



A Special Thank-You

We'd like to express our gratitude 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 the PETA Business Friends programme are generous supporters of animal rights. To learn more about this programme, please visit PETABusinessFriends.co.uk.

- Adcocks Solicitors
- Baylis & Harding
- Beyond Skin
- Booja-Booja
- Bourgeois Boheme
- Bute Island Foods Ltd
- Cloud Twelve
- Dr Botanicals
- Ecotricity
- Edge Design Studio
- Ethical Bedding
- Floral Street
- The Fry Family Food Co
- Jaan J.
- Jamm
- Jana Reinhardt
- Kavee
- Lemon Jelly
- Materialise Interiors
- Meat Free Muscle
- Montagne Jeunesse 7th Heaven
- Plamil Foods
- Plant Athletic
- Plant Faced Clothing
- Property Finance (Dorset)
- Property Hotspots
- Quinessence
- Aromatherapy
- Raw & Juicy
- Rentround
- Sangyé Yoga School
- Saorsa 1875
- Smith Hobbs Wealth Management Ltd
- Sweet Freedom
- The Throw Company
- VeganDesign.org
- Vegusto
- Verdonce
- Watermans
- Wilby
- Will's Vegan Store
- The Wooden Chopping Board Company



Financial Statement

REVENUE	
Donations and Legacies	£5,520,924
Other Income	£24,758

Total Revenue **£5,545,682**

OPERATING EXPENSES	
Staff Costs	£1,565,169
Education and Prevention of Cruelty – Direct Costs	£2,394,486
Support and Management Costs	£890,470

Total Operating Expenses **£4,850,125**

Net Income Before Gains/(Losses) on Investments	£695,557
Net Gains/(Losses) on Investments	£358,368

CHANGE IN NET ASSETS FOR THE YEAR	£1,053,925
Net Assets Beginning of Year	£2,959,410
Net Assets End of Year	£4,013,335

OPERATING EXPENSE ALLOCATION	
Direct Programme Support	80.49%
Indirect Programme Support	1.52%
Membership Development	17.99%

The financial information given here is a summary extracted from the PETA Foundation audited financial statements for the year ended 31 July 2021. 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 by contacting the charity at PO Box 70315, London N1P 2RG or on 020 7837 6327.

They Do Not Belong to Us



WORKING TO PROTECT ANIMALKIND



Dear Friends,

When I reflect on our accomplishments in 2021, I think of the precedent-setting vote by the European Parliament calling for a plan to end experiments on animals, the ducks and geese who won't be force-fed and killed to make foie gras, the crocodiles who won't be skinned and made into purses, and the dogs in shelters who won't be overlooked for adoption – thanks to our actions.

I also think of you. It was the support of PETA members like you which made possible every single victory in this 2021 Annual Review.

You'll see that your generosity encompassed all of our campaigns. You helped expose the misery of animals subjected to the forced swim test in laboratories at the University of Bath, and our campaign has even caught the attention of scientists and regulators and led to a journal article denouncing certain uses of the test. You helped us persuade ExxonMobil – parent company of Esso – to sever ties with the cruel Iditarod dog-sled race, succeed in getting long-time hold-out Valentino to go fur-free, and get vegan options added to the menus of restaurants including Papa John's, Burger King, and McDonald's.

And of course, you were part of every one of our attention-grabbing protests and ad campaigns. Whether we were walking on stilts towards Parliament to encourage elected officials to stand tall for animals or “force-feeding” a PETA member to show why foie gras is “barbaric, not British”, you were with us either in body or spirit.

The following pages are a tribute to all that we can accomplish together when we stay vigilant and committed to revolutionising the way people think about animals. I am forever grateful for your support.

Kind regards,

Elisa Allen
Director



Groundbreaking Victories for Animals

The European Parliament voted in favour of developing an action plan **to end experiments on animals**. This will accelerate the transition to innovation without the use of animals in research, regulatory testing, and education and means that the European Commission has been directed to work with scientists, including those from PETA, to reach this goal!

PETA Science Consortium International e.V., a team of scientists on three continents, is changing the face of chemical testing. This year, **the Science Consortium was appointed a member of the European Commission's influential roundtable** on the EU's future chemicals strategy, **ensuring a voice for animals** is heard on key decisions made in this important arena.

We made exciting headway in our campaigns on behalf of animals abused and killed for food. By conducting an undercover investigation that revealed bleeding, dead, and decomposing birds at suppliers for the “Happy” Egg Co, **we shattered the myth that “free-range” means cruelty-free**. Following a decade-long campaign – which included the crashing of boardroom meetings, dozens of colourful protests and adverts, tens of thousands of letters, and pressure from celebrities including the late **Sir Roger Moore** – iconic department store **Fortnum & Mason announced it would stop selling cruelly produced foie gras**, and Nirvana Spa in Wokingham and cruise company ROL Cruise also stopped selling the “torture in a tin”.

We secured **more vegan menu items for consumers** at Wimpy UK, Papa John's, Burger King, and British Airways. Waterstones, Welcome Break, and Deliveroo all **shared our vegan starter kit on their websites and social media**, and we worked with Costa Coffee, Subway, Thames Water, Birds Eye, Kew Gardens, and McDonald's to **develop and promote vegan options**. And **a dozen Members of Parliament joined us in going vegan on Earth Day** to promote eco- and animal-friendly eating.

We **stopped plans for horrendous farms** in Cornwall and Buckinghamshire that would have intensively confined and killed tens of thousands of rabbits every year for their flesh and fur, and our exposé of forced monkey labour in the Thai coconut industry prompted Irish **supermarket chain SuperValu to drop Thai coconut milk brand Chaokoh**.

As part of our work on behalf of animals abused and killed for fashion, **we partnered with other organisations to deliver over 1 million signatures in support of a fur-free Britain**. We submitted detailed evidence outlining the cruelty inherent in the fur trade, the decline in demand for fur, and the success of similar fur bans around the world. The government has since **reaffirmed its intention to bring forward a sales and/or import ban on fur**.

After more than a decade of campaigning by PETA, **Valentino announced it is going fur-free**. **Canada Goose** and iconic Italian brand **Brunello Cucinelli also implemented fur-free policies**, and **Ireland shut down its few remaining mink farms** – joining the ranks of other countries, including England, Scotland, and Wales, which **have banned fur farms**. Luxury fashion company Puig – owner of Carolina Herrera, Jean Paul Gaultier, and other labels – **will no longer sell items made from the skin of snakes, crocodiles, or other exotic animals**. British leather goods brand **Smythson banned exotic skins**, and French fashion brand **American Vintage dropped angora wool**.

After hearing from PETA, travel companies **Pure Destinations, Honeymoon Dreams, and Your Co-op Travel stopped selling tickets to SeaWorld**, the world's most notorious marine abusement park. **Pure Destinations and Honeymoon Dreams also removed elephant rides from their itineraries**. And the petitions and calls from nearly 100,000 compassionate PETA supporters moved **ExxonMobil to announce that it would no longer sponsor the deadly Iditarod dog-sled race**.

Educating, Persuading, Liberating

We enlisted the help of celebrities – including media personality **Gemma Collins**, entrepreneur **Deborah Meaden**, fashion designer **Stella McCartney**, broadcaster **Greg James**, model **Twiggy**, musicians **Johnny Marr** and **Chrissie Hynde**, and actors **Pamela Anderson**, **Alan Cumming**, **Will Poulter**, **Wallis Day**,



Photo: © Trevor Leighton

Dani Harmer, **Elisabetta Canalis**, **Amanda Holden**, **Anna Chancellor**, **Paul O'Grady**, **Mark Rylance**, **Amy Jackson**, **Rafferty Law**, **Sadie Frost**, and **Gillian Anderson** – to urge people to call for an end to animal experimentation, go vegan, choose cruelty-free fashion, and shun the use of animals in entertainment.

To ensure our message of compassion was heard by government officials, corporate leaders, social media influencers, and other people from all walks of life, we coordinated dozens of creative actions, including the following:

- We distributed our **Vegan Food Awards 2020**, our biggest yet, which resulted in widespread media coverage and the promotion by many top brands of their recognition by PETA.
- We responded to the surge in “pedigree” and “designer” puppies popping up on celebrities' Instagram pages by placing a heart-wrenching billboard in central London **that called for people to adopt animals from shelters instead of fuelling the cruel puppy-breeding trade**.



Photo: © Mark Kerrison

- We sent a message to Chancellor of the Exchequer Rishi Sunak when a **PETA “chicken” crashed a photo call, demanding a tax on meat**.
- We plastered Copenhagen and Rome with ads alerting people to the **link between pandemics and mink farms**.

- **We took stilt walkers to Parliament** to call on leaders to stand tall for animals by supporting a **ban on fur sales and imports**.
- We blitzed Powys County – known as the “poultry capital of Wales” – **with ads pointing out that the only sure-fire way to get rid of its cruel and polluting chicken factory farms is to go vegan**.
- **We drew attention to speciesism** by appearing on *Good Morning Britain* to **encourage people to “liberate their language” by refraining from using words and expressions that denigrate or belittle animals**.

We took every opportunity to promote animal rights:

- Before the Dutch national elections, **PETA's science advisor on animal testing in the Netherlands asked political leaders to pledge to do all they can to ensure the new government recommit to the goal of phasing out animal testing**. Four parties supported the pledge, including the second-largest in the country, and two Dutch newspapers published our op-ed on this matter.
- We obtained and released **video evidence documenting the suffering of animals subjected to the forced swim test** at the University of Bath and **continue to pressure this institution and others to end this cruelty**.
- We delivered our “Changing the World With Your Wardrobe” presentation via Zoom to six top universities, including Condé Nast College of Fashion & Design, to **educate design students about cruelty to animals in the fashion industry**.
- We **provided expert opinions** on issues ranging from keeping primates as “pets” and micro-chipping cats to banning the export of live animals for slaughter.

