

They Do Not Belong to Us



Working to Protect AnimalKind



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 activists, for taking a stand against animal abuse by contacting governments, companies, other organisations, and individuals via our online petitions



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Thank You!

PETA Business Friends

Each of these compassionate businesses supports PETA's work through the **PETA Business Friends** programme. We would like to extend heartfelt thanks to these wonderful partners.

• 7 th Heaven (formerly Montagne Jeunesse)	• Jamm	• Watermans Hair Growth Shampoo & Conditioner
• Adcocks Solicitors	• Jana Reinhardt Jewellery	• Wilby
• Baylis & Harding	• Materialise Interiors	• Will's Vegan Shoes
• Booja-Booja	• NOMO	• The Wooden Chopping Board Company
• Cloud Twelve	• Pacifica Beauty	
• Cole Beauty	• Plant Athletic	
• Dr Botanicals	• Plant Faced Clothing	
• Ecotricity	• Property Hotspots	
• Ethical Bedding Company	• Quinessence Aromatherapy	
• Facetheory	• Saorsa Hotel	
• Fetcha Chocolates	• Soni Kaur	
• Floral Street	• Sweet Freedom	
• Jaan J. Non Silk Ties & Bow Ties	• The Throw Company Ltd.	
	• VeganDesign.org	
	• Verdonce	

To find out more about becoming a PETA Business Friend, please contact Info@peta.org.uk.



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Donor Testimonial

GIVING ANIMALS A FUTURE

We are so grateful to our Augustus Club members. These committed people have chosen to support PETA's work with a gift in their will. Below, one such compassionate individual explains in his own words why supporting PETA in this way is important to him:

Animals have always meant the world to me. At 10, I was horrified when my uncle suggested smashing a fish's head for bait – I never fished again. By 15, I was donating my pocket money to fight the Canadian seal cull. Once I learned how animals suffer at human hands, I committed to helping stop it. Becoming vegan was a natural step. My passion continues, and it will live on with PETA in my will.

PETA is a powerhouse for animals. Their action alerts empower me, and I share their *Global* magazine to raise awareness. After life-saving surgery in 2016, I wrote my will, leaving the largest share to PETA.

Nobody likes thinking about a time when they'll no longer be here, but leaving a legacy gift to PETA means your compassion can live on. I'm proud that my legacy will continue fighting for animals long after I'm gone.

– Augustus Club member David Kennedy



THANK YOU!

We're grateful to every PETA member, supporter, and business that backs our work by speaking up for animals everywhere.

We're only able to continue making vital progress because of caring, compassionate individuals and organisations that share our view of a kinder world for all animals.

Financial Statement

REVENUE	
Donations and Legacies	£ 7,229,760
Other Income	£ 421,775
Total Revenue	
	£ 7,651,535
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OPERATING EXPENSES	
Staff Costs	£ 2,931,616
Education and Prevention of Cruelty –	
Direct Costs	£ 3,213,068
Support and Management Costs	£ 1,135,753
Total Operating Expenses	
	£ 7,280,437
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Net Income Before Gains/(Losses)	
on Investments	£ 371,098
Net Gains/(Losses) on Investments	£ (54,251)
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CHANGE IN NET ASSETS FOR THE YEAR	£ 316,847
Net Assets Beginning of Year	£ 2,020,357
Net Assets End of Year	£ 2,337,204
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OPERATING EXPENSE ALLOCATION	
Direct Programme Support	82.98%
Indirect Programme Support	1.70%
Membership Development	15.32%
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The financial information given here is a summary extracted from the PETA Foundation audited financial statements for the year ended 31 July 2025. 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.

Remembering Augustus Club Members Who Have Passed Away

We fondly remember the members listed below, who sadly passed away this year. They kindly left a gift to PETA in their estate plan, and we are deeply grateful to them for their compassion for animals.

Virginia Alexander	Clara Humphreys
Patience Backhouse	Christopher Hurley
Gillian Beale	Brenda Kypta
David Bennett	Kate Lee
Pamela Binns	Melody Leroy
Marian Black	Michael Lett
Margaret Blair	Jean Lightfoot
G Bowskill	Anthea Lingard
Gillian Brooke	Raymond McIlroy
Sylvia Browne	Pauline Morgan
Gloria Cassy	Audrey Muir
Peter Crocker	Betty Naughton
Alys Darrall	Esther Oxley
David Devlin	Terry Parker
Jean Edwards	Margaret Seal
Rosaura Erola	Ayesha Sheikh
Sally Fletcher	Betty Shepherd
Helen Fyffe	Anita Singh
Rachel Gibson	Margaret Swift
Karen Harrington	Shirley Thorp
David Harris	Andrea Walker
Gordon Hayes	Dean Williams
James Hubble	Raymond Wilkins
Eileen Hughes	

If you would like further information about leaving a gift in your will, please contact Legacies@peta.org.uk.

Dear Friends,

Of all the odd sayings in the English language, "for the birds" is one of the most peculiar. It implies that if something is for birds, it's worthless. Nonsense! At PETA, our work for the birds is among our most valuable, and our progress in 2025 proved it.



To encourage people to stop eating birds, a bruised and bandaged PETA "chicken" confronted customers at the opening of a Popeyes restaurant in Edinburgh, and PETA demonstrators presented customers with a box of "chicken" heads, feet, and other discarded body parts outside the opening of a Popeyes in Southend. And we called on London to stop its proliferation of chicken shops with a bus blitz featuring an adorable chick imploring humans to spare her life by going vegan. For ducks who are cruelly raised

and killed for foie gras, a PETA supporter was "force fed" at a dining table outside Margaux Lounge in Winchester. **Video footage from the demonstration flew through social media, gaining more than 3.5 million views.**

To protest feathers for fashion, we organised a display during London Fashion Week in which the feathers of an "ostrich" were torn from her body. **Our work motivated BBC's Strictly Come Dancing to move away from using real feathers, sparked Italian fashion designer Elisabetta Franchi to sign PETA's Feather-Free Pledge, and persuaded the Ibiza Fashion Festival to promise never to showcase feathers on its runways again.**

We brought a pigeon billboard to Manchester – known for its large population of amiable avians – to **remind residents and visitors that "It Isn't Just Manchester" Pigeons reside there, too, and deserve to be treated like neighbours.**

These are just a few examples of our work and progress in 2025. On the following pages, you'll learn more about our achievements for birds and all animals. Thank you for being a part of it!

Kind regards,

Elisa Allen
Elisa Allen
Vice President of Programmes
and Operations



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Groundbreaking Victories for Animals

Among PETA's highest priorities is ending experiments on animals, and 2025 brought many victories in this area. PETA scientists helped **spare hundreds of animals from an archaic chemical test** that, under EU law, must only be conducted as a last resort. Another outdated and useless test, the forced swim test that forces mice and other small animals to swim for their lives, **was ditched at the University of Bristol** after PETA flooded the university with more than 100,000 protest letters and appeals from influential celebrities and politicians. The University of Bath followed suit.

In our work to prevent animals from being abused for food, our vigorous campaigning **stopped development plans for two intensive mega-farms in Norfolk**, sparing around 48,000 pigs and 6.7 million birds a year from a life of misery and a terrifying death.

Supermarket giant Morrisons became the latest retailer to distance itself from forced monkey

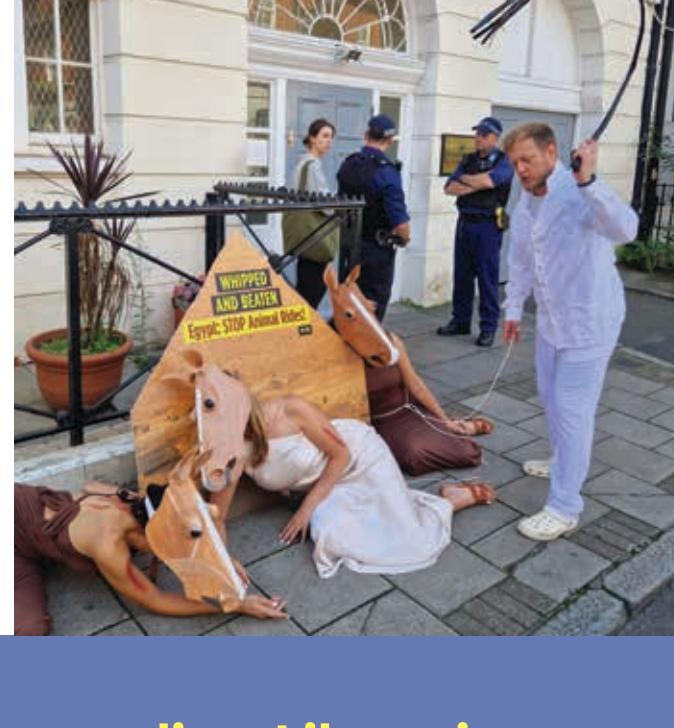
labour after PETA informed the company about the abuse of monkeys in Thailand's coconut industry. And PETA's national campaign urging GAIL's to stop charging extra for vegan milk **successfully persuaded the chain to do away with the soya milk upcharge.**

Following conversations with PETA and growing consumer demand, leading auto manufacturer **Renault committed to eliminating the use of animal leather interiors across its entire range of vehicles by the end of 2025.**

We're exposing the cruelty animals endure for the fashion industry and encouraging designers and consumers to shun animal-derived materials. **We released a new exposé into farms and shearing sheds that supply ZQ-certified wool**, which claims to be "the world's most ethical wool" brand, revealing workers beating and kicking terrified sheep, stomping and standing on their necks, and violently throwing the animals down chutes.

The British Fashion Council, which organises London Fashion Week, **banned wild-animal skins from its catwalks.**

Many corporations and decision-makers have recognised that animals should not be exploited for entertainment, thanks to PETA's advocacy. After hearing from more than 12,000 PETA supporters about the abuse camels and horses face when forced to give tourists rides at the pyramids of Giza, UK-based travel company Aero Travels **dropped camel and horse rides** from its tours. Travel companies Expat Explore, Flash Pack, and Red Savannah also **confirmed that they will not offer or promote camel rides or horse-drawn carriages** at the pyramids of Giza.



Educating, Persuading, Liberating

PETA hosted over 30 Members of Parliament at the Palace of Westminster to pressure the government to develop a plan to phase out animal experimentation. We reinforced our message by greeting parliamentarians at Westminster with an image of a massive beagle in a cage who urged them to help end cruel experiments on animals.



cruelty behind using wild skins for clothing.

After a baby orca was born at Loro Parque, a cruel marine park in Tenerife, Spain, a PETA supporter and her baby dressed as orcas outside the TUI Holiday Store in Cardiff to blast the travel company for selling tickets to the abuse park.

We projected a giant display onto the Apostolic Palace at the Vatican, urging the pope to listen to

GLOBAL COMPASSION FUND: Ending Cruelty Begins With Compassion



PETA's Global Compassion Fund supported the rescue of animals in critical situations:

- Seven camels in Baramulla, India, who were reportedly being sold for sacrifice ahead of Eid

- A sick and injured puppy named Carla, who was abandoned in freezing temperatures in Romania

- Promise, a homeless dog in the Philippines

PETA entities are running robust spay/neuter programmes around the world:

- Clinics supported by the Global Compassion Fund spayed and neutered more than 300 dogs and cats in Peru.

- In Mexico, more than 1,000 dogs and cats were spayed and neutered, including Baja, a Chihuahua seized from a neglectful owner.

- PETA Asia helped spay and neuter thousands of cats and dogs this year, as many as 600 animals during a single clinic!



PETA's Global Compassion Fund supports work around the world to help people better understand animals:

- In India, Animal Rahat's Sangli Sanctuary hosted an all-female visitors' day. Women groomed bullocks, horses, and camels and saw them living as they should: free of tight tethers, socialising with their friends, and enjoying plenty of food and water.

- In Romania, PETA Germany is working closely with authorities and politicians to change laws, expose cruelty to animals, and establish ethical management of homeless animals.

Through the Global Compassion Fund, **PETA entities support free veterinary care worldwide**, from Jordan to India to the Philippines and everywhere else we work:

- In Petra, Jordan, where animals are forced to work at the ancient ruins, the Global Compassion Fund **helped the Petra Veterinary Clinic provide free veterinary care for more than 5,000 animals**. For many of these animals, it was the only medical care they had ever received.

- In Maharashtra, India, the annual Chinchali Fair can involve days on the road as villagers push bullocks and ponies to exhaustion. This year, with help from the Global Compassion Fund, Animal Rahat **provided four animal rest areas and veterinary treatment camps** along the route. Vets and staff **treated 790 animals on the journey there and 810 on the way home**, many of whom suffered from painful lameness due to bumpy, rocky roads, dehydration, and muscle tears from overloaded carts.



Just in time for the holidays, more than 9,000 cinema-goers across the UK were encouraged to have a vegan Christmas through our big screen advert that showed the individuals behind beef Wellington centrepieces.

We grabbed attention for crabs and lobsters by appealing to the annual Cromer Crab and Lobster Festival to replace the World Pier Crabbing

Appling Championships, in which no terrified crabs would be yanked out of their homes.

PETA's 11th Vegan Food Awards celebrated innovative animal-friendly fare offered by a wide range of winners, from small independent vegan businesses like La Fauxmagine and Plymouth's Hedgerow Café to big brands like Marks & Spencer and Fortnum & Mason.

We continued to remind consumers that the only skin they should wear is their own. On London's Regent Street, we

reminded Coach store customers that each animal skin bag comes from a once-living animal and highlighted the cruelty of cashmere at Burberry's flagship store.

PETA participated in a panel discussion on ethical fashion at the Ibiza Fashion Festival and showed millions of prime-time viewers in Italy some of the

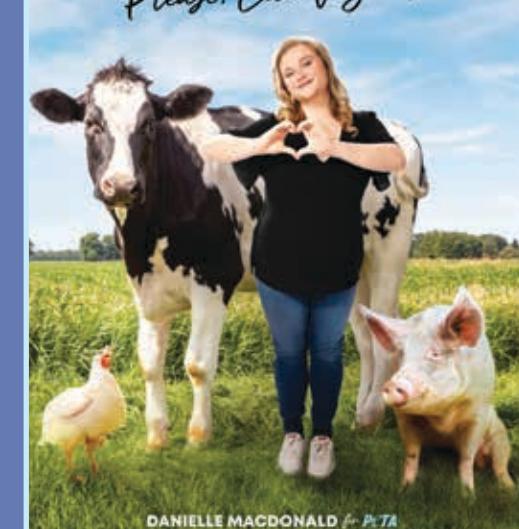


the 200,000 people who have signed PETA entity petitions urging the church to end its ties to bullfighting.

PETA issued weather advisories reminding dog guardians never to leave their dogs in hot cars and offered cash rewards to hold animal abusers accountable.

We placed a new PETA ad showing a noble rat demanding freedom for all animals outside the University College London, where philosopher Jeremy Bentham's body is preserved. The ad supports Bentham's famous quote, "The question is not, Can they reason? nor, Can they talk? but, Can they suffer?"

A special thank-you goes out to our celebrity friends who helped us raise awareness of animals and the suffering they endure: Jamie Bamber, Olivia Bowen, Paul McCartney, Robert Lindsay, Danielle Macdonald, Stella McCartney, Emily Miller, Bella Ramsey, and Naïke Rivelli.



DANIELLE MACDONALD for PETA

Photo: Pipper Ferguson