



annual  review



Dear Friends,

The fruits of our labour have never been more evident than in 2015: **Esprit launched its second vegan shoe line (below) as well as a beautiful line of vegan handbags, all sporting the “PETA-Approved Vegan” logo.** Natalie Portman was spotted in Beyond Skin shoes that won PETA’s design contest. And as

a result of our campaign to rid Benetton of angora wool, the company banned it – sparing countless rabbits the pain of having their fur ripped out.

Our use of social media to combat animal abuse grows more effective every year. This year, **our websites received more than 4.6 million visits and our Facebook posts reached an average of 6.3 million people each month.** In fact, our Benetton victory was largely a result of a PETA tweet with a graphic photo from PETA Asia’s investigation of angora farms that potentially reached more than 340,000 people via Thunderclap – an innovative “crowdspeaking” platform.

In addition, we succeeded in getting our issues featured in the *Daily Mail*, the *Daily Mirror*, *Elle*, *GQ*, *The Guardian*, *The Independent Magazine*, the *International Business Times*, *Observer Magazine*, *Red*, *The Sun*, *The Telegraph*, *The Times*, *Vice* and *Vogue* as well as in news segments on Al Jazeera, BBC, ITV, Sky and other outlets, **so that millions of people could learn how they can help stop animal abuse.**

We owe special thanks to our more than 660,000 members for their role in making the victories for animals on the following pages possible.

Kind regards,

Mimi Bekhechi
Director



Groundbreaking Victories for Animals

PETA was responsible for obtaining a landmark decision from the European Ombudsman directing the European Chemicals Agency (ECHA) to **verify that companies test on animals only as a last resort, potentially preventing hundreds of thousands of animals from suffering and dying in the EU’s Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) programme** – the largest animal testing programme in the world.

PETA is a member of the **PETA International Science Consortium Ltd.**, a team of scientists on three continents who are **changing the face of chemical testing.** Significant breakthroughs achieved by the consortium include the following:

- Securing an annulment of an ECHA decision that would have required tests on 1,300 animals, thereby setting a **precedent for all existing data to be considered before conducting new animal tests**
- Producing a free **seven-part webinar series on the replacement of animal tests for REACH, attended by thousands of scientists around the world**
- Hosting an international workshop for leading nanotechnology experts and **funding the design of a non-animal test for nanomaterials**

Following a PETA campaign, the UK introduced a **ban on testing household products (as well as a qualified ban on testing their ingredients) on animals.**

This year, using footage from PETA Asia’s investigation into angora farms – where **rabbits scream in pain as they are tied down and their fur is ripped out** – PETA and our international affiliates added dozens of retailers to our list of companies that have gone angora-free (which now exceeds 120), including Benetton, Esprit,



Adidas, Lacoste, Boohoo, Monsoon Accessorize and French Connection.

Through first-of-its-kind investigative footage, a **PETA US exposé revealed that thousands of crocodiles factory-farmed in Zimbabwe are confined to crowded, barren concrete pits for years on end and that alligators on a farm in Texas are raised in pits of fetid, excrement-filled water inside dark, windowless sheds and slaughtered in crude, painful ways.** PETA US also revealed that Hermès uses skins from these farms in luxury goods such as Birkin and Kelly handbags, with each bag requiring the slaughter of three to four crocodiles. **Hermès pulled its crocodile-skin bags from display shelves in New York City, London and Paris.**

PETA played a vital role in the defeat of **two potentially disastrous factory-farming proposals.**

After tens of thousands of PETA supporters voiced their objections, the Planning Inspectorate upheld the decision of Wychavon District Council and dismissed plans for a chicken farm expansion that would have kept **160,000 chickens in filthy, crowded sheds.** An equally large outcry caused Midland Pig Producers to withdraw its application to build a



monstrous pig farm in Foston, Derbyshire, where 25,000 pigs would have suffered in intense confinement, with 1,000 sent to slaughter every week.

PETA’s many other victories for animals in 2015 included the following:

- Helping to persuade the Norwegian government to reject for the first time an application by the Norwegian Armed Forces to mutilate and kill pigs in crude medical training exercises for which superior non-animal training methods are available
- Helping to bring an end to Nepal’s Gadhimai festival – a 250-year-old event in which hundreds of thousands of animals were slaughtered every year
- Helping to convince IKEA that it should offer a vegan version of its famous meatballs
- Helping to get legislation passed in Denmark banning bestiality in order to put a stop to the deeply disturbing animal-sex industry



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Creating a Strong Voice for Animals

A PETA investigation into the Animal Actors tour at Warner Bros Studio Tour London in Hertfordshire – where fans can meet “animal stars” from the *Harry Potter* film franchise – revealed **distressed**

owls in tiny cages repeatedly forced to perform tricks despite showing clear reluctance, the encouragement of flash photography that caused the owls to shake their heads and desperately chew at their



© PETA India

tethers, tourists who were frightening the birds by touching them and a trainer who was irresponsibly encouraging people to purchase owls as “pets”. The investigation made international headlines, and we’re now pressuring Warner Bros to shut down animal exhibits permanently.

Well-known celebrities – including actors **Tom Hardy, Michael Sheen, Martin Freeman, Robert Carlyle, Joaquin Phoenix, Thandie Newton, Pamela Anderson, Joanna Lumley, Lucy Watson, Hayley Mills, Samantha Barks** and Cillian Murphy; fashion icon **Twiggy**; champion freerunner **Tim “Livewire” Shieff**; YouTube sensation **Sprinkle of Glitter**; best-selling girl group **Little Mix**; and renowned art critic **Brian Sewell** – helped PETA put animal issues in the headlines and urged people to shun fur and leather, go vegan, protest the use of monkeys in experiments, stop attending circuses which use animals and adopt animals from shelters instead of buying them from breeders.

We want PETA’s message of compassion to be proclaimed in international headlines and spread virally across every social media platform. To ensure this happened in 2015, we co-ordinated dozens of creative actions, including the following:



Photo: © RP Pictures/Splash News



Photo: Trevor Leighton

- Pressuring survivalist Bear Grylls to stop the animal abuse on his TV show *The Island With Bear Grylls* by taking over the stage during his talk at The Royal Institution
- Leaping onto the show floor at the climax of the Crufts dog show brandishing a sign reading, “Mutts Against Crufts”, to impart to millions of viewers that pedigree dogs are often afflicted with congenital defects that cause chronic, painful health problems
- Forming a “river of blood” out of naked human bodies covered with red paint to protest the annual Running of the Bulls in Pamplona, Spain, and the bullfights that follow



We produced two **scathing video exposés** that give the lie to food- and fur-industry labels which are designed to assuage consumers’ animal welfare concerns. We showed that “free-range” hens at The Happy Egg Co were confined to extremely crowded sheds, that pigs with injured hind legs struggled painfully to lift themselves out of the filth at an RSPCA-monitored Freedom Food farm, and that cows on a dairy factory farm were kept on concrete floors without access to grass. Our exposé of the fur industry revealed that foxes, minks, raccoons and rabbits whose fur qualifies to bear the “Origin Assured” label suffer from open wounds, chew off their own limbs in desperation and go insane while kept in tiny, filthy cages.

*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
- 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



PETA Foundation Financial Statement

REVENUES

Donations and Legacies	£ 3,037,705
Other Income	£ 122,284

Total Revenues	£ 3,159,989
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OPERATING EXPENSES

Staff Costs	£ 597,922
Education and Prevention of Cruelty – Direct Costs	£ 1,806,254
Support and Management Costs	£ 551,719

Total Operating Expenses	£ 2,955,895
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CHANGE IN NET ASSETS FOR THE YEAR £ 204,094

Net Assets Beginning of Year	£ 2,243,306
Net Assets End of Year	£ 2,447,400

OPERATING EXPENSE ALLOCATION

Direct Programme Support	79.87%
Indirect Programme Support	1.88%
Membership Development	18.25%

The financial information given here is a summary extracted from the PETA Foundation audited financial statements for the year ended 31 July 2015. 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 those financial statements and the trustees' report should be consulted. Copies of these can be obtained from the charity at PO Box 70315, London N1P 2RG; 020 7837 6327.



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.

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| • Animals Yeah Yeah | • Jivamukti Yoga |
| • Beyond Skin | • MAD Promotions |
| • Booja-Booja | • Manna |
| • Bourgeois Bohème | • Montagne Jeunesse |
| • By the Moon | • Plamil Foods |
| • Ecotricity | • RonLikesCakes |
| • ethicalsingles | • The Throw Company |
| • Imaner Consultants | • Vegusto |
| • Jamm Print &
Production | • Wilby |
| | • Wills |

PETA

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