order to bring us cheap food. Without being at all in your face, it may make you question your eating habits, and that can only be a good thing. (I say that as a meat eater)."



Star at Hillside

***In addition to viewing on YouTube, 'Hillside Shire Horse Sanctuary' and 'Star the Counting Pony' are also available on our DVD 'Hillside on Film 2009' available on request (price £3.95 inc. P&P)**

Please consider a gift to Hillside by Standing Order . . .

Just **£3** a month will help provide us with regular funding to ensure continuous care for the animals in our Sanctuary, as well as helping us to campaign for animals in need. If you would like to make a regular donation please fill in this form and *return to us*. To adopt an animal by Standing Order, please fill in both the **Adoption Form** on page 19 and the **Standing Order Form** below, and *return both forms to us*.

Thank you for caring . . .

Standing Order Form

Bank Name _____
 Bank Address _____
 Postcode _____

Please pay Hillside Animal Sanctuary Ltd
 A/C No 70560088 Sort Code 08-90-14
 The Co-operative Bank, 69 London Street, Norwich NR2 1HL
 £ _____ on the _____ day of _____ 20____
 and afterwards on the same day each
MONTH/QUARTER/YEAR until further notice
(please delete as appropriate)

My Name _____
 My Address _____
 Postcode _____

My Account No. _____ Sort Code

My Sanctuary No:
 5

This Standing Order is for: **Donation**
(please tick as appropriate) **Adoption**
Both

Signature _____ Date _____

Please send to:
 Hillside Animal Sanctuary, Hall Lane, Frettenham, Norwich NR12 7LT





Mr Chris and Mr Charlesworth

We recently gave sanctuary to Mr Charlesworth (pictured right) after he was diagnosed with arthritis in his fetlocks and was unable to be ridden.

Mr Charlesworth, is friends with Mr Chris (the bay horse), who came south to us from Scotland. Having been originally rescued from slaughter in Greece, where he had been a racehorse, he was finding it difficult to cope with the colder Scottish climate. Hillside will care for both horses for the rest of their natural lives.

Bob, Barney ...



We were pleased to be able to help some other animals from Scotland. We welcomed fifteen sheep and three friendly cows from another sanctuary in Scotland who were having to reduce their numbers of animals, due to the devastating effects of the recession.

...and woolly friends

Pictured left you can see Bob and Barney. Right is Teddy and below recent arrivals make new woolly friends at Hillside.

... and Teddy



Milly, Mandy and Murphy the Mules



We rescued these two mules who would have been sent for slaughter. Milly and Mandy, who we believe to be sisters, are now firm friends with Murphy who came to us severely crippled with overgrown hooves. As you can see above, he has now completely recovered.





Sugar

Sugar was recently brought to us in an emaciated condition and not far from death. During the first week we were not certain that she would survive. With veterinary help and lots of tender loving care she is pulling through. We will keep you informed of her progress.

Blondie

Blondie came to us following a call from a supporter. She had been separated from her herd with two other cows which were due to be sent to the slaughterhouse. When it was time to go to her fate, Blondie wouldn't be caught and for the following weeks managed to evade capture. However, after our supporter made a plea to the farmer he agreed that she could come to Hillside. Soon after arrival here, she gave birth to a calf, although sadly he didn't survive. Blondie has formed a close friendship with Candy Floss who we featured in our last Newsletter. You may remember that Floss was on the run for several months before she was caught and brought to the Sanctuary.



Patch, Lizzie and Billy Griffin



Patch and Lizzie were rescued from the intensive factory farming industry. They are also friends with Billy Griffin (below) who was found as a tiny piglet beside a busy Norfolk road.



Tiggy and Gypsy

We gave Tiggy a home after her owner told somebody 'Just get rid of her'. This was apparently because nobody could stay on her back.

Tiggy has made friends with Gypsy (you can see her in the background) who was also unwanted. Gypsy will live at our Sanctuary at West Runton where she will give gentle rides to disabled children where some of our ponies take part in the Riding for the Disabled organisation.



Ozzy meets Sharon



During the Summer we had a call from a lady in Wales who was desperate to find a home, and a partner, for Ozzy her Ostrich. Sadly, last Winter Ozzy had lost both his mates and was feeling rather lonely. We managed to locate a female ostrich for him and this picture was taken on the day they first met at the Sanctuary. Despite Sharon at first playing hard to get, they are now getting on really well. There was a debate among the staff here as to whether they would come under the care of the 'small' or 'large' animal staff as everybody wanted to look after them! You will be able to visit them both on an Open Day at our Frettenham Sanctuary. (See page 2 for Open Day dates)

Providing for the animals...

Lorries loaded with hay and straw arriving at the Sanctuary to provide our animals with food and bedding. These are a regular sight, especially during the cold winter months when the animals require extra fodder and straw to keep them warm.



If you would like to help to feed and care for our animals, please make your kind donation on page 8 or the back page under 'General Donation'. Thank you.

PLEASE HELP US



TO HELP OTHER ANIMALS LIKE THESE



It is only through your kindness that we can continue to rescue and campaign for other animals in need . . .

. . . any amount you can spare will be very gratefully received.



Thank you



I would like to donate £..... to help the animals

Name (Mr/Mrs/Miss/Ms).....

Address.....

.....

..... Postcode

My Sanctuary Number is:

If new supporter please write 'NEW' in boxes

Please make cheque/PO payable to Hillside Animal Sanctuary Ltd.

or debit my Visa/MasterCard/Maestro No.



Expiry date...../..... Issue No..... (only applicable to Maestro)

Last 3 digits on reverse of card

I would like to donate by **Standing Order** and enclose the form on page 4

My email address.....

In memory of Marcus... and millions like him



Where is the compassion?

You may have heard the media reports of how 12 out of 13 children on a school council voted to have their school pet lamb slaughtered. The headmistress wanted the children to know the reality of how their meat is produced. If this was her excuse perhaps she should have shown them the film described below before allowing them to make their decision. Not only did Marcus experience the horrors of a slaughterhouse, he would have been starved of food and water*, just like millions of other animals, for up to two days before he was killed. Hillside, along with others, offered Marcus a home. Our plea was refused.

**One reason for withdrawing animals' feed before slaughter is to reduce the amount of intestinal matter which has to be removed before the carcass is processed for meat. (We will cover this issue more in a future newsletter.)*



We would like to applaud 'Animal Aid' for their efforts in successfully gaining undercover evidence showing just how animals are commonly treated and killed in British slaughterhouses. The footage was taken in 2009 in **three** entirely separate premises, which immediately banishes the argument that just one slaughterhouse had been flouting regulations and the 'humane slaughter' myth. We are also led to believe that vets are in attendance to oversee the animals being slaughtered. Although the film contains disturbing scenes we feel that people who, often innocently, buy animal produce should know how animals suffer to provide it. If you would like to see the ten minute film (*we recommend you are over the age of 16 years*) please contact us by post or by email: contact@hillside.org.uk for the link. For further information you may also see the 'Mail on Sunday' article at: <http://www.dailymail.co.uk/debate/article-1209923/Can-Mr-Benn-really-unmoved-pitiful-sounds-slaughter.html>

This clip from Animal Aid's film shows a lamb trying to suckle her mother as she is being stunned. The film continues with the lamb trying to follow her as she is dragged away to have her throat cut.



Harry and Hudson (pictured with Billy Griffin the piglet)

Veterinary report:

“... two white crossbred puppies that were very small and subdued. They had grossly distended abdomens from worm infestation and the smaller one had a very noisy chest on auscultation, suspected to be related to the worms ...”

Benje and Brandy

Veterinary report:

“They are suffering from diarrhoea and are underweight. They also have conjunctivitis and the largest has an umbilical hernia. They are subdued ...” “... and show signs of being in need of treatment for worms and fleas”.

During the Summer, Hillside was asked by Channel Five News to help with their puppy farm investigation. So, in June we travelled to South Wales to work undercover with Jason Farrell to help him to obtain footage and evidence of the cruel trade flourishing there.

Five News reported:

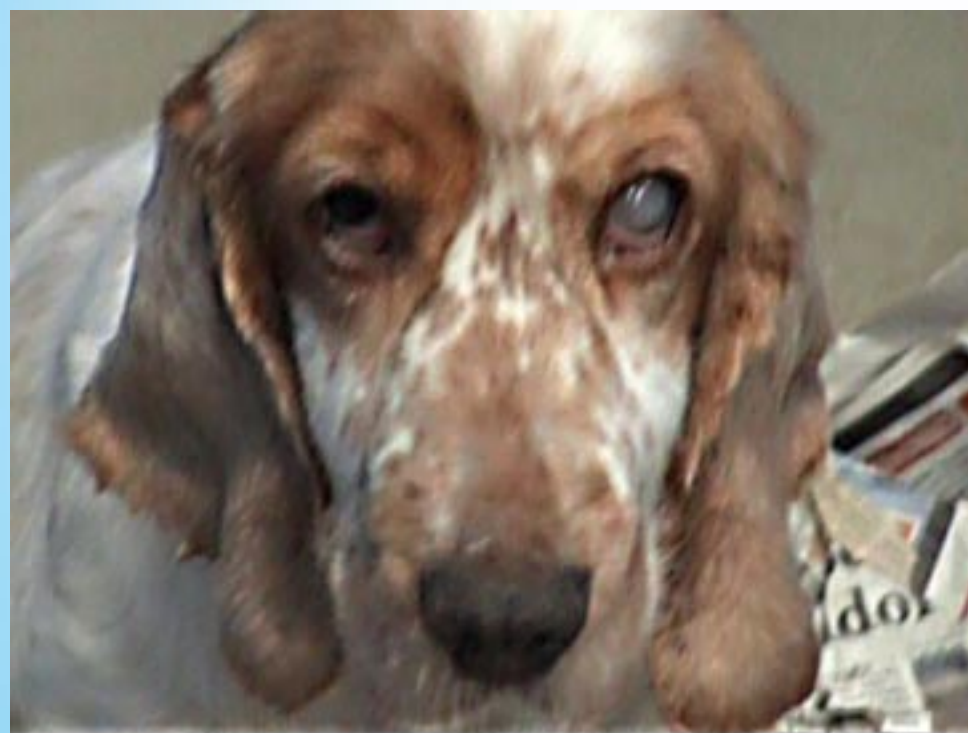
Working undercover, Five News’ crime and investigations correspondent Jason Farrell uncovered shocking findings at puppy farms in Wales where adult dogs are kept in conditions many animal-loving Brits are likely to be appalled and shocked at, and will find it hard to believe that the practice can legally be going on in the UK today. Even more shocking is perhaps the fact that these farms supply many well known pet stores, including the UK’s largest pet superstore – Dogs4us.

In the first of a two-part report, the animals Jason filmed are seen caged, kept in darkened, cramped pens, with little bedding, no access to outside runs and in some cases not even fresh water.

Five News presenter, and dog owner, Natasha Kaplinsky who

introduced the report, said of the findings: “It’s absolutely shocking that this is going on. These dogs are trapped in an industry that sells adorable loving creatures but hides its ugly side – just a small amount of effort from people not to buy dogs from these breeders could lead to the end of such a cruel life for many many animals.”

After investigating the supply chain themselves, Five News visited three puppy farms, all based in Carmarthenshire, which supply Dogs4us. The first was Maesbryn, and footage being aired shows Jason Farrell explaining that the only light in the room comes from the door he opens and that the dogs are kept in the dark to save electricity. The pens can be seen with little bedding and nothing to distract the dogs from the concrete walls surrounding them. Jason goes on to show viewers the conditions he found in the other



The Sad Face of Puppy

We witnessed blind dogs ...



Now inseparable friends, **Cassie and Susie**, two breeding bitches who we saved from Welsh puppy farms.

Veterinary report:

"I examined a Rottweiler bitch approximately 3 years old. She was bright and active, but had an eye infection, a poor condition of coat and her nails on the front feet were worn almost to nothing. This would have been caused by her continually scratching at a door or cage front."

Louise J Rayment-Dyble (BVetMed CertZooMed MRCVS)



Little Munch who sadly didn't survive



Jason Farrell with a rescued dog

two farms he visited undercover: "Veindre farm in Carmarthenshire is another supplier we traced to the pet shop," said Jason. "Here we gained footage of a cocker spaniel circling in utter frustration. These lively, intelligent animals need stimulation and exercise – both were clearly lacking on the farm, as was any clean water in their bowls. "The third farm we visited, Llwynfallen farm, again was home to

unhealthy, timid dogs living in squalid conditions with crates for beds and empty water bowls. Some of the animals clearly had behavioural problems from being kept in a confined space. Some circled on the spot; others cowered in the corner of their cells." Looking at the footage, TV vet Marc Abraham described the animals' living conditions as the worst he had ever seen in the UK. "There is no care for these dogs whatsoever, apart from keeping them alive to breed more puppies. It is sick," he said.

... Farming



... and animals with extensive growths still being used for breeding

The second part of this C5 News report is still to be broadcast. If you would like us to inform you of the time and date, please contact us by letter or email. Thank you.



Wendy Valentine reports...

Of course, like most people interested in animal welfare, I had heard about puppy farms where the breeding dogs were reported to be living a life of misery. However, it wasn't until I witnessed for myself their suffering, in such hellish conditions, that I realised that they are also victims of the intensive factory farming system. To their owners they are only a means to an end - the profit made from the sale of their puppies.

It was heart wrenching to see the pitiful faces - the dogs were desperate for human company and attention. Thousands of puppies are often transported hundreds of miles to be sold to an unsuspecting public. They are often weak, sickly and sadly, like one of the puppies we acquired, sometimes die.

Twelve dogs and pups (some pictured above) came into Hillside's care as a result of this investigation. Veterinary reports on them revealed all sorts of health issues. All have been found loving homes, most with Hillside staff.

I took Cassie and Susie (above) to live with me to have a home life with my other three dogs.

I can only end by reiterating what we have asked in previous newsletters: **If you are able to offer a dog a secure future, please, please don't buy from a pet shop or breeder but contact your local rescue centre. They will always have lots of mongrels and pedigrees waiting to be re-homed. This could save a dog from being unnecessarily put to sleep and help discourage breeders from producing yet more unwanted dogs, thousands of which are destroyed in the UK every week.**





Of around thirty Norfolk Freedom Food farms Hillside have looked at, a third kept their animals in such disgusting conditions that they have either been the subject of a television programme or a court case.

Freedom Food pigs (August 2009) with accompanying dead crows. Presumably these have been placed around the pen to prevent other birds from stealing the pigs' food!

The end of Trust

by Irene Barker (Hillside Supporter)

A few days ago I spent a pleasant morning in Bury St. Edmunds, enjoying the market, doing a little shopping. The West Suffolk branch of the RSPCA was holding a street collection to raise funds and their collectors were to be seen through the town, standing quietly on street corners, many accompanied by their dogs. We talked about the difficulty of raising money in these straightened times and the fact that there are more than 170 local branches of the RSPCA, all so-called 'independent' all receiving little financial help from central RSPCA, the third richest charity in Great Britain. I saw that these kindly, honest, committed people were the true face of the RSPCA, the face I believe is the driving force behind everything good the RSPCA does, who work tirelessly to raise much-needed funds, who do not grand-stand their compassion, who stroked my (rescued) dog and by so doing acknowledged his right, and the right of millions of his fellow creatures, to help, protection, sanctuary. Here was to be found the empathy, the altruism, the widening circle that flowed inevitably from William Wilberforce's crusade to end human slavery to include all creatures great and small, including my totally insignificant dog.

And what of the other face of the RSPCA? The official face, that now appears monolithic, unaccountable, defensive, secretive, heartless?

How did I come to lose faith in them? How did my thirty years of unquestioning support, both moral and financial, morph

into a sense of betrayal, a dissipation of that most precious commodity, trust, which is the essential bedrock of all charities?

It started in 2007. I saw the footage on 'Tonight with Trevor McDonald' of the Hillside exposé of Freedom Food accredited farms (FF). Nothing has affected me more profoundly than this. It is not just because of the unspeakable cruelty exposed in that report. It is not just because the cruelty took place on a British, not a foreign farm. It was because I felt betrayed by the very organisation that promised me unconditional protection of animals, and instead offered me this image of FF -accredited, RSPCA - sponsored, hell.

Then began a two year long correspondence between me and various officials of the RSPCA.

To say the correspondence was disturbing barely covers it. From the word go a defensive wall went up, and I was in turns sniped at, ignored, told that our correspondence was at an end (unsuccessfully) and fed inaccurate and irrelevant information. However, my persistence did culminate in Mark Watts, Chief Executive RSPCA, offering me an audience with Leigh Grant, Chief Executive Freedom Food, which took place in September 2008. The interview did absolutely nothing to reassure me. It simply reinforced my conviction that the RSPCA had a tiger by the tail and was too frightened of a public backlash and possible PR disaster to let it go. Much

of Leigh Grant's defence of Freedom Food was based on quotations from the FAWC handbook, otherwise known as How to Be an Intensive Animal Producer and at the Same Time Give the Appearance of a Committed Animal Welfareist. Even a casual reading soon reveals that Freedom Food protocols and Farm Animal Welfare Council (FAWC) protocols are generally indistinguishable from one another except in minor details and in turn pretty indistinguishable from mainstream, bog-standard welfare systems such as Farm Assured and Red Tractor.

I sent a detailed account of the interview to Mark Watts and received no reply. Then the next exposé hit the screens, this time on Channel 5 news, and I wrote again to Mark Watts urging him to act. I might as well have been calling out for a response from the Marie Celeste.

Why has there been no change as promised by Mark Watts? Why is there a cult of secrecy about the list of farms accredited by FF? Is it because so many of them fall by the wayside or lose interest, that any information about who's in and who's out cannot be relied upon to be accurate for more than a few months? It seems that farms unilaterally decide that they do not want to stay in the scheme, the contract between the producer and FF so tenuous and poorly formulated that they are meaningless and can be breached with impunity. And why, despite overwhelming evidence, the apparent unwillingness to prosecute FF accredited farms?

Why haven't the images of creatures in extremis under their watch not galvanised the RSPCA into a root and branch review of the FF protocols? Why does the RSPCA persist in its stubborn conviction that behind any criticism of them there must lurk a hidden agenda? Such self-serving fantasies are themselves the product of a mindset that seems to believe that simply monitoring the multinational meat producers will bring about the dawn of a new era of responsible, cruelty-free farming, where the lives of our non-human fellow travellers are all sweetness and light, interrupted by a peaceful and swift demise at the gentle hands of the abattoir worker. No teeth clipping or castration without anaesthetic, no tail docking, no confinement in filthy pens and the final, squalid end to a nasty, short and brutish life on the killing floors of the abattoir. No subjection to attacks from sadistic morons to whose care these helpless creatures have been committed. This is the Disneyland image of farming the RSPCA in its persona as Freedom Food would present to us, fostered by sentimental fools like Jamie Oliver and Hugh Fearnley Whittingstall. The RSPCA has undermined its moral credibility by legitimising a commercial system where money and not compassion is the bottom line. It must rethink its basic principles if it wants to regain trust, if it wants to convince us that it is compassion which turns its wheels rather than a macho culture of hard-nosed business ethics, a contradiction in terms if ever there was one. There are more contradictions and mutually exclusive value systems than you could shake a stick at to be found in the unholy alliance between FF and the RSPCA.

Before my lacerating experience with Freedom Food and its defenders I had never heard of Hillside Animal Sanctuary. It is only because of the work they do with rescued farm animals that I came to hear about them and their courageous exposés of barbaric practices in farms. Their many confrontations with the RSPCA seemed to match my own. It was finally the realisation that I was not alone in my concerns that brought me to this point. The RSPCA can take absolutely no comfort in the fact that it has been their intransigence, their secrecy, their aggressive refusal to engage in transparent debate about the many problems with FF, that I have sought common cause with their nemesis.

There will be more pain to come. It is in

the nature of the beast that is FF. More helpless, voiceless, tormented, scraps of unvalued life will die in misery before the monolith that is now the RSPCA returns to its founding principles; until its suits, its faceless administrators and bureaucrats and its hopelessly ill-briefed press officers leave their desks, visit local branches, inspect for themselves a Freedom Farm or two, smell for themselves the terrible stench of fear and despair, look into the eyes of their real clients, and see for themselves who are truly the real RSPCA.

Irene Barker

Freedom Food turkey (February 2009)



Freedom Food Turkey Farm Prosecution Update

Earlier in the year, (as reported in our Summer Newsletter), Hillside's farm animal investigator 'visited' another RSPCA Freedom Food farm only to discover, yet again, appalling suffering. In fact, so appalling, that Channel 5 were able to make a **THIRD** 'RSPCA monitored' Freedom Food farm the subject of a Five News report. Following this latest exposé, Leigh Grant, Chief Executive Freedom Food, tried to pass off conditions at the farm as "**an exception**" and promised a full investigation with a view to prosecuting. As requested by the Society's solicitor, our investigator submitted his witness statement along with supporting evidential footage. We waited to hear that charges had been brought and the date of a subsequent prosecution. We heard nothing more, only later to discover, by chance, that a court hearing had already been held and adjourned. Despite Hillside providing all the evidence for the case, the RSPCA didn't even have the courtesy to keep us informed. Could this have been a 'damage limitation' exercise to delay the media from reporting the story? At the time of writing, the trial date is yet to be decided. We'll keep you updated with the outcome through our Newsletter. **A copy of the C5 News broadcast is available from us (free of charge) on request.**



Freedom Food pig (January 2009). Although shown with straw bedding, marks indicate depth of slurry it has to wade through with massive hernia.

The Society's Untruths

Following Hillside's previous investigations, which have shown that animal welfare on the RSPCA's Freedom Farms is not all they would have the public believe, our supporters have written to the Society asking for explanations. In response to these questioning letters, the Society has blatantly lied in order to try and defend their stance on the Freedom Food scheme, thus bringing Hillside into disrepute.

They have told our supporters: We refused to meet with them to discuss ways of working together; when in fact, **since 2003 we have had THREE top-level meetings with Chief Executives Jackie Ballard, Mark Watts and Leigh Grant and their heads of departments.**

Following a Hillside newsletter article which stated that Freedom Food were considering accrediting Bernard Matthews to their scheme, the Society denied this was the case.

In fact Bernard Matthews was given a Freedom Food accreditation in 2008.

The Society also told our supporters that we had failed to give them evidence that **9** out of **30** FF farms we had seen, were keeping animals in appalling conditions. As we previously mentioned these nine **have either been the subject of a television programme or a court case**. How much more evidence do they need?

We would be grateful to hear from any of our supporters who have received such statements from the Society as we have had no option now but to take this matter further.

Freedom Food pigs (July 2009) left to decompose in skip. The same remains were still evident in September 2009.



Helping Hillside to help and campaign for animals in need ...



There are so many easy ways to help Hillside:

- Make a donation (please see back page)
- Adopt a rescued animal (see page 19)
- Buy Hillside gifts (see gift pages)
- Visit on Open Days (see page 2)
- Distribute our leaflets (see this page)
- Enter our 'Spot the Pig' Competition (see page 18)
- Place a Piglet Collection Box (see this page)
- Organise sponsored events (see this page)
- Remember Hillside in your Will



Standing Orders

Donating or adopting by Standing Order provides the Sanctuary with regular funds, and saves on our administration.

(please see form on page 4)

Spread the Hillside Message

PLEASE SEND ME	QUANTITY
*The following DVDs, featuring our investigations, are available free of charge	
*C5 News - Freedom Food Turkeys (2009)	
*C5 News - Freedom Food Hens (2008)	
*Hillside 'Farm Animal Investigations'	
*C4's Dispatches 'Supermarket Secrets'	
*BBC's 'Watchdog' - exposing Freedom Foods	
*Tonight with Trevor McDonald'	
*'The Story of Boris the Bull' by Martin Shaw	
'It's easy to be Dairy Free' Booklet	
'Spot the Animal' competition forms	
Hillside Leaflets to distribute	
Adoption Forms	
Extra Newsletters	
Sponsored Event Forms	
Cardboard Money Box	
Piglet Collection Box (£3 refundable deposit)	

Yes, I would like to spread the Hillside message!

I have indicated the items that I require from the list on the right

Name (Mr/Mrs/Miss/Ms)

Address.....

.....Postcode

Parent's Signature (if under 16):

My Sanctuary Number is:

Can be found above your name and address on the back page

A donation towards the postage of the items on your list would be very much appreciated. **I enclose a Donation/Stamps £.....**

Hillside Animal Sanctuary, Hall Lane, Frettenham, Norwich NR12 7LT

Become a 'Friend' of Hillside

I would like to become an

'Annual Friend' (min £5)

I would like to become a

'Life Friend' (min £50)

Name (Mr/Mrs/Miss/Ms).....

Address.....

.....Postcode

My Sanctuary Number is:

I enclose a Cheque/Postal Order for £.....

 or debit my Visa/MasterCard/Maestro No.

Expiry date...../..... Issue No..... (only applicable to Maestro)

Last 3 digits on reverse of card

I prefer to donate by **Standing Order** and enclose the form on page 4

Signed..... Date.....

Please send my friends a Newsletter

To increase awareness and support of Hillside Animal Sanctuary you may have friends who would like to receive details of our work.

We will not add their names to our regular mailing list unless they request us to do so.

PLEASE USE BLOCK CAPITALS

Name.....

Address.....

.....Postcode.....

Name.....

Address.....

.....Postcode.....

Name.....

Address.....

.....Postcode.....

Name.....

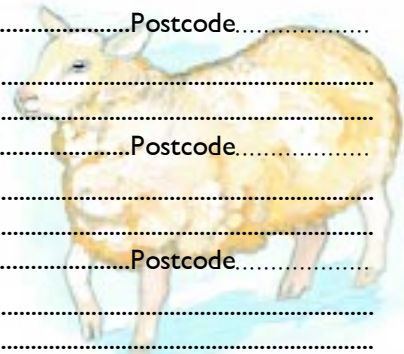
Address.....

.....Postcode.....

Name.....

Address.....

.....Postcode.....





In Pastures Green . . .

Margaret, pictured above right, was barely alive when she was brought to us. She had severe flystrike and was being eaten away by thousands of maggots. An animal welfarist found her lying beside a road late one evening. As she stopped to help, another motorist pulled up and remarked *'Is she still here, I reported her to a local farmer this morning!'* On arrival at Hillside we treated her infested sores but were concerned when for two days, she wouldn't eat or drink. We supported her with regular doses of electrolytes, antibiotics and pain relief, and were encouraged when on the third day she started to eat some hay. Margaret, pictured right during her treatment, was so co-operative and seemed to know we were trying to help her. She now lives with lots of our other rescued sheep, but still leaves the flock to run up to us when she sees us arrive on her field.



Shearing the Sheep

In the past we have always had to rely on a commercial shearer to remove our sheep's fleeces as the warmer weather approaches. Sometimes our animals have had to wait until after the farmers' flocks had been attended to. We have now invested in our own equipment and our staff are now trained to shear our sheep in time for summer. Here you can see Timi, who initiated the staff training, at work. With him is Rachel, trimming a rescued ewe's hooves as she is being shorn.



Quality Jute Bag with padded handle and gusset. . .



are an alternative to plastic bags which are adding to the decline of our environment. Made from sustainable and naturally renewable plant fibres, jute produces a plain weave cloth noted for its strength and durability. Water resistant and biodegradable.

- 5A. Hillside Bag Large (17"x14") £4.95
- 5B. Hillside Bag Small (11" x 13") £3.95



XM9.
Featuring our rescued family of Highland cattle and ponies in the snow
Message inside cards reads:
Merry Christmas
(8" x 6" with envelopes)
8 cards in 2 designs **£2.95**
or 2 packs for **£5.50**



Hillside Christmas Cards for 2009



X90.

Featuring our rescued animals
Message inside cards reads:
Merry Christmas
(5" x 5" with envelopes)
10 cards in 2 designs **£2.95**
or 2 packs for **£5.50**



CL10. Hillside 2010 Calendar
(including January 2011)
14 Sanctuary Scenes
opens to 11" x 16"
£2.50 each

MC10.

Hillside 2010 Mini Calendar
12 Sanctuary scenes
(opens to 8"x 6")
to hang on the wall
or keep in your bag
50p each



D10.

Hillside 2010 Pocket Diary
In Burgundy, Navy or Black
£2.50 each
or 2 for **£3.95**



LS1. Real Horse Shoe House Numbers
ALL Numbers available
£9.95 each
(please remember to state number/s required)

PPI.

Hillside Greeting Cards ...



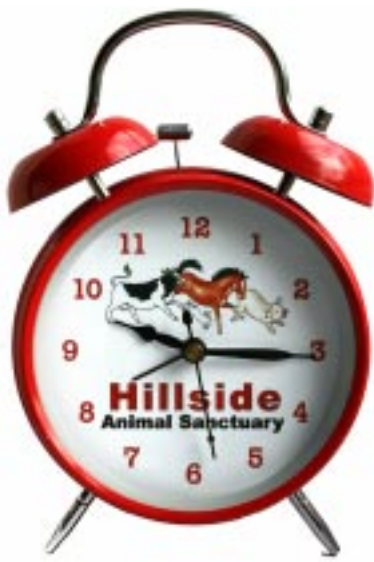
... Showing rescued dogs and puppies with Billy Griffin the piglet
Ideal for birthday or general greeting cards
Four cards in two designs (as shown)
Cards blank inside for your own message (8" x 6") with envelopes
£2.60



S20. Hillside Pen
Animal design
Fibre Tip blue ink
£1.50 each
or 2 for **£2.75**

TC3. Hillside Christmas Cards
Turkey cartoon design
(8" x 6" with envelopes)
4 cards in 4 designs
£2.50 **£1.30** pack





AC1. Hillside Alarm Clock
(6½" high)
£9.95



HCI. Hillside Baseball Cap
Quality cap
One size fits all
£8.95



API. Hillside Apron
in natural unbleached cotton
Adult size
£11.95

AP2. Hillside Apron
Childs size
(also fits petite adult)
£8.95



S902. Hillside Socks
One size fits 5-8
£3.95 pair



C98. 'If you love animals' Mug
£4.95 each

You may order these and other gifts and cards online at:
www.hillside.org.uk
or by phone: 01603 736200
The proceeds from the sale of our gifts helps to feed and care for our rescued animals.
Prices include P&P



CMI. 'Retirement Fund' Cow Money Box
£4.95

Animal Friendly Cookbooks . . .

Cooking from Around the World

A Vegan Taste of . . .

- CW1. Italy
 - CW2. France
 - CW3. The Caribbean
 - CW4. Thailand
 - CW5. The Middle East
 - CW6. India
 - CW7. Eastern Europe
 - CW8. Greece
 - CW9. North Africa
 - CW10. Mexico
- £6.50 each
or any two for £11.95



C1. Meals without Squeals £3.95
C2. More Meals without Squeals £3.95
or both books for £6.95



VB1. Vegan Baking
£6.50



S32. Animal Free Shopper
for animal friendly products - food, drink, clothing, household & personal care
£5.95

Natural Supplement for your animals . . .

Organic Seaweed

A natural source of iodine, amino acids, minerals and vitamins, this pure seaweed is suitable for dogs, cats and all other animals from budgies to horses. Seaweed naturally enhances health and wellbeing by improving stamina and the structure of teeth, beaks and bones. It also aids digestion, helping to build muscles and keeping coats, feathers and skin in optimum condition.
(500gms) £4.25



'Animal Friendly' Food Supplements at competitive prices . . .

GHI. Golden Harvest
£4.95



- V8. Omega 3+6+9 500mg** (30 vegan caps) £3.25
- V9. Omega 3+6+9 500mg** (60 vegan caps) £5.50
- V3. Evening Primrose Oil 1000mg** (30 vegan caps) £4.95
- V7. Natural Vitamin E 400i.u.** (30 vegan caps) £4.35
- V4. Flaxseed Oil 500mg** (30 vegan caps) £3.95
- V6. Omega 3+6+9 CoQ10 with Ginseng** (30 vegan caps) £8.45
- V2. Veg Glucosamine & Flaxseed Oil** (30 vegan caps) £6.25



BMI. Hillside Bookmark
in solid brass £2.95



Caring for rabbits
£2.25



We offer a special discounted price for purchases of ten or more rabbit books. Please contact us for details.

'Adopt' a Rescued Animal at Hillside



*La Vizelle
an ex-Racehorse



*Misty & Frosty



*Inti & Lupi
the Alpacas



*Rosemary
Rabbit



*Bluebell with Pixie



*Starlight the Sheep



*Katy
the Pony



*Billy Griffin



*Doris
Duck



*Tessa Turkey

Adopt one or more to receive a certificate, twice yearly report and photograph of each animal. Your contribution will help to feed and care for our rescued animals. We ask for a minimum donation of **£10** yearly for each adoption. (Please allow 7 days for delivery).

I would like to 'Adopt'

For myself/as a gift for: (Mr/Mrs/Miss/Ms) _____

(DELETE AS APPLICABLE)

BLOCK CAPITALS PLEASE

FORENAME

SURNAME

Address _____

Postcode _____

My 'Sanctuary Number' is

If you are a new supporter please write 'NEW' in boxes

Please send first photo & report to ME to the RECIPIENT

As a: Christmas Present Birthday Present Other Gift

(Please tick appropriate boxes)

Date you require adoption to arrive by _____

I would like to include the message (maximum 5 words including your name)

I enclose £ _____ (minimum £10) also an additional £2.50 for a Special Presentation Folder YES/NO

or I prefer to pay by **STANDING ORDER** and enclose the **SO** form on page 4

Email _____ Signature _____ Date _____

Please make Cheque/PO payable to:

Hillside Animal Sanctuary Ltd, Hall Lane, Frettenham, Norwich, NR12 7LT



or debit my Visa/Mastercard/Maestro No.

Valid date...../...../..... Expiry date...../...../.....
Last 3 digits on signature strip..... Issue No____ (Maestro only)



*Bobby
the Clydesdale



*Dancer & Prancer



*Murphy
the Mule



*Candy-Floss
the Highland Cow



*William
Shire Horse



*Lucinda the
Pot-bellied Pig

Hillside Holidays by the Sea

When we took over our new Sanctuary at West Runton last year, we turned the residential property into holiday homes to raise valuable funds to help feed and care for our rescued animals.

If you would like to take a self-catering holiday on the North Norfolk coast, surrounded by our rescued animals, our

accommodation offers a very special holiday location for our supporters.

If this appeals to you, please write or phone 01603 736200 for further details including dates available and tariffs or visit www.hillside.org.uk

Hillside Gold, Foreign Coin & Mobile Phone Appeal

To raise funds we are always very grateful to receive items of scrap or broken gold jewellery.

If you have just come back from a foreign holiday with a pocketful of loose change or notes you don't know what to do with, these too can help us to feed and care for our rescued animals. We would also be grateful to receive **clean sheets and towelling** to use for our animals.

Please send us your **used printer cartridges with a copper strip** as these can be recycled to raise **£1** each for Hillside!

We can even raise £3 each from your old Mobile Phones - please send them to us!! Thank you.



Have you moved?

If you have moved please be sure to let us know your **NEW** address as well as your **OLD** address.

Also, please let us know if any other Hillside supporters at your address have also moved. Thank you.

A Legacy for Life

If you would like to secure Hillside's future, helping and campaigning for animals in need, please consider a legacy to Hillside Animal Sanctuary, so that your ideals may continue to live on through our work.

Thank you for caring



All creatures - great and small . . .



Which of these rescued animals were born into the intensive factory farming industry? Please see the centre pages. . .



Hillside Order & Donation Form



Your 'Sanctuary Number' is below ...





We are pleased to accept credit card orders, adoptions and donations by phone

7 days a week (9am-9pm)

☎ **01603 736200**

www.hillside.org.uk

Gift No	Gift Description	Price	No of items	£	P
Hillside Leaflets	Please send me <input type="checkbox"/> Hillside leaflets to distribute	Free			

Gift Total
General Donation/Hayhutch Appeal
Animal Investigations Appeal
Money Box
Total



or debit my Visa/MasterCard/Maestro No.



Valid From/..... Expiry date...../..... Issue No.....only applies to Maestro

Last 3 digits on signature strip on reverse of card

Hillside is a non-profit making organisation - Registered Co. No. 3027338

BEFORE POSTING - Please check the following:

1. You have stated design/colour of gifts where you have a choice.
2. All amounts add up correctly.
3. You have written your 'Sanctuary Number' (above) on back of your cheque.
4. Your cheque/PO is signed, dated and made payable to Hillside Animal Sanctuary Ltd.

THIS WILL ENSURE PROMPT DELIVERY OF YOUR ORDER - Thank you

All prices include P&P
Please allow 7 days for delivery -
 we always aim to send goods by return of post

Please return to:
Hillside Animal Sanctuary
Hall Lane Frettenham
Norwich NR12 7LT

In case of query with my order
My daytime Tel No.

My email address

Please send me a receipt
Yes Please **No Thank You**
 (Please tick your required request)