

A close-up photograph of a squirrel with brown, grey, and white fur, perched on a weathered wooden post. The squirrel is looking towards the right of the frame. The background is a blurred green lawn and trees, suggesting a park or natural setting.

# annual review

*PETA* Foundation 2014



## Dear Friends,

PETA made phenomenal progress for animals in 2014. Of particular note was extraordinarily successful campaigning by PETA and our international affiliates that resulted in a **ban on angora wool by dozens of the world's top clothing designers and retailers.**

This year, our campaigns received more media coverage than ever – as a result, **millions of people were exposed to information about issues involving animal abuse.** We succeeded in getting these issues featured in *Cosmopolitan*, the *Daily Mail*, the *Daily Mirror*, *The Economist*, *Elle*, *The Guardian*, *The Independent Magazine*, the *International Business Times*, *Observer Magazine*, *The Sun*, *The Sunday Times Magazine*, *The Telegraph*, *The Times*, *VICE* and *Vogue* as well as in news segments on the BBC, on ITV and in other outlets.

We also saw **huge growth in our online reach**, with more than 3.2 million visits to our websites. Our Facebook posts reached an average of 4.6 million people each month, we fulfilled more than 28,300 requests for our free vegan starter kit and we sent out more than 1 million letters via our advocacy campaigns, pressuring companies and high-profile individuals to make changes that would benefit animals.

The many victories on the pages that follow are a result not only of the hard work of PETA's staff but also of the support of our more than 330,000 members and supporters. We are most grateful for the generosity, compassion and activism of these kind individuals.

Kind regards,

Ingrid E Newkirk  
Founder

## Groundbreaking **Victories for Animals**



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Thanks to the shocking revelations of PETA Asia's investigation of angora farms, **PETA and our international affiliates have persuaded dozens of major companies around the world** – including British and international retailers such as AllSaints,

Arcadia Group (owner of Topshop and many other well-known brands), ASOS, Debenhams, French Connection, H&M, Inditex, John Lewis, Marks & Spencer, Mango, New Look, Next, Primark, PVH Corp (which includes Calvin Klein, Tommy Hilfiger and others), River Island, Ted Baker and Whistles – **to ban angora wool permanently.** **The continuing collapse of the angora trade means that countless rabbits will be spared the terror and pain of being stretched out and tied down and having their fur ripped out.**



This year, **PETA's campaign against Canada's annual seal slaughter** – the largest commercial slaughter of marine mammals on Earth – **cleared a huge hurdle when the World Trade Organisation (WTO) rejected an appeal from the Canadian government, which supports the sealing industry, and upheld the European Union's ban on seal**

**product imports**, showing that animal welfare concerns are important enough to outweigh commercial interests. PETA attended the WTO hearing in Geneva, and Welsh actor Rhys Ifans wrote a letter to the agency on PETA's behalf in support of the ban. Thirty thousand fewer seals were killed in 2014 than in 2013.

**China Southern Airlines** joined the list of more than a dozen airlines that PETA and our international affiliates have persuaded to **stop shipping monkeys for use in experiments.** In the past, China Southern shipped thousands of monkeys to laboratories in the EU and US, where they were poisoned, crippled and mutilated in cruel experiments. The campaigns included regular protests at airports and company offices in Chicago, London, Los Angeles, Taiwan and Tokyo, and through the websites of PETA and our affiliates more than 100,000 people sent e-mails to China Southern urging it to stop shipping primates.



**In India, following campaigns by PETA and our international affiliates, the government banned the importation of all cosmetics tested on animals.**

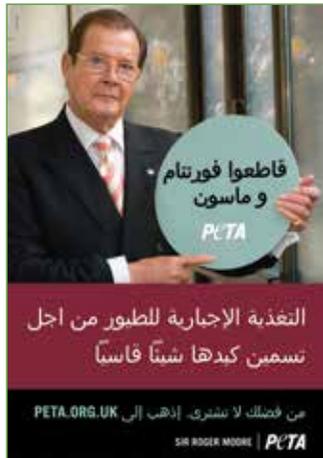
PETA played a vital role in the defeat of numerous city council proposals that would have had disastrous outcomes for animals. After receiving objections from thousands of PETA supporters, **East Riding of Yorkshire Council rejected a proposal to build a new beagle-breeding facility**, which would have supplied dogs for laboratory experiments; **Bolton Council accepted plans to close down Westhoughton Greyhound Stadium**, striking a blow against the archaic greyhound-racing industry,



in which dogs are often abandoned, mutilated or killed if they don't make the grade; and the planning committee of Worcestershire's Wychavon District Council refused permission for an intensive broiler

chicken farm expansion that would have kept 160,000 chickens at a time confined to filthy, crowded sheds.

PETA won major victories for ducks and geese used for foie gras – birds who are force-fed until their livers swell to up to 10 times their normal size. Weeks before the opening of Fortnum & Mason's Dubai store – the company's first-ever overseas department store – PETA released an ad in Arabic that featured Sir Roger Moore and asked consumers to boycott the Dubai store because of its sale of foie gras. The ad attracted enormous media attention in the United Arab Emirates, and only hours after its release, Fortnum & Mason scrapped its plans to sell the vile product at the new Dubai outlet. In addition, following appeals by PETA, foie gras was removed from the menus of the award-winning Gordon's Restaurant in Angus and all 28 hotels throughout the UK belonging to boutique hotel groups Malmaison and Hotel du Vin. The Port Eliot Festival and renowned private members' club The Walkbrook also declared themselves to be foie gras-free after hearing from PETA.



© Robbie LeBlanc

After meeting with PETA and learning about SeaWorld's practice of confining intelligent orcas to small tanks and forcing them to perform meaningless tricks, STA

Travel immediately vowed to sever all ties with the unethical business and removed all SeaWorld promotions from its website. It also removed promotions for elephant rides, Thailand's notorious Tiger Temple and bull runs in Pamplona.

By supporting PETA India's campaign through action alerts and celebrity endorsements, we helped free Sunder – a young "temple elephant" – from a life of chains and beatings. Sunder is now living in a lush elephant wildlife park, where he has made friends with other elephants for the first time in his life.



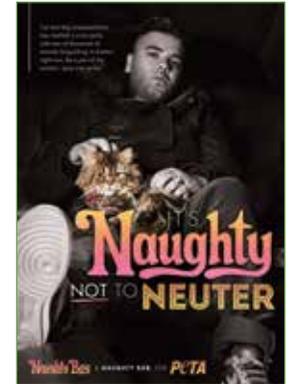
PETA's many other victories for animals in 2014 included the following:

- Helping to defeat a government proposal to relax hunting restrictions
- Persuading tennis superstar Andy Murray to stop Cromlix, his luxurious hotel in Scotland, from promoting hunting on its website
- Prompting exclusive London nightclub Mahiki to ban fur on its premises
- Persuading upscale UK denim label Monkee Genes to stop putting leather patches on its jeans
- Persuading the University of Stirling to cancel its plans to host a petting zoo (petting zoos perpetuate a cruel cycle of breeding, abandonment and killing of animals used for display)

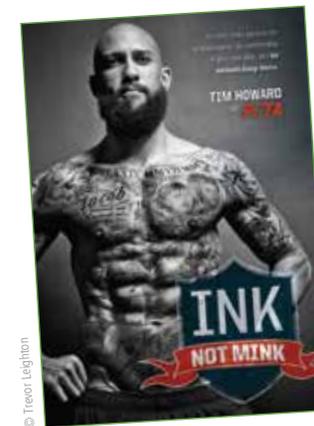


## Creating a Strong Voice for Animals

Because star power captures the public's notice, PETA enlisted the help of compassionate performers and artists to put animal issues in the headlines and draw people's attention to the plight of animals. In 2014, well-known celebrities – including music legends Paul McCartney, Peter Gabriel and Morrissey; top designer Dame Vivienne Westwood; world-renowned primatologist Jane Goodall; football heroes Phil Neville and Tim Howard; comedian Alan Carr; singer and TV presenter Louise Redknapp; models Rosanna Davison and Elen Rivas; *Made in Chelsea* star Lucy Watson; MTV Europe host Laura Whitmore; rugby star Danny Cipriani; boxer Nathan Cleverly; UFC phenomenon Jimi Manuwa; singer



Josh Franceschi of rock band You Me at Six; music producer Naughty Boy, and Danny Worsnop and Ben Bruce of modern metal band Asking Alexandria – strengthened PETA's campaigns and urged people to shun fur and leather, go vegetarian, stop using monkeys in experiments, boycott SeaWorld, adopt animals from shelters



© Trevor Leighton

instead of buying them from breeders and ensure companion animals are spayed or neutered.

## We would like to extend a special thank-you to the following very important PETA supporters:

- Our members, without whom the foundation and our vital work for animals would not be possible
- Our Vanguard Society members, for their compassion and leadership, with a very special thank-you to **Paul Smith** for his generous support in helping to end animal tests
- Our Guardian members, for their commitment through a regular gift
- Our Augustus Club members who have included a gift to PETA in their wills
- Our online activists, for taking a stand against animal abuse by contacting governments, organisations and individuals through our online petitions



© Jody Boyman

## PETA Foundation Financial Statement

### REVENUES

Donations and Legacies	£ 3,302,539
Other Income	£ 2,178

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**Total Revenues** £ 3,304,717

### OPERATING EXPENSES

Staff Costs	£ 527,996
Education and Prevention of Cruelty – Direct Costs	£ 781,049
Support and Management Costs	£ 1,237,745

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**Total Operating Expenses** £ 2,546,790

### CHANGE IN NET ASSETS FOR THE YEAR

Net Assets Beginning of Year	£ 1,485,379
Net Assets End of Year	£ 2,243,306

### OPERATING EXPENSE ALLOCATION

Direct Programme Support	76.83%
Indirect Programme Support	3.14%
Membership Development	20.03%

The financial information given here is a summary extracted from the PETA Foundation audited financial statement for the year ended 31 July 2014. The auditor's report was unqualified. A copy of the financial statement 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 that 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; +44 (0) 20 7837 6327.



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## 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).

- Beyond Skin
- Booja-Booja
- Bourgeois Bohème
- Ecotricity
- Ethicalsingles
- The Faux Fur Company
- Imaner Consultants
- Jamm Print and Production Ltd
- Jivamukti Yoga
- MAD Promotions
- Manna Vegetarian Restaurant
- Montagne Jeunesse
- Plamil Foods
- Quick2Bid.com
- RonLikesCakes
- VeggieVisionCashback.com
- VeggieVisionDating.com
- VeggieVision.TV
- Vegusto
- V-Pure

# PETA

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