



Annual Review

Dear Friends,

In the 1700s, a European biologist designed a system for classifying members of the animal kingdom, placing *Homo sapiens* above all other species – and categorising humans into racial subspecies, with only white Europeans described in favourable terms. Obviously, the disparaging of other *races* was merely a reflection of the bias of the person doing the categorising, rather than being evidence-based. The same kind of bias is evident in the way most humans unthinkingly judge other animals' value based on their species – so in 2019, we launched our “End Speciesism” campaign to raise awareness of this social justice issue.

We may not fully understand how all animals think – or know what they think about – but dismissing their inner worlds as less deserving of consideration than our own is just vanity.

When we look into an animal's eyes, the entity looking back at us is not a furry robot, a feathered automaton, or a finned android. There's someone inside that body who feels hunger, thirst, pain, fear, loneliness, grief, jealousy, joy, and love and who makes decisions, has preferences, experiences anticipation, overcomes challenges, and communicates with others. Animals' lives matter to them.

We thank our more than 1.2 million members and supporters for making the victories on the following pages possible. These successes are the result of our dynamic campaigns to revolutionise the way people think about animals and challenge the human-supremacist view that we're superior to other animals in any way that can justify disrespecting, abusing, or slaughtering them.

Kind regards,

Elisa Allen
Director



© Natalia Marshall | Dreamstime.com



Groundbreaking *Victories* for Animals

PETA is a member of the **PETA International Science Consortium Ltd.** In work that could **spare thousands of animals extreme suffering in toxicity tests**, PETA addressed members of the **European Parliament and industry leaders about upholding the ban on animal testing for cosmetics**, while the Consortium supported several companies in their efforts to **overturn European Chemicals Agency animal testing requirements for cosmetics ingredients and provided regulators with expert advice on minimising tests on animals** for biocides. Many of PETA's points were **incorporated into the European Parliament's resolution on pesticide authorisation**, including a recommendation for a public comment period that might allow new animal tests to be waived in light of existing data.

As revealed in a landmark **PETA exposé of the cashmere trade** in Mongolia and China – which supply 90% of the world's cashmere – goats screamed as workers pinned them down and pulled their hair out with sharp metal combs, leaving many with bloody wounds. Eventually, their throats were slit at an abattoir. PETA has since persuaded international brands **Warehouse and Oasis – with 96 locations in 27 countries – to join the more than 45 brands worldwide that have banned cashmere.**

Following the release of **PETA's eyewitness exposé showing that badgers are confined to cramped cages, beaten, cut open, and left to die** on Chinese farms, **more than 85 brands pledged to ban badger hair, including Kent Brushes (the world's oldest hairbrush maker), Penhaligon's, and Floris London.**

After decades of pressure from PETA and our international affiliates, high-end designer holdouts **Burberry, Prada, and Jean Paul Gaultier announced they were going fur-free. Victoria Beckham banned exotic skins, as did Selfridges, while Burberry ditched angora. Amsterdam Fashion Week outlawed fur, and Lacoste, The Royal Collection Trust, and Notonthehighstreet.com banned mohair.** These victories will prevent countless animals from being trapped, electrocuted, bludgeoned, or skinned alive; being tied down while workers yank their hair out by the fistful; or suffering in agony while reckless shearers cut off swathes of their skin.

Our “PETA-Approved Vegan” logo is now proudly displayed by more than 1,000 companies, including Topshop, which launched its first vegan shoe collection.

Among the many companies and institutions that PETA persuaded to **add vegan options were Greggs – which launched a vegan version of its iconic sausage roll – KFC, Frankie & Benny's, Papa John's, Harvester, Wightlink, Jet2, LNER, Virgin Trains, easyJet, Ryanair, the Wimbledon tennis championship, Caterlink, and The University Caterers Organisation.** These changes will decrease the number of animals subjected to disbudding (burning off calves' horn buds), debeaking, castration without pain relief, lifelong intensive confinement, and other horrors of the meat, egg, and dairy industries.

The bill to ban wild-animal circuses in England was finally passed after we provided the UK Parliament with evidence that animals in circuses are whipped, beaten, chained, and driven insane by intensive confinement. This decision follows years of campaigning by PETA, including protests, ad campaigns, and celebrity involvement.

Spain's Supreme Court upheld a **ban on the torture of bulls during the Toro de la Vega festival**, following years of pressure from PETA and local Spanish groups, sparing bulls a painful and prolonged death from repeatedly being stabbed with spears.

PETA and our international affiliates persuaded **Virgin Holidays and British Airways Holidays to cut ties with SeaWorld and other facilities that confine and exploit orcas and other dolphins.**

After learning from PETA and our international affiliates that **elephants are viciously beaten during the annual Chitwan Elephant Festival in Nepal, Carlsberg Group (maker of Carlsberg lager and Somersby cider), withdrew its sponsorship** of the festival.



Educating, Persuading, Liberating

Well-known stars – including actors **Penélope Cruz, Pamela Anderson, Jerome Flynn, Joel Kinnaman, and Mark Rylance**; models **Elisabetta Canalis and Rafferty Law**; musician **Johnny Marr**; television presenter **Sharon Osbourne**; and footballer **Chris Smalling** – helped PETA push back against cruelty to animals, including for food, clothing, entertainment, and the pet trade.

Our Campus Rep Programme – a student leadership network at universities across the UK – was launched this year and has already grown to include 20 campuses, including the University of Cambridge and the London School of Economics. PETA campus reps made a huge impact by holding vegan food giveaways that introduced thousands of their peers to vegan fare, distributing leaflets about the cruelty of using animal-derived materials for fashion, hosting documentary screenings that helped inspire and inform, and organising other effective peer-to-peer animal rights outreach.

To ensure that PETA's message of compassion was proclaimed in international headlines and spread virally across almost every social media platform possible in 2019, we coordinated dozens of creative actions, including the following:

- We “barbecued” a realistic-looking dog replica to help people understand that no animal belongs on a grill.
- Supporters of PETA and AnimaNaturalis depicted a striking crime scene with 54 human “murder victims” in Pamplona, Spain, to protest the annual Running of the Bulls and the murder of 54 bulls in the bullfights that follow.
- Our compelling “Sea Life, Not Seafood” and “I’m ME, Not MEAT” ads sent a powerful message that fish, octopuses, crabs, and lobsters are not ours to eat.
- We crashed the opening of London Fashion Week and plastered Glasgow buses and Welsh phone boxes with ads to remind consumers that wool production is cruel.
- Activists dressed as Grim Reapers ushered in Milan Fashion Week with an eye-catching tableau proclaiming, “Fur Is Dead.”
- Protesters dressed as evil scientists showed attendees of Crufts dog show that breeding dogs to have genetic defects is Frankenscience.

PETA also accomplished the following important actions for animals in 2019:

- We **recognised companies that provide alternatives to products that harm animals** by giving them awards that many have proudly displayed on their websites or labels.
- We helped gather **petition signatures (totalling over 1.5 million) for the European Citizens' Initiative to End the Cage Age** – a campaign effort by PETA and other animal and environmental protection groups. A parallel petition in the UK garnered **more than 100,000 signatures, triggering a parliamentary debate.**
- We **spoke to budding designers at more than a dozen fashion schools** around the UK to explain why modern, animal-free fabrics are superior to animal-derived materials.



Photo: © Bruce Weber



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, other 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](https://www.peta.org.uk/business-friends).

- Adcocks Solicitors
- Baylis & Harding
- B_Boheme
- Beyond Skin
- Booja-Booja
- Bute Island Foods
- Cloud Twelve
- Dr Botanicals
- Ecotricity
- Evig Grön
- Fry Family Food
- Jaan J
- Jamm Print and Production Ltd
- Jivamukti Yoga
- LaBante London
- Lemon Jelly
- Level Marketing
- Lifestyle International
- Materialise Interiors
- Montagne Jeunesse 7th Heaven
- Plamil Foods
- Plant Faced Clothing
- Property Finance (Dorset)
- Quinessence Aromatherapy
- Smith Hobbs Wealth Management Ltd
- The Throw Company
- Trevor Sorbie Salon Care
- Ultimate Vegan Cafe
- VeganDesign.org
- Vegusto
- Viegan
- Watermans
- Wilby
- Will's Vegan Shoes
- The Wooden Chopping Board Company
- Yes To



Financial Statement

REVENUES

Donations and Legacies	£ 3,739,508
Other Income	£ 28,646

Total Revenues £ 3,768,154

OPERATING EXPENSES

Staff Costs	£ 1,373,920
Education and Prevention of Cruelty – Direct Costs	£ 2,018,678
Support and Management Costs	£ 751,741

Total Operating Expenses £ 4,144,339

Net Expenditure Before Gains/(Losses) on Investments £ (376,185)

Net Gains/(Losses) on Investments £ 110,832

CHANGE IN NET ASSETS FOR THE YEAR £ (265,353)

Net Assets Beginning of Year £ 2,965,069

Net Assets End of Year £ 2,699,716

OPERATING EXPENSE ALLOCATION

Direct Programme Support	80.32%
Indirect Programme Support	1.82%
Membership Development	17.86%

The financial information given here is a summary extracted from the PETA Foundation audited financial statements for the year ended 31 July 2019. 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 statements, the auditor's report on the 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, or on 020 7837 6327.