



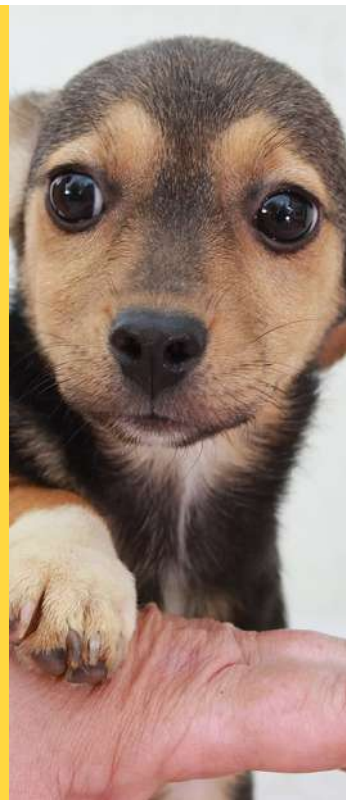
PRIORITIES 2030



Our Story

ROLDA is an internationally supported charity dedicated to addressing Romania's severe homeless animal crisis, with millions of stray animals in need. We tackle this issue in a humane, efficient, and responsible way. Our six main areas of focus are rescue, rehabilitation, sheltering, sterilisation, social programs, and education. We adhere to a strict no-kill policy. The international branches of our charity support ROLDA Romania in achieving these goals by raising donations and finding homes for rescued stray dogs. With an overwhelming number of strays, ROLDA UK urgently needs help to ensure these animals receive the loving homes they deserve.

We support individuals in financial need, including seniors, retirees, and the unemployed, to care for their pets. ROLDA has been actively supporting local rescuers in safeguarding at-risk animals since the war in Ukraine started.



In 1999, a dedicated group of animal lovers formed ROLDA in response to the escalating stray dog population in Galati, Romania. As the Soviet Union retreated, homeless dogs flocked to the vast, abandoned industrial complexes, finding solace from their harsh past. The new breeding grounds has led to a soaring stray population, estimated in the millions today.

Dana Costin, the founder of ROLDA, proudly leads the organisation. Dana's commitment to aiding vulnerable dogs started with the rescue of Printz, a severely injured German Shepherd from an illegal dogfight.

However, what began with Dana and Printz in their tiny apartment has blossomed into an international organization, recognized and registered across Europe, the UK and as far away as the USA.

To date, we are proud to say we have helped over 40,000 animals; each with a story to tell.

Our Scope approx.



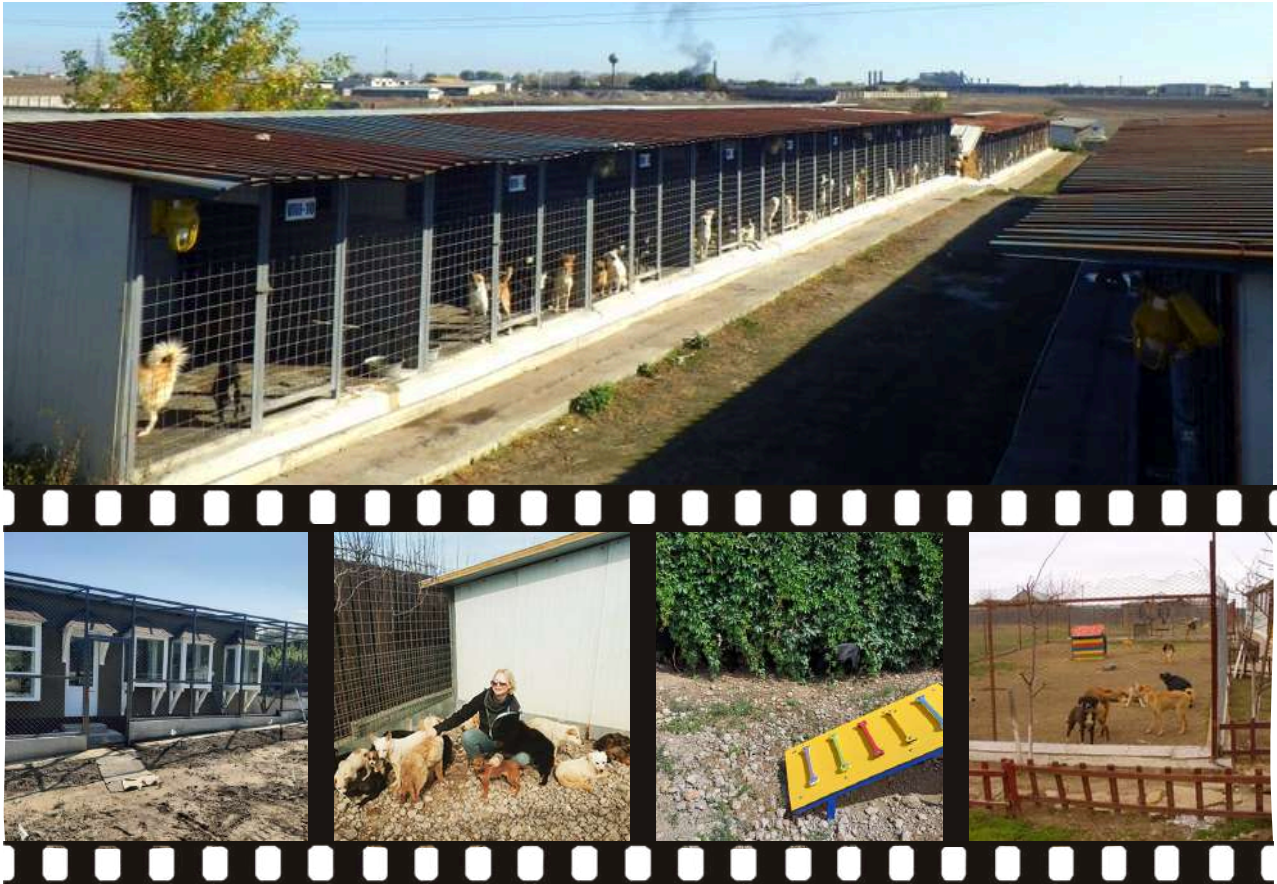
Our 2030 Ambitions, An Overview

- Affect a substantial and sustainable change in the number of animals born unwanted, and homeless
- Tackle the root causes of pet abandonment
- Educate the local community to be responsible pet owners
- End animal cruelty in public shelters and the community across Romania
- Support animal welfare initiatives
- Continue to rehome responsibly
- Improve current sheltering facilities
- Begin construction of the PawzUp state-of-art care facility and community hub



Our Mission

We currently operate two shelters for **dogs** and one shelter for **senior** and **disabled cats**, all offering a sanctuary to hundreds vulnerable animals, where they are cared for and loved.



Our Vision

ROLDA's mission is to eliminate animal suffering on the streets and in the wild, striving for a **WORLD FREE** from unwanted animals.

Our Goal

We strive to achieve a homeless animal population of zero, where every pet is micro-chipped and added to the national registry, establishing and enforcing the legal accountability between pet owners.



Both animals and people can thrive through positive interaction, but we should always remember to never tolerate abuse, neglect, cruelty, or exploitation.

Our Core Beliefs









We believe humanity has an incredible gift of sharing our world with amazing creatures that ignite a deep sense of love and fascination in every compassionate person. We have a responsibility to be guardians of the natural world and its creatures.

Rescued in Romania - Loved all over the World: Adopt!

Romanian dogs are like every other dog. They are completely innocent and desire only to love and be loved. We firmly believe that they deserve the same fundamental rights to life, safety, and happiness as any human being. All animals' lives matter.



Both ROLDA and the RSPCA agree:

-  **Animals possess emotions, feelings, memories, and rights.**
-  **Animals enrich and improve our lives.**
-  **Every animal has the right to live, and to live without suffering.**
-  **Every animal has the right to die humanely and with dignity.**
-  **Every person should reflect on how their decisions and behaviour affects animals.**
-  **It is important to have knowledge of an animal's behaviour before attempting to handle it, as their reactions can be unpredictable to human interference.**
-  **Every person can and should play their part in making a better world for both humans and animals.**
-  **Although it may take decades to achieve this aim, our determination will never waver. In the meantime, we work diligently with the resources at hand to improve the living conditions and overall welfare of the animals in our care, as well as those existing in the wild.**

Our Major Milestones

1999

Dana established ROLDA, the first group of animal rescuers in Galati (Romania's 5th-largest city located in the southeast of the country).

2003

ROLDA purchased land in the village of Smardan (near Galati) in order to build what it is today, the first small sanctuary.

The same year, ROLDA completed the first kennels inspired by British wood model dog sheltering.

2004

Construction of the small sanctuary began: the first block of 10 kennels was built, inspired by the British model (with insulated indoor areas, outdoor areas and running spaces) and a small house for operational staff and volunteers.

2006

In February, the ROLDA Foundation became a registered NGO in Romania. On the 4th of July, ROLDA became an incorporated charity in the United States under the name Romanian League in Defense of Animals, Inc. The same year, ROLDA purchased the land where the large dog sanctuary is today.

2010

4 more paddocks were finished at the large sanctuary, reaching a total of 12 paddocks (120 kennels).

Dana was invited as a speaker at a public event organized in Switzerland for ROLDA. There she met Lolita Morena, a celebrity animal activist who had and continues to have a profound impact on ROLDA activity.

2012

After Romania and the United States, we opened a new branch in Norway, under the name ROLDA – Gatehunder fra Romania. A team from NRK TV (National TV from Norway) visited both ROLDA sanctuaries.

2014

ROLDA opened branches in Switzerland (Association ROLDA Suisse), Sweden (Association ROLDA Sverige) and Australia (ROLDA Inc).

2015

ROLDA started a new branch in the UK (ROLDA UK)

2017

ROLDA started the renovation of the tiny house from the small sanctuary (which is used as an administration office, recovery area for dogs, isolation for the rescued puppies, bathing and grooming area for the dogs etc)

2021

ROLDA celebrated 15 years since it was officially registered as a charity in Romania and in the US.

2022

**Emergency support for #UkraineAnimals threatens by war.
ROLDA coloring books are distributed in schools across Romania.
Exclusive partner of Purina, which enabled us to send cat food to different Romanian shelters.
ROLDA expands its support to Caracal town.
Four hectares located near the large shelter have been fenced to secure the plot where the PawzUp center will be built.**

2023

**The construction of a sanctuary for disabled & senior cats welcomed its first guests.
Small shelters turned to green energy; solar panels have been added to reduce electric bills for years to come.
Hired a landscaping company to install the lawn and get rid of dangerous foxtails once and for all. The lawn package comes with an irrigation system as well as plants that will hopefully keep mosquitoes away from dogs and cats.
Ventilation and heating systems were installed in the building where dogs live at the small shelter to improve the air quality and living conditions.
New land has been purchased near the small shelter to prevent neighbors complain about noise and to help in case there will be expansion plans in the future.
Emergency support for #UkraineAnimals continued.
The local administration delayed the PawzUp project. They plan to build a road where our large shelter is located, so we must relocate.**

2024

New milestones reached:

Over 40,000 animals helped since ROLDA was founded.

Our financial support now extends to 6 small NGOs in Romania and over 40 rescuers in Ukraine.

Thanks to a gift in will from an Australian supporter, ROLDA purchased 8.9 ha of land. Nine buildings will be constructed on this land in four phases to complete the PawzUp Center.

Our Challenges

Environmental

To combat the increased risk of bacteria and parasites during milder winters, it's crucial to secure alternative heating and lighting solutions.



Societal

COVID restrictions hinder the adoption and volunteering process, depriving lonely individuals of the moral support animals provide.



Technological Economic

Rising fuel, electricity, and utility prices are putting a strain on people's budgets, leading to an increase in animal abandonment for financial reasons.

While shedding light on the negative aspects of superficiality, ROLDA also emphasises and promotes other technologies that contribute positively. One way to contribute to animal welfare is through testing, with initiatives like cryptoforanimals.org accepting crypto donations.



To reduce animal overpopulation, sterilise a minimum of 1500 pets annually.

Sterilisation has become a topic of national debate in Romania for dealing with the homeless dog crisis. It is the only compassionate way to affect the population of stray dogs.

Under public pressure to address the issue of stray dogs, the Romanian government made a regrettable decision in 2016 by outlawing the rescue, neutering, and return of these animals. By safely neutering, vaccinating, and releasing healthy dogs back into their territory, as well as providing shelter and treatment for those in need, ROLDA was successfully reducing the stray population.



Our Goals

Help reduce the animal overpopulation by sterilizing a minimum of 1500 pets annually

In Romania, a country marked by poverty, people in rural areas particularly lead harsh lives. In a heart-wrenching situation, individuals often find themselves forced to choose between providing for their families or nourishing their beloved pets. Faced with the Romanian government's unwavering position, ROLDA has pivoted its attention to sterilising pets in impoverished rural areas. Families in these communities face challenges in meeting the needs of the litters born from their pets.



Following 20 years of concentrated effort in Galati, we began extending our programs to the surrounding counties, whenever our funds allowed. ROLDA has identified a number of reliable partners which we assist, funding the sterilization programs in collaboration with local vets in Tulcea, Caracal, etc Our goal is to establish a close working relationship with more local NPOs and sterilize -reducing the number of unwanted puppies and kittens born to suffer.

Significantly reduce and phase out animal abandonment

Instead of seeking to punish, ROLDA addresses abandonment with a compassionate perspective, aiming to foster empathy and awareness. Our organisation understands that impoverished families face multiple challenges, which is why we not only provide them with food aid and emergency medical support but also prioritise the well-being of their pets.



Educate the community towards responsible pet ownership

Many times, a lack of education, a key factor that intensifies feelings of loneliness and despair, leads people to abandon their pets. Their owners frequently mishandled pets, resulting in a living situation that is untenable for everyone involved. Drawing inspiration from a British model, we started a National Study aimed at establishing effective communication channels with pet owners.



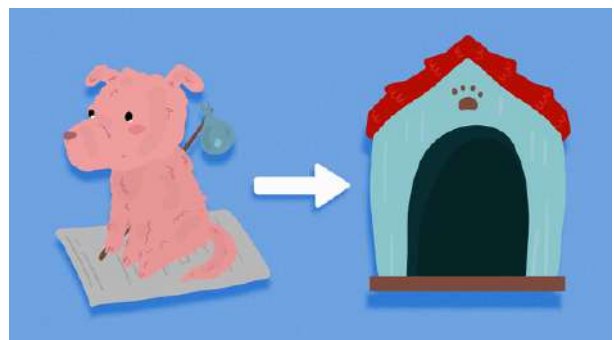
Through this study, participants will gain a deeper understanding of their pets while learning how to address concerns healthily, ultimately promoting overall happiness. As a last resort, we strive to provide a haven for unwanted pets at risk of homelessness, if all other prevention methods have been exhausted.

Continue to shelter & rehome responsibly

ROLDA is tackling abandonment in the spirit of compassion, not punishment. We provide food aid and emergency medical support for impoverished families who otherwise cannot afford to keep their pets.

A lack of education often fuels abandonment, making it a significant contributing factor. Owner negligence makes living conditions unbearable. Taking inspiration from a British model, we established a National Study aimed at fostering better communication between pet owners and their furry companions. If all other methods of prevention have proven ineffective, we strive to offer refuge to at-risk pets at risk of homelessness, as per their owners' wishes.

Responsible pet ownership encompasses a range of factors, including common sense, legal compliance, and adapting to the developing needs of animals and their surroundings. If a dog incessantly barks, it has the potential to disturb the neighbours and disrupt their tranquillity.



Leaving poop in park alleys is not only unsightly, but it also creates an unpleasant smell. Failing to visit the vet regularly is wrong, just like chaining animals for tradition is cruel.

Continue to shelter and re-home responsibly once an animal arrives with our rescue team and we treat any wounds. During a quarantine period, we keep them safe, well-fed, and as comfortable as possible while providing broad-spectrum vaccinations. This procedure is necessary to protect both the welfare of the animal and those already in our care. It also helps prevent the spread of communicable diseases.

They join our shelter community for physical and emotional rehabilitation after clearance. We'll provide them a temporary home until we find a new one. A few may stay permanent because of behavioural problems or travel restrictions.

Extend support to activists and initiatives in Romania

We assist animal lovers who can't pay vet bills and organise sterilisation campaigns.



Stop illegal animal smuggling

Animal trafficking is widespread. Animals suffer and die prematurely because of brutal conditions during transportation.

People's desire to possess exotic pets fuels the wildlife trade, including tigers, alligators, and bears. People tragically take away these animals from their families - typically at birth - and forcefully extract them from their native habitat, thrusting them into an unsettling and disorienting new environment.



Public shelters in Romania have emerged because of the increasing number of stray dogs. Shelters receive government subsidies for rescuing dogs from the streets. They have no regard for animal welfare. The management shows no concern for the shelter's dire conditions.

Traditional Chinese medicine fuels the illegal wildlife trade. TCM has pushed species to extinction. Despite Western medicine's advances, TCM remains popular despite being disproven.

Though ROLDA's focus is and will remain the rescue and re-homing of stray animals in Galati, we are actively involved in advocating for the end of wildlife trafficking worldwide. We lend our voice and support to the cause of ending it completely.

Close illegal shelters

Romania's stray dog population growth has created a market for public shelters funded by the government, paying based on the number of dogs removed from the streets.

People disregard animals' welfare and euthanize them. Lack of inspections for accountability.

The management does not care if the shelter has become a cesspit within which starvation, disease and violence are common. Another driving force behind the illegal wildlife trade is traditional Chinese medicine (TCM). TCM has helped drive some animal species to the brink of extinction.

Despite the

advances Western modern medicine has made, TCM remains popular today even though its efficacy has been widely disproven.

Though ROLDA's focus is and will remain the rescue and re-homing of stray animals in Galati, we are actively involved in advocating for the end of wildlife trafficking worldwide.



Release captive live animals from tourist attractions

Romania is home to a clandestine underworld where the sights and sounds of wolves, snakes, bears, monkeys, and lions being illegally owned by individuals create an unsettling atmosphere. People smuggle these poor animals into the country or traffic them abroad, with no consideration given to their welfare.

One of the most deceptive and profitable businesses involving captive animals is wildlife tourism.



ROLDA adopts from public shelters as life inside them is worse than in the wild. As often as we can, ROLDA takes dogs away from that nightmare into our shelter and searches for a loving new home.

This number, which only accounts for 5-10% of the dogs ROLDA rescues annually, is a small portion of their total efforts. Taking immediate action to remove dogs from this toxic atmosphere is imperative.

The more time they spend in these dreadful places, the more they encounter the harsh reality of violence.

Dogs that have been in public shelters often carry lifelong psychological scars from their traumatic experiences.

Rehabilitating these dogs is a time-consuming and resource-intensive process, often requiring thousands of dollars for specialist care. Unfortunately, some of them do not fully recover, making them ineligible for re-homing. The fact remains that there are still many individuals who rely on our support.

End the culture of animal cruelty

The fight against animal cruelty still has a long road ahead for authorities to act. Although the Animal Police Division was recently established, they still have a lot of ground to cover in order to match the experience and skills of the inspectors from the RSPCA. The only chance for the animals who are still on their own is if every one of us, the citizens, acts, reports cruelty, and becomes their voice.

Respond to animal emergencies

We are working towards being equipped to support local charities in Eastern Europe, particularly those affected by natural disasters or the consequences of conflicts like the Ukrainian war. ROLDA can leverage its existing logistics to transport animals to our shelter, deliver humanitarian aid to neighbouring locations, and allocate small grants to rescuers who require immediate help. To achieve ambitious goals, we need to;

To achieve ambitious goals we need to

Increase community engagement

In order to promote community engagement, we urge supporters to join ROLDA and actively take part in its initiatives.

People can easily order the **Ambassadors**, equipped with the pack through our website.

The pack changes annually, ensuring a fresh experience with each new collection of items that raise awareness about ROLDA's cause.

Achievements and goals

The **National Study** assisted owners of dogs with behavioural issues, by offering tailored support and solutions.

By identifying the root cause, pet owners can effectively communicate with their pets and avoid the unfortunate act of abandonment.

ROLDA is keenly aware of how important it is to invest in the education of children.

The aim is to promote a deeper understanding and kindness towards animals.

We created the **ABC** online to help kids understand the basics of caring and safely interacting with animals, igniting their senses with the sights, sounds, and smells of the animal kingdom. Together with a local talented student, we created a colouring book we will distribute for free in rural areas. While instructing readers on fundamental animal care skills, this book also strives to raise awareness about the significance of respecting animal rights. Our approach ensures that learning is not only educational but also enjoyable and captivating.

By partnering with individuals, communities, and organisations, we strive to build a cohesive animal welfare movement in Romania. The support of respected organisations bolstered our work like Swiss Animal Protection, SPCA, Lady Free Thinker, and others. We are also grateful for sponsorship from several Romanian companies.

With the generous support of Nestle Romania, we secured a grant for sterilisations. To further our impact, we crafted a persuasive presentation to attract the attention of additional companies. International corporations can match the gifts made by their employees via **Benevity**.

Strengthen our international network

We developed a website specifically for **volunteers** emphasising their crucial role in our charity. Our strategy in terms of communication and fundraising is regularly adapted through engagement with branch representatives. We generate posts and web articles in various languages to connect with supporters from Norway, France, Sweden, Germany, and more.

Conclusions

The declaration of strays as a national safety matter came after many incidents of loss of life, affecting both humans and animals. Dog attacks caused harm to children, seniors, and innocent dogs, resulting in many incidents of loss of life. To prevent additional tragedies, it is essential for us to realise that we have a common aim, regardless of our individual attitudes towards animals: removing stray dogs from our streets. Funds are necessary for organisations like ROLDA to make use of existing shelters and effectively remove dogs from the streets. To be transparent is our obligation, while actively taking part in resolving its own challenges is society's responsibility.



Next steps



Priorities



Rescue and care for each dog who needs us



**Prevention: sterilization, vaccination,
disease control management**



**Advocacy: against PS, anti-chain, wild animals
captive for dogs amusement, smuggling/illegal
live animals transport**



**Support: grow support from international
community, increase Romanian animal lovers'
involvement, increase the overall income which
will enable us to expand services and help more
animals in need, create and grow fundraising
groups, marketing for micro-websites, use the
power of social media channels to increase
support, accept modern tools to generate income**



Help senior and disabled cats have a safer future