



We would like to extend a **special thank-you** to the following very important PETA supporters:

- Our members, without whom the foundation and 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 a regular gift
- 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 through 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
- Beyond Skin
- Booja-Booja
- Bourgeois Boheme
- By the Moon
- Ecotricity
- ethicalsingles
- Fry Family Food
- Imaner Consultants
- Jaan J
- Jamm
- Jivamukti Yoga
- MAD Promotions
- manna restaurant
- Montagne Jeunesse
- Naked Wines
- Plamil Foods
- Property Finance Dorset
- quick2bid.com
- RonLikesCakes
- The Throw Company
- The Vegan Cakery
- *Vegan Good Life*
- VeggieVision.TV
- Vegusto
- Watermans Hair Growth Shampoo & Conditioner
- Wilby
- Wills Vegan Shoes



Financial Statement

REVENUES	
Donations and Legacies	£ 3,807,742
Other Income	£ 14,774

Total Revenues £3,822,516

OPERATING EXPENSES	
Staff Costs	£ 791,496
Education and Prevention of Cruelty – Direct Costs	£ 1,880,710
Support and Management Costs	£ 732,740

Total Operating Expenses £3,404,946

CHANGE IN NET ASSETS FOR THE YEAR	£ 417,570
Net Assets Beginning of Year	£ 2,447,400
Net Assets End of Year	£ 2,864,970

OPERATING EXPENSE ALLOCATION	
Direct Programme Support	75.87%
Indirect Programme Support	2.96%
Membership Development	21.17%

The financial information given here is a summary extracted from the PETA Foundation audited financial statements for the year ended 31 July 2016. 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.



PETA FOUNDATION 2016

Annual Review

Dear Friends,

In 2016, PETA had a number of watershed moments, including these:

- We helped **scrap plans for a huge chicken factory farm**.
- We helped **prioritise non-animal test methods** in the world's largest chemical-testing programme.
- We **persuaded top high-street retailers to ditch down feathers**.
- We helped **shut down two greyhound racetracks**.

PETA's role in these sweeping changes is rooted in our work to change minds, habits, and hearts. **Our websites received more than 6 million visits this year, and our Facebook posts reached an average of 7 million people each month.**

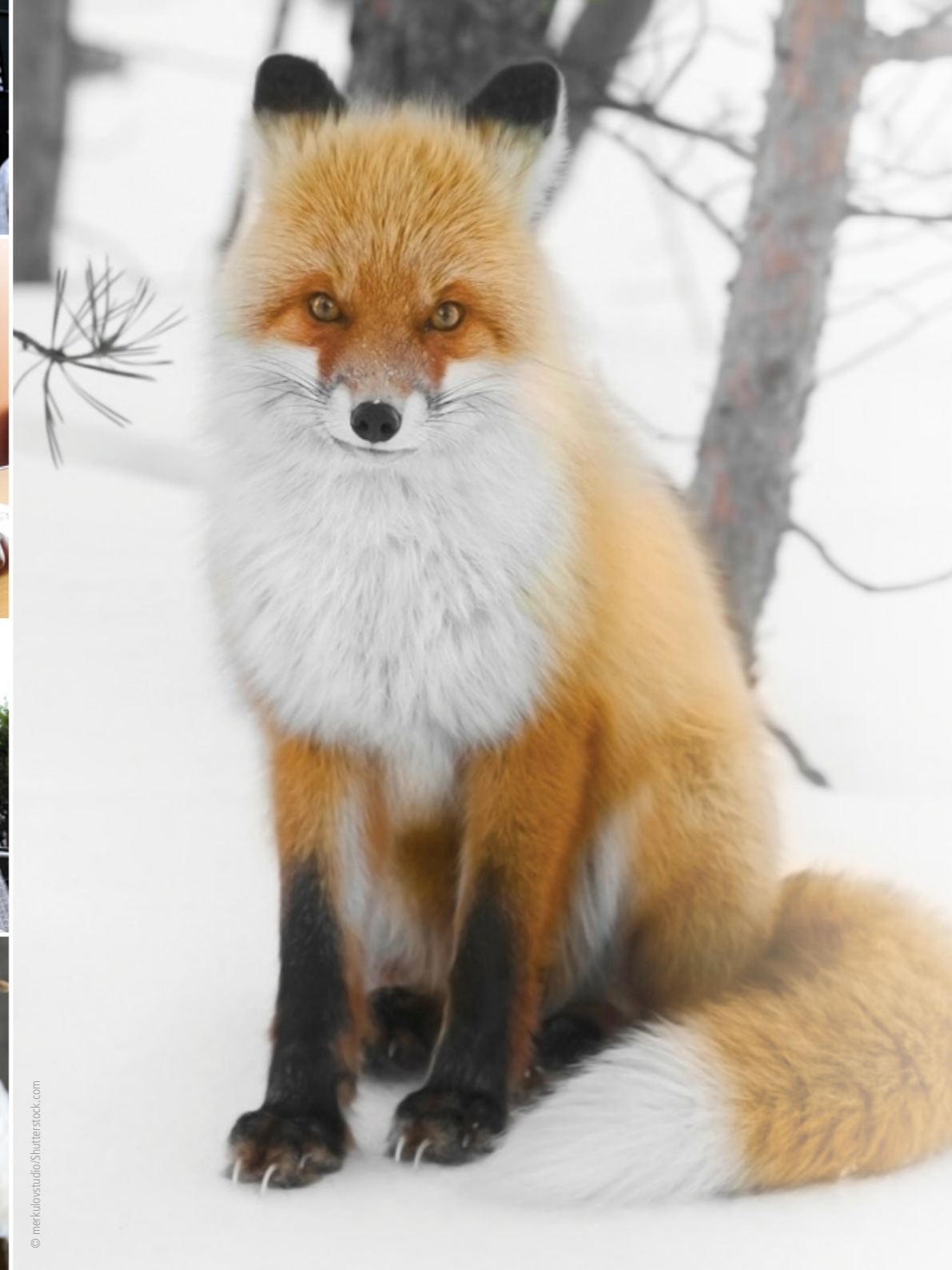
In January alone, **more than 6,000 people took PETA's vegan pledge**. In February, **more than 88 per cent** said they planned to *stay* vegan. And every day, more people tell us that PETA has **inspired them to make cruelty-free choices**.

Also in 2016, **we spread our animal rights message to millions of people** by getting PETA's work featured in *The Telegraph*, *The Guardian*, *The Times*, *International Business Times*, *Vogue*, *InStyle* magazine, *Elle*, *Esquire*, *Vice*, *BuzzFeed*, and *Stylist* magazine, as well as in news segments on the BBC, Sky News, Channel 5, and many other outlets.

We thank our members and supporters – whose numbers now surpass 1 million – 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 **defeating a potentially disastrous factory-farming proposal**. After thousands of PETA supporters voiced their objections, **plans to build a huge chicken factory farm** – which would have kept hundreds of thousands of chickens at a time in filthy, crowded sheds – **was rejected** in North Yorkshire. Also, a joint letter from PETA and other groups prompted the Department for Environment, Food & Rural Affairs to **abandon plans to scrap current statutory codes for the treatment of farmed chickens in favour of industry-created guidelines**, a move that would have undoubtedly made chickens' already abysmal living conditions even worse.

After learning from PETA that workers on goose farms step on the birds' delicate wings and necks, tightly bind their feet together, and rip their feathers out as they bleed and scream, **numerous companies banned down feathers from future collections, including Topshop, Miss Selfridge, Warehouse, White Stuff, Hobbs, Dr Martens, Nigel Hall, Oasis, Primark, Reiss, Wallis, and Boohoo**.

PETA helped **persuade the European Chemicals Agency (ECHA) to prioritise non-animal test methods**. We also helped bring about a requirement by ECHA that companies participating in the EU's Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) programme – the largest animal-testing programme in the world – **demonstrate that they test on animals only as a last resort, potentially preventing hundreds of thousands of animals from suffering and being killed in chemical tests**.

After hearing from thousands of PETA supporters, planning chiefs in **Merton and Birmingham accepted plans to close Wimbledon Greyhound Stadium and Hall Green Stadium, respectively**. This brings us a giant step closer to ending the archaic greyhound-racing industry, in which dogs are treated like commodities, typically kept in cages, made to wear muzzles, and often abandoned, mutilated, or killed if they don't make the grade.

This year, as a result of PETA's work, **French clothing company The Kooples stopped selling angora wool and banned all animal fur from future collections**. The Kooples' decision affects its 330 stores worldwide. Also, after decades of pressure from PETA and our international affiliates, fashion giant **Armani dropped fur**. These victories will spare thousands of rabbits the pain of having their fur ripped out and will prevent countless foxes, raccoons, and other animals from

being trapped, electrocuted, bludgeoned, or even skinned alive.

More than 100 fashion companies now use our PETA-Approved Vegan logo. This year, Piñatex – a high-quality, environmentally friendly textile made from pineapple leaves – became the first *fabric* to bear the logo.

After Scotland announced a public consultation regarding the treatment of animals in circuses, PETA provided government officials with evidence that animals in circuses are whipped, beaten, chained, and driven insane by intensive confinement. Thousands of Scottish PETA supporters made their wishes known, as did compassionate celebrities who supported our campaign. **Scotland has now announced plans to ban wild animals from travelling circuses**.

PETA's victories for animals in 2016 also included the following:

- We helped persuade the Dutch government to order Europe's largest primate laboratory to phase out primate experimentation and provided the Netherlands with advice on a strategy to end all animal tests by 2025.
- We helped persuade Kikkoman – one of the most popular soya sauce companies in the world – to end its long-standing practice of experimenting on animals.
- We prompted Michelin star restaurant Gauthier Soho to introduce a vegan tasting menu, which became so popular that it's now available all year round.
- We helped bring an end to Spain's Toro de la Vega festival, in which a terrified bull was chased, mutilated, and stabbed to death every year.
- We confirmed an end to the use of shy, sensitive live owls – who become distressed when put on display under hot lights in a noisy theatre – in the West End production of *Harry Potter and the Cursed Child*.
- We persuaded holiday-planning companies Thomson and Jacada to stop promoting elephant treks.
- We persuaded the North Lincolnshire Council to reject plans to build a petting zoo, because such zoos contribute to a cruel cycle of breeding, abandonment, and killing.
- We helped persuade the Dublin City Council to ban wild-animal circuses from public land.

Informing, Persuading, Liberating

Well-known celebrities – including actors **Pamela Anderson, Sir Roger Moore, Alan Cumming, Martin Freeman, Mark Rylance, Gabriel Byrne, Martin Clunes, Emmett Scanlan, and Anna Chancellor**; singers **Joss Stone, Leona Lewis, Fran Healy, and Brian McFadden**; talent judges **Amanda Holden** and **Louis Walsh**; boxing champion **David Haye**; reality television star **Lucy Watson**; footballer **Darren Randolph**; and models **Rosanna Davison** and **Anaïs Gallagher** – **helped PETA put animal issues in the headlines** and urged people to go vegan, avoid marine parks, choose cruelty-free fashion, adopt animals from shelters instead of buying them from breeders, and speak out against foie gras, hare coursing, and the use of wild animals in circuses.

In 2016, PETA **donated hundreds of animal-themed activity books along with packs of coloured pencils to refugee day centres across the UK and France and to the "Jungle" camp in Calais, France, to make sure that children coming in from abroad were schooled in compassion for animals**. With Farsi and Arabic translations of English or French text, the materials increase their knowledge of – and respect for – animals of all shapes and sizes. The books are also on PETA's website, where they can be downloaded for free.

PETA also released **eyewitness video exposés of a Norfolk chicken farm** at which birds, crippled by their own weight, were unable to stand or walk, **as well as Norfolk and Yorkshire pig farms** at which pigs were forced to live among the corpses of their mates and endure other shocking abuse. These exposés allowed consumers to see with their own eyes the suffering that goes into every bite of roast chicken, ham, bacon, or sausage.



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