



Annual Review

Dear Friends,

In 2017, PETA's bold campaigns reached new levels of success.

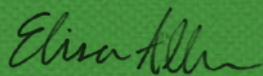
We persuaded major fashion retailers to **stop selling down, angora wool, and fur**. Demand from companies to display our **"PETA-Approved Vegan" logo** skyrocketed. We exposed the **meat industry's fraudulence in using labels such as "free-range"**. Requests for our free **vegan starter kit** flooded in by the tens of thousands. Our scientists **helped reduce the use of animals in chemical testing** by working to change international testing guidelines. From helping to bring about the introduction of **legislation that would ban the use of wild animals in Scottish and Irish circuses to thwarting plans for a rabbit factory farm in Stafford**, we've had a year full of significant victories for animals.

PETA takes maximum advantage of the power of social media to inspire people to get active for animals. This year, our **Facebook posts were viewed an average of 12 million times each month**, our **videos were viewed more than 21 million times**, and over 1 million subscribers received our regular e-mail action alerts that make it easy for them to speak out for animals. Our online advocacy campaigns resulted in **more than 700,000 letters urging companies and individuals to make changes to benefit animals**.

Coverage of our campaigns by almost every major media outlet – including the *Daily Mail*, *The Telegraph*, *The Times*, the *Financial Times*, *The Guardian*, *Vogue*, *GQ*, *Forbes*, the BBC, Sky News, ITV News, and CNN – ensured that **our message reached as many people as possible**.

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

Kind regards,



Elisa Allen
Director



Groundbreaking Victories for Animals

PETA played a vital role in the **defeat of a potentially disastrous factory-farming proposal**. After thousands of PETA supporters voiced their objections, **plans to build a huge industrialised farm** – which would have kept thousands of rabbits in cramped cages for their entire lives before finally slaughtering them for their flesh and skin – **were rejected** by Stafford Borough Council.

We persuaded numerous companies – including **Fat Face, Lazy Oaf, Monsoon Accessorize, Nasty Gal, Oliver Bonas, Puffa, Skunkfunk, and Desigual** – to join our growing list of retailers that **banned down feathers** after we showed them that workers on goose farms step on birds' delicate wings and necks, tightly bind their feet together, and rip their feathers out as they bleed and scream.

This year, **more than 80 fashion companies signed up to use our “PETA-Approved Vegan” logo** – bringing the total to over 200 – and seven vegan fabric manufacturers earned the logo as well.

As a result of PETA's work, **Selfridges and Notonthehighstreet.com**, an online marketplace that hosts a large number of artisans, **banned angora wool** this year – bringing the number of angora-free retailers on our list to 130. Also, after hearing from PETA, **Helen McAlinden dropped fur; YOOX NET-A-PORTER, Ashley Williams, and Avenue 32 agreed to ban both fur and angora; and Alexa Chung, Alice Temperley, and Roland Mouret banned fur, angora, and exotic skins**. These victories will spare thousands of rabbits the pain they endure when their fur is ripped out and will prevent countless reptiles, foxes, minks, and other animals from being cruelly killed, including being skinned alive.

PETA released **eyewitness video exposés of three chicken farms, on which live birds were forced to live amid rotting corpses**. Two of the farms exclusively supplied Marks & Spencer, which claims to be a “high welfare” company, proving that such labels are meaningless and that going vegan is the only guaranteed way to avoid harming farmed animals.

Following appeals by PETA, **foie gras** – made by ramming pipes down ducks' and geese's throats and force-feeding them until their livers swell to up to

10 times their normal size – **was removed from the menus of popular eateries** including The Laughing Gravy, The Ruddington Arms, and Derbyshire's The Bridge Inn.

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. This year, the Consortium worked with the Organisation for Economic Co-operation and Development to **create global regulatory testing guidelines that reduce the use of animals**. It has also endeavoured to influence policy as an official stakeholder in the EU agency responsible for overseeing chemical regulation and is taking a leadership role in scientific projects to **spare thousands of animals extreme suffering in ecotoxicity testing**.

Scotland and Ireland introduced legislation to ban circuses that use wild animals after PETA provided government officials with evidence that animals in circuses are whipped, beaten, chained, and driven insane by intense confinement. Thousands of PETA supporters in Scotland and Ireland contacted their governments in support of the proposed ban.

After hearing from thousands of PETA supporters, the government of the **Balearic Islands found a way to circumvent Spanish national laws protecting bullfighting by voting for a ban on killing bulls or wounding them with weapons in the arena** – effectively ending the cruel spectacle on the islands.

PETA paid out a £2,000 reward for information that helped secure the **arrest and conviction of a man who shot and killed two cats and seriously injured five others**. He was sentenced to 24 months in prison.



Informing, Persuading, Liberating

Well-known celebrities – including musician **Tommy Lee**, television presenter **Sharon Osbourne**, dancer **Sylvie Guillem**, rugby legend **Mirco Bergamasco**, reality-TV star **Lucy Watson**, talent judge **Louis Walsh**, and actors **Tom Hardy, Pamela Anderson, Andy Serkis, Sadie Frost**, and the late **Sir Roger Moore** – **worked with PETA to put animal issues in the headlines** and urged people to go vegan, choose cruelty-free fashion, and shun the use of animals for entertainment.

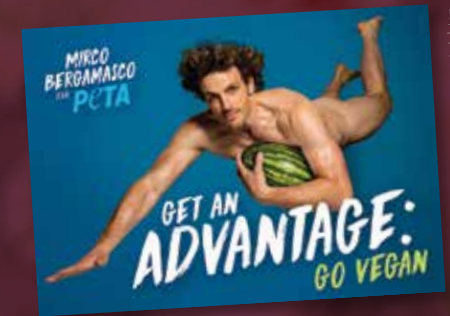


Photo: © Trevor Loughton

To ensure that PETA's message of compassion was proclaimed in international headlines and spread virally across every social media platform possible in 2017, we co-ordinated dozens of creative actions, including the following:

- We launched the UK's first-ever vegan tube station takeover by plastering every poster, door, and turnstile in London's Clapham Common station with 60 ads featuring a cow, a pig, and a chicken who declared, “I'm ME, Not MEAT.”
- We gave away copies of our pro-vegan “Glass Walls” DVD (narrated by Paul McCartney) at the statue of The Beatles in Liverpool on the 50th anniversary of the *Sgt. Pepper's Lonely Hearts Club Band* album.
- We formed a stunning tableau of nearly 100 naked human bodies covered with “blood” to protest the annual Running of the Bulls and the bullfights that follow in Pamplona, Spain.
- We delivered booklets of 5,000 “love notes” from people around the globe explaining what they love about Spain to Spanish officials in order to let them know that bullfights are not what attracts tourists to their country.

PETA also accomplished the following important actions for animals in 2017:

- We launched a campaign to **push for humane methods of research into muscular dystrophy by releasing eyewitness video footage** shot inside France's Alfort National Veterinary School, where **dogs who are bred to have the disease struggle to walk, swallow, and even breathe**.
- We met with **top restaurant chains to assist them in adding vegan options** to their menus.
- We **recognised companies that provide alternatives to products that cause animals harm** by giving them awards that many have proudly displayed on their websites or labels.
- 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 launched a campaign calling for an immediate **end to cruel methods of killing dogs in Mauritius** and for the introduction of a comprehensive, **humane sterilisation programme** following our release of video footage in which government-funded workers were seen catching, handling, and killing dogs in a violent and painful manner.



We would like to extend 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 a gift 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.

- Adcocks Solicitors
- Animals Yeah Yeah
- Barney's Biscuit Boxes
- Baylis & Harding
- Beyond Skin
- Booja-Booja
- Bourgeois Boheme
- BY THE MOON
- Dog Friendly Scene
- Ecotricity
- ethicalsingles
- Fry Family Food
- ICS Cleaning Services
- Imaner Consultants
- Jaan J
- Jamm Print and Production
- MAD Promotions
- manna restaurant
- Montagne Jeunesse 7th Heaven
- Naked Wines
- Natural Healthy Foods
- Plamil
- Property Finance (Dorset)
- quick2bid.com
- RonLikesCakes
- 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	£ 4,569,946
Other Income	£ 1,339

Total Revenues **£4,571,285**

OPERATING EXPENSES

Staff Costs	£ 975,918
Education and Prevention of Cruelty – Direct Costs	£ 2,392,387
Support and Management Costs	£ 831,722

Total Operating Expenses **£4,200,027**

CHANGE IN NET ASSETS FOR THE YEAR £ 371,258

Net Assets Beginning of Year £ 2,864,970

Net Assets End of Year £ 3,236,228

OPERATING EXPENSE ALLOCATION

Direct Programme Support	78.36%
Indirect Programme Support	1.85%
Membership Development	19.79%

The financial information given here is a summary extracted from the PETA Foundation audited financial statements for the year ended 31 July 2017. 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.