



# Annual Review

**PETA** | 2018  
FOUNDATION

## Dear Friends,

In 2018, we worked hard to spread the message that every animal is a unique individual who has the right not to be abused – even though animal-exploiting companies such as Canada Goose and Loro Parque dragged us to court in an effort to silence us (and promptly lost in both cases).

Our cruelty-free fashion campaign took a huge leap forward when we helped persuade more than **320 retailers** (and counting) **to stop selling mohair** (for which goats are slashed with knives and beaten) – including retail titan ASOS, which also banned **cashmere, silk, down, and feathers**. PETA supporters successfully called for the passage of legislation **banning the use of wild animals in Scottish and Irish circuses**, we played a vital role in the **defeat of three potentially disastrous factory-farming proposals**, and our scientists helped **prevent many, many animals from being used in painful and deadly chemical tests**.

This year, our **Facebook posts were viewed an average of 5 million times each month**, and our **videos were watched more than 19 million times**, inspiring lots of people to **make changes to help animals**.

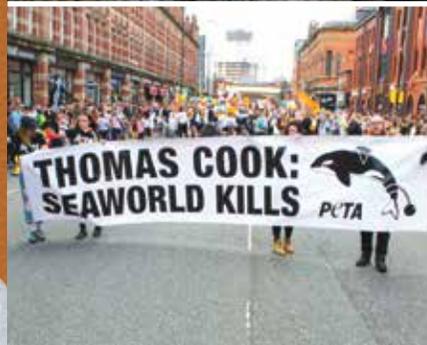
Coverage of our campaigns by the *Daily Mail*, *The Telegraph*, *The Guardian*, the *Independent*, the *International Business Times*, *The Sun*, *Vogue*, the BBC, Sky News, ITV News, LBC, and other outlets ensured that **our message reached millions of people**.

We thank our more than 1.2 million members and supporters for making the victories for animals on the following pages possible.

Kind regards,



Elisa Allen  
Director



# Groundbreaking Victories for Animals

A first-of-its kind PETA Asia video exposé revealed shocking abuse on 12 angora goat farms in South Africa, the world's top mohair producer. Shearers left goats cut and bleeding from the face and ears, cut off swathes of their skin, and crudely stitched up their wounds without giving them any pain relief. Robbed of their natural insulation, many goats succumbed to exposure after shearing – reportedly, up to 80 per cent die on some farms. PETA and our international affiliates have since persuaded more than 320 brands to ban mohair, including Marks & Spencer, Next, Primark, Topshop, and Zara.

After hearing from PETA, global fashion retailer ASOS – which sells more than 850 labels – not only ditched mohair but also announced that it will ban cashmere, silk, down, and feathers across its entire platform by the end of January 2019, preventing huge numbers of animals from being violently shorn, boiled alive, or subjected to excruciatingly painful “live plucking”.

PETA is a member of the PETA International Science Consortium Ltd., a team of scientists on three continents who are changing the face of regulatory testing. The Consortium spearheaded the update of international chemical testing guidance so that far fewer fish will be killed in painful tests, helped a company overturn a European Chemicals Agency testing requirement – preventing hundreds of rats or rabbits (including pregnant females and their unborn offspring) from being poisoned and killed – and organised a free webinar series for hundreds of scientists on non-animal toxicity test methods.

After thousands of PETA supporters voiced their objections, plans to build a farm and an abattoir near Peterborough and factory-farm prisons in Rugby and New Brancepeth – which would have slaughtered up to 866,000 chickens a year and condemned thousands of pigs at a time to a life of misery – were rejected by their local councils or withdrawn.

Ireland and Scotland banned circuses that use wild animals after PETA provided the countries' governments with evidence that animals in circuses are whipped, beaten, chained, and driven insane by intensive confinement. And after years of campaigning

by PETA, the UK government announced that wild-animal circuses would be banned in England by 2020.

Following more than 100 PETA protests outside Thomas Cook branches and more than 50,000 letters from PETA supporters, the UK's leading travel provider stopped selling tickets to SeaWorld and all other marine parks in which orcas are imprisoned. After Loro Parque sued us for publicising photographs of orcas covered with scars and wounds at its park, the suit was dismissed and the company was ordered to pay our legal fees.

PETA and our affiliates persuaded numerous companies – including Angus Energy, Campari Group, Ecolab, Johnnie Walker, Leading Quality Assurance, Piaggio Group (maker of Vespa scooters), and PwC – to stop sponsoring the King's Cup Elephant Polo Tournament in Thailand after video footage taken by PETA Asia showed that elephants used in the event were violently beaten.



PETA's many other successes for animals in 2018 included persuading numerous companies – including Bella Italia, Chipotle Mexican Grill, and Greggs – to offer more vegan options, successfully calling on Helsinki Fashion Week to ban leather, persuading Belstaff to stop selling fur, prompting Penguin Random House subsidiary DK to stop promoting animal rides in its travel guides, adding 67 more names to our now more than 1,000-strong list of companies that have signed up to use our “PETA-Approved Vegan” logo worldwide, persuading Warner Bros Studio Tour London to stop using animals after we exposed the mistreatment of owls in its Harry Potter novelty tours, and winning our court battle against Canada Goose, which tried to restrict our right to assemble outside its stores to protest its use of cruelly obtained fur and feathers.

# Informing, Persuading, Liberating

Well-known stars – including actors Pamela Anderson, Alan Cumming, and Rhys Ifans; comedian Paul O'Grady; television presenters Amanda Holden and Sharon Osbourne; singers Chrissie Hynde, Morrissey, and Paloma Faith; oceanographer Jean-Michel Cousteau; style icon Anna Dello Russo; model Anaïs Gallagher; and footballer Chris Smalling – helped PETA push back against cruelty to animals, including for food, clothing, and entertainment.

To ensure that PETA's message of compassion was proclaimed in international headlines and spread virally across almost every social media platform possible in 2018, we coordinated dozens of creative actions, including the following:

- We published the first-ever list of the UK's top 10 vegan fried chicken spots in the wake of mass KFC closures.
- We tore a man's “skin” off (with the help of special-effects make-up) in front of shoppers in Stockholm to protest the leather industry.
- PETA supporters body-painted with the slogan “Wear Your Own Skin” crashed London Fashion Week to remind people that cruelty isn't fashionable.
- We collaborated on an episode of *Britain's Next Top Model* in which the contestants shot ads exposing abuse in the fur industry, circuses, and bullfighting.
- Our body-painted “snake” activist protested Prada's sale of exotic skins by slithering outside its Milan store on the eve of its annual meeting.
- We co-sponsored a 40,000-person anti-bullfighting march in Madrid.

PETA also accomplished the following important actions for animals in 2018:

- We collaborated with top UK bookseller Waterstones to promote vegan cookbooks, making it easy for anyone to prepare cruelty-free meals.
- We joined forces with 40 other animal-protection charities to publish policy recommendations to ensure that the British government fulfils its pledge to make the UK a world leader in animal welfare after leaving the EU.
- Together with other leading animal-protection groups, we delivered petitions with more than 400,000 signatures asking government officials to ban UK fur imports. This triggered a parliamentary debate, and the Labour Party has now pledged to support such a ban.
- We called for the Advertising Standards Authority to investigate the false animal-welfare claims of Faccenda Foods following our release of video footage in which chickens were seen crammed by the thousands into huge, dark sheds on a factory farm operated by the company.
- We sent warnings via the media to cities that were about to experience extreme weather, with tips for residents on protecting their animal companions.
- We helped distribute fur coats, which had been donated to PETA, to refugees in Lesbos, Greece.





## A special thank-you

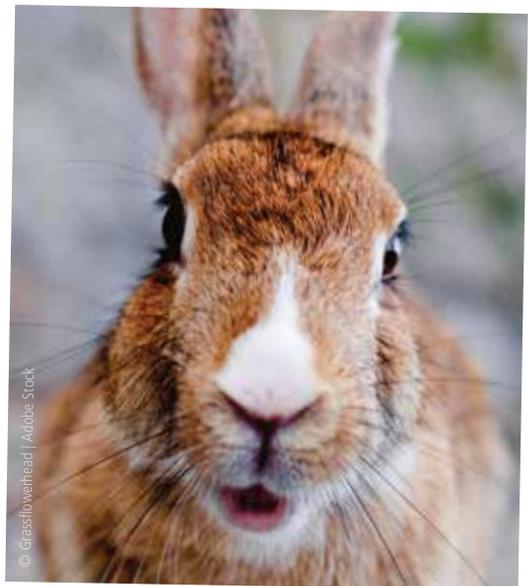
to the following very important PETA supporters:

- Our members, without whom our vital work for animals would not be possible
- Our Vanguard Society members, for their compassion and leadership
- Our Guardian members, for their commitment through regular gifts
- Our Augustus Club members, for giving animals a future through gifts to PETA in their wills
- Our online activists, for taking a stand against animal abuse by contacting governments, companies, organisations, and individuals via our online petitions

## Animal-Friendly Businesses

PETA would like to thank the following compassionate companies. These members of PETA's Business Friends programme are generous supporters of animal rights. To learn more about this programme, please visit [PETABusinessFriends.co.uk](http://PETABusinessFriends.co.uk).

- Adcocks Solicitors
- Animals Yeah Yeah
- Barney's Biscuit Boxes
- Baylis & Harding
- Beyond Skin
- Booja-Booja
- Bourgeois Boheme
- Dog Friendly Scene
- Ecotricity
- Fry Family Food
- ICS Cleaning Services
- Imaner Consultants
- Jaan J.
- Jamm Print and Production
- MAD Promotions
- manna restaurant
- Montagne Jeunesse 7<sup>th</sup> Heaven
- Naked Wines
- Natural Healthy Foods
- Plamil
- Property Finance (Dorset)
- Sangyé Yoga School
- Smith Hobbs Wealth Management Ltd
- The Throw Company
- The Vegan Cakery
- Vegan Good Life
- veggievision.tv
- Vegusto
- Watermans
- Wilby & Co
- Will's Vegan Shoes
- Yes To



## Financial Statement

### REVENUES

Donations and Legacies	£ 3,736,464
Other Income	£ 1,587

**Total Revenues** £3,738,051

### OPERATING EXPENSES

Staff Costs	£ 1,170,798
Education and Prevention of Cruelty – Direct Costs	£ 2,116,150
Support and Management Costs	£ 722,262

**Total Operating Expenses** £4,009,210

**CHANGE IN NET ASSETS FOR THE YEAR** £ (271,159)

Net Assets Beginning of Year	£ 3,236,228
Net Assets End of Year	£ 2,965,069

### OPERATING EXPENSE ALLOCATION

Direct Programme Support	80.83%
Indirect Programme Support	1.14%
Membership Development	18.03%

The financial information given here is a summary extracted from the PETA Foundation audited financial statements for the year ended 31 July 2018. The auditor's report was unqualified. A copy of the financial statements has been submitted to the Charity Commission and Companies House.

The summarised financial information may not contain sufficient detail to allow for a full understanding of the charity's financial affairs. For further information, the full annual financial statement, the auditor's report on the financial statement, and the trustees' report should be consulted. Copies of these can be obtained from the charity at PO Box 70315, London N1P 2RG or on 020 7837 6327.