



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://peta.org.uk/business-friends).

- Adcocks Solicitors
- Baylis & Harding
- B_Boheme
- Beyond Skin
- Booja-Booja
- Bute Island Foods Ltd
- Cloud Twelve
- Dr Botanicals
- Ecotricity
- EDGE Design Studio
- Ethical Bedding Company
- Evig Grøn
- The Fry Family Food Co
- Jaan J Non Silk Ties & Bow Ties
- Jamm
- Jivamukti Yoga
- Kavee
- LaBante
- Lemon Jelly
- Level Marketing
- Lifestyle International
- Materialise Interiors
- Montagne Jeunesse 7th Heaven
- Plamil Foods
- Plant Faced Clothing
- Property Finance (Dorset)
- Quinessence Aromatherapy
- Saorsa Hotel
- Smith Hobbs Wealth Management Limited
- Sweet Freedom
- The Throw Company Ltd
- Trevor Sorbie Salon Care
- Ultimate Vegan Café
- VeganDesign.org
- Vegusto
- Verdonce
- Viegan
- Watermans Hair Growth Shampoo & Conditioner
- Wilby
- Will's Vegan Shoes
- The Wooden Chopping Board Company
- Yes To



Thank
You!

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PETA

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Financial Statement

REVENUES

Donations and Legacies	£ 4,476,809
Other Income	£ 27,193

Total Revenues £ 4,504,002

OPERATING EXPENSES

Staff Costs	£ 1,513,118
Education and Prevention of Cruelty – Direct Costs	£ 2,064,684
Support and Management Costs	£ 694,472

Total Operating Expenses £ 4,272,274

Net Income Before Gains/(Losses) on Investments	£ 231,728
Net Gains/(Losses) on Investments	£ 27,966

CHANGE IN NET ASSETS FOR THE YEAR	£ 259,694
Net Assets Beginning of Year	£ 2,699,716
Net Assets End of Year	£ 2,959,410

OPERATING EXPENSE ALLOCATION

Direct Programme Support	82.20%
Indirect Programme Support	1.86%
Membership Development	15.94%

The financial information given here is a summary extracted from the PETA Foundation audited financial statements for the year ended 31 July 2020. 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 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 or on 020 7837 6327.

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They Do Not Belong to Us

Working to Protect Animalkind



PETA
FOUNDATION
2020
Annual Review

Dear Friends,

In 2020, in the midst of the coronavirus pandemic, we were on the radio, TV, and the internet as well as in newspaper ads and articles forcefully and conclusively hammering home the message that confining and killing animals for food is the source of a litany of deadly diseases – including COVID-19, avian flu, swine flu, SARS, MERS, and even Ebola – and that the filthy, severely crowded conditions in which animals used for clothing, experimentation, and entertainment are kept are also fertile breeding grounds for zoonotic pathogens. Our incisive exposés of live-animal markets and our demands that they be shut down resounded in international headlines.

We've set out to change the future of experimentation by publishing our Research Modernisation Deal, which provides precise guidance on sparing thousands of animals painful and deadly tests. We exposed the cruelty of the international alpaca-fleece trade and sent its major buyers fleeing, persuaded brush companies to stop using hair from slaughtered badgers, imploded the market for products made from coconuts picked by abused monkeys, helped captive birds “check out” of cages at the Rosewood London hotel, and held the Queen publicly accountable for sending pigeons to a notorious “slaughter race” in which thousands of birds die each year.

We thank our more than 1.2 million members and supporters for being part of all our victories and helping us challenge the supremacist view that humans are somehow superior to other animals in a way that justifies disrespecting, abusing, exploiting, and slaughtering them.

Kind regards,

Elisa Allen

Elisa Allen
Director



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Groundbreaking **Victories** for Animals

PETA and our international affiliates **persuaded Bayer, Bristol-Myers Squibb, GlaxoSmithKline, and Pfizer to stop using the worthless forced swim test**, in which terrified animals paddle frantically to keep from drowning in inescapable beakers of water. After hearing from PETA, **King's College London became the first known academic institution to declare that it will no longer use the cruel test.**

PETA scientists wrote a detailed strategy – **The Research Modernisation Deal – explaining how and why to make the transition from useless animal experimentation to humane research methods** that hold real promise and **distributed it to the UK government and relevant agencies.**

A **petition** by PETA and our affiliates **calling for a moratorium on animal experiments** in the EU and a systematic review of all research areas in which animals are used **was accepted as admissible by the European Parliament Committee on Petitions** – clearing a difficult hurdle on the path to ending experiments on animals.

PETA is a member of the **PETA International Science Consortium Ltd.**, which funded research resulting in the creation of **human recombinant antibodies, produced without using animals, that could be commercially developed to treat diphtheria.** The Science Consortium also helped fund the development of **EpiAlveolar – a first-of-its-kind human cell-based model of the deepest part of the lungs** – and led the development of an **international guidance document on using non-animal methods** to study the effects of chemicals without forcing animals to inhale them.

After obtaining a whistle-blower statement alleging that **rats had been crushed to death, given excess doses of chemicals – leading them to self-mutilate – and subjected to other atrocious acts at Charles River Laboratories** in Scotland, we filed a complaint with the Home Office, which **sanctioned the company for violating animal welfare regulations, a rare and significant breakthrough.**

After years of pressure from PETA, **Mulberry and Paul Smith banned exotic skins** – which will prevent alligators, crocodiles, ostriches, kangaroos, lizards, and snakes from being killed in painful ways or skinned alive.

As revealed in a **landmark PETA exposé of the world's largest privately owned alpaca farm** – in Peru, which is the top alpaca-

fleece producer – workers tied alpacas tightly to devices that resemble medieval torture racks, which nearly wrenched their legs out of their sockets. The animals screamed and vomited in fear as workers roughly sheared them, leaving many with bloody wounds. As a result, PETA persuaded **Marks & Spencer, Next, Valentino, Ted Baker, New Look, and Matalan to phase out the sale of alpaca fleece.**

A Scottish sheep farmer pleaded guilty to cruelty to animals after a PETA Asia investigator filmed him viciously punching and kicking sheep in the face. It's the **first time ever that a Scottish court has convicted a farmer of causing animals unnecessary suffering during the shearing process**, and it would never have happened without PETA's exposé.

A PETA Asia investigation revealed that in Thailand, monkeys – many of whom are illegally abducted from their natural habitats – are forced to scale trees and pick as many as 1,000 coconuts a day. They're also kept chained and isolated and driven insane by captivity and deprivation. PETA and our affiliates have since persuaded the parent company of **Boots to ban coconut products of Thai origin; Sainsbury's, Tesco, and Asda to stop selling products from Chaokoh (a brand that uses coconuts picked by monkeys); and Ocado, Waitrose, and Co-op never to sell any products knowingly that involve monkey labour. Liverpool Football Club also decided not to renew its partnership with Chaokoh.**

Among the many companies and institutions that PETA persuaded to **add vegan options are Nando's, Rollover Hotdogs, KFC, Subway, Greggs, and Fray Bentos, which launched a vegan version of its iconic tinned pies.** 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.

PETA's many other successes for animals in 2020 included helping to get **beef banned at the London School of Economics**; helping to persuade Lincolnshire's **North and South Kesteven district councils to reject factory farms**; persuading **Premier Holidays, loveholidays, Southall Travel, Travel Counsellors, and THG Holidays to cut ties with facilities that confine and exploit orcas and other dolphins**; helping to persuade the **Welsh Parliament to ban wild-animal circuses**; persuading **Cult Beauty and The Executive Shaving Company to ban badger-hair brushes**; and **rescuing birds from display cages in the Rosewood London hotel lobby.**

Educating, Persuading, Liberating

In 2020, PETA seized every opportunity to make people aware that **raising and killing animals for food can cause pandemics such as COVID-19.** We released **exposés of wet markets in six countries**, each a Petri dish for viruses and other pathogens, where frightened monkeys, birds, dogs, pigs, cats, and other animals covered in faeces-caked cages and floors were slick with blood, guts, and fetid water. As part of our campaigns demanding that the **World Health Organization call for a ban on live-animal markets**, PETA and our affiliates gathered more than 500,000 petition signatures and demonstrated outside the agency's Copenhagen office. And our other actions urging consumers to keep animal-derived foods off their plates grabbed international headlines.

We released an **exposé revealing that the South African Million Dollar Pigeon Race – known by fanciers as a “slaughter race” – causes so much suffering that more than 4,200 of the 5,000 pigeons entered into the 2020 event died or were lost before finishing. Housing conditions were so bad that all eight of the Queen's pigeons died before the race even started.**

Well-known stars – including musicians **Paul McCartney** and **Tove Lo**; actors **Alicia Silverstone, Brian Cox, Ferdia Shaw, Sir Mark Rylance, and Peter Egan**; and reality TV stars **Charlotte Crosby, Gemma Collins, Lucy Watson, and India Reynolds** – helped PETA push back against cruelty to animals, including in the food, entertainment, and pet trades.

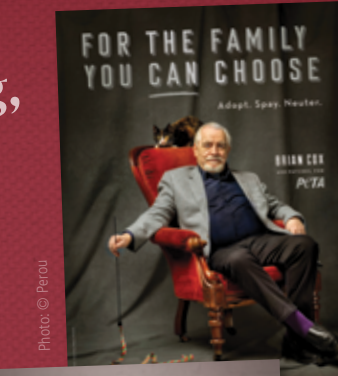


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