

# 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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### Financial Statement

<b>REVENUE</b>	
Donations and Legacies	£ 5,435,958
Other Income	£ 455,757

**Total Revenue** £ 5,891,715

<b>OPERATING EXPENSES</b>	
Staff Costs	£ 2,677,475
Education and Prevention of Cruelty -	
Direct Costs	£ 3,170,173
Support and Management Costs	£ 1,016,012

**Total Operating Expenses** £ 6,863,660

Net Expenditure Before Gains/(Losses) on Investments	£ (971,945)
Net Gains/(Losses) on Investments	£ 115,885

<b>CHANGE IN NET ASSETS FOR THE YEAR</b>	£ (856,060)
Net Assets Beginning of Year	£ 2,876,417
Net Assets End of Year	£ 2,020,357

<b>OPERATING EXPENSE ALLOCATION</b>	
Direct Programme Support	83.53%
Indirect Programme Support	1.98%
Membership Development	14.49%

The financial information given here is a summary extracted from the PETA Foundation audited financial statements for the year ended 31 July 2024. 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.

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### 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.

- Adcocks Solicitors
- Baylis & Harding
- Booja-Booja
- Bute Island Foods Ltd
- Cloud Twelve
- Dr Botanicals
- Ecotricity
- Ethical Bedding
- Floral Street
- Jaan J.
- Jamm
- Jana Reinhardt
- Materialise Interiors
- NOMO
- Pacifica Beauty
- Plant Athletic
- Plant Faced Clothing
- Property Finance (Dorset)
- Property Hotspots
- Quinessence Aromatherapy
- Rentround
- Saorsa 1875
- Soni Kaur
- Sweet Freedom
- Tea Cups London
- The Throw Company Ltd
- VeganDesign.org
- Verdonce
- Watermans
- Wilby
- Will's Vegan Store
- The Wooden Chopping Board Company



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To find out more about becoming a PETA Business Friend, please contact [Info@peta.org.uk](mailto:Info@peta.org.uk).



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### Donor Testimonial

#### GIVING ANIMALS A FUTURE

We are so grateful to our Augustus Club members. These special people have chosen to extend their compassion for animals into the future by leaving a gift in their will to PETA.

Below, one of these wonderful individuals explains in their own words why supporting our work in this way is important to them.

Animals have always been important to me, since I was a small child. They feel pain just like we do, and we should do everything in our power to ensure they do not endure unnecessary suffering. Throughout my life, I have sought to make kind choices and support organisations such as PETA, which make a real difference in changing people's perceptions and getting companies and governments to act to end cruel practices.

I am hugely supportive of the work that PETA does to uncover animal abuse. This investigative work has made me want to change my own lifestyle and support others who are fighting to make these changes in the world.

Animals are an essential part of our life on Earth. We can be moved to joyful tears when we see animals running free, enjoying life, and just being themselves. We can also be moved to tears when we see them being exploited and treated cruelly.

Leaving a gift in your will supports the essential work PETA does to stop cruel practices and make the world a better place for animals. This is why I have left a gift in my will to PETA to ensure that their amazing work can continue into the future.

– Rachel Sexton



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### 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.

- |                    |                    |
|--------------------|--------------------|
| Shirley Angulo     | Sue Lemmon         |
| Kenneth Billis     | Margaret Mackinnon |
| Barbara Blackwell  | Lesley McLeish     |
| Joan Blundell      | Susan Miller       |
| Harry Bosworth     | Ann Milne          |
| Stephanie Burton   | Shirley Morton     |
| John Cameron       | Judith Myers       |
| Elizabeth Cooke    | Heather O'Donovan  |
| Kay Cox            | William Park       |
| Barbara Dalby      | Andrew Phillips    |
| Jean De Carteret   | Margaret Poar      |
| Iris Emberton      | Richard Price      |
| Margaret Fielding  | Pearl Prisley      |
| Ronald Frank       | Thomas Quinlan     |
| Caroline Gallagher | Frances Rea        |
| Christine Gerrard  | Shirley Reed       |
| Margaret Grattidge | Kenneth Rees       |
| Iris Greenway      | Gladys Rolfe       |
| Tessa Grellier     | Linda Rose         |
| Mary Griffiths     | Yvonne Simpson     |
| Claudia Grigereit  | Thomas Sissons     |
| Edward Gwynne      | Lesley Small       |
| Michael Hays       | Colin Southgate    |
| Patricia Higgins   | Richard Stokes     |
| Joan Hunt          | Joseph Telfer      |
| George Ives        | Raymond Toombs     |
| Eric Jackson       | David Treacher     |
| Sylvia Jarrett     | Patricia Turner    |
| Linda Jones        | Doris Wade         |
| Paul Kent          | George Weir        |
| Joan Lamb          | Sheila Willson     |

### THANK YOU!

We're grateful to every PETA member, supporter, and business who 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 who share our view of a kinder world for all animals.

If you would like further information about leaving a gift in your will, please contact [Legacies@peta.org.uk](mailto:Legacies@peta.org.uk).

# Dear Friends,

In 2024, PETA spent every day working to make a difference for animals – and we succeeded with victories large and small. Our members and supporters allowed us to do all this!

As part of our campaign to end the enormous suffering and high fatality rate of birds in pigeon racing, we put the issue in the news when we took in three pigeons who had been kept in the king's loft at Sandringham. The birds were being auctioned off as part of the British Homing World Show of the Year when PETA won the bid to spare them further exploitation in the racing industry. They're now being given the *royal treatment* in their retirement. We seized the opportunity to publicly appeal to King Charles to cut ties with the blood sport, and to the pigeon racers' chagrin, he heeded our calls and refused royal patronage to the Royal Pigeon Racing Association and the UK's premier club, the National Flying Club.

Following nearly two years of vigorous campaigning by PETA, including demonstrations at annual meetings and across the country, petitions from the public, and support from celebrities including Morrissey, Faye Winter, Olivia Bowen, and Belle Hassan, travel provider Jet2holidays stopped selling tickets to marine parks that confine highly intelligent orcas and other dolphins and whales in the name of entertainment. After working with PETA, another travel provider, easyJet holidays, introduced a new policy against selling tickets to or promoting marine parks, zoos, aquariums, animal rides and performances, or any other activity for which captive animals are used for entertainment or tourist transport.

These are just two examples of how we changed the world for animals in 2024. The following pages provide many more. We're most grateful for your dedication, support, and endless compassion for every single animal.

Kind regards,

Elisa Allen  
Vice President of Programmes and Operations



## Groundbreaking Victories for Animals

Among PETA's highest priorities is ending experiments on animals. This year, after years of campaigning, we helped to stop the use of the forced swim test as a model of depression and anxiety disorders and its treatment in the UK. The Home Office announced that it will refuse to grant licences for such studies, and the former parliamentary under secretary of state for the Home Office **stated his intention to eliminate all use of the forced swim test** in the future. We'll keep pushing the new government on this issue until that happens.

**Animal testing for cosmetics is officially over in the UK** for all ingredients used exclusively in cosmetics products, and the **Labour Party pledged to work towards phasing out testing on animals** and "partner with scientists, industry, and civil society" to reach this goal.

Following PETA's shocking video exposé of frogs in Indonesia being butchered alive so that their legs can be sold in supermarkets, **global supermarket giant Carrefour cut ties with its supplier in Indonesia**. Likewise, after learning about PETA Asia's undercover investigation into the use of forced monkey labour in Thailand's coconut industry, **Co-op agreed not to source Thai coconut milk for its own-brand products**.

In response to our passionate pleas, **Queen Camilla confirmed that she will not procure new fur garments for her wardrobe**. We also released a video exposé revealing how black bears in Canada, whose skin is used to make the **King's Guard's caps**, are shot, disembowelled, and dismembered by hunters. We shared the disturbing footage with the Ministry of Defence.

Following dozens of demonstrations by PETA entities at H&M stores around the world, an appeal from Joaquin Phoenix, shareholder resolutions,



and more, **the company announced that it has committed to no longer sourcing any new down for any of its brands worldwide**.

**Stella McCartney**, one of the world's foremost luxury fashion icons, **joined with us to call on all designers to sign PETA's Feather-Free Pledge**. Many signed up, including **Felder Felder, Eirinn Hayhow, Richard Malone, Patrick McDowell, VIN + OMI, Piferi, Sarah Regensburger, and Joshua James Small**.

After meeting with PETA, organisers of **Copenhagen Fashion Week banned "exotic" skins and wild birds' feathers** from its catwalk.

PETA entities around the globe conducted the **first-ever worldwide survey of vegan car interiors**. The results show that after years of cajoling, a significant number of manufacturers – from BMW to Mercedes-Benz and Volvo – **are offering interiors free from wool and leather**.

**We released terrifying footage showing the moment a captive elephant attacked a Russian tourist at the popular tourist site Amer Fort in Jaipur, India**. The footage appeared in top media outlets and reminded travellers to stay away from animal rides.

**TravelLocal and Exodus Adventure Travels** confirmed that they have **ended all camel ride promotions and tours in Egypt**, and PETA continued our campaign **calling on the Catholic Church to cut its ties with bullfighting**.

PETA is persistent in informing businesses about how today's travellers are attracted to humane and ethical food, services, and experiences. We released **PETA's Travel Awards** to celebrate the travel providers, hotels, attractions, and other industry leaders that are meeting the skyrocketing demand for vegan and animal-friendly travel.

When the UN Committee on the Rights of the Child recommended that children be shielded from "exposure to violence, such as ... violence inflicted on animals," PETA founder Ingrid Newkirk, along with celebrities including **Ricky Gervais, Mark Rylance, and Twiggy**, sent a letter to then-prime minister Rishi Sunak **urging him to implement legislation prohibiting children from witnessing or participating in hunting activities**.

After hearing from PETA, publisher and greeting card manufacturer **UK Greetings confirmed it has stopped making products featuring unnatural and degrading images of chimpanzees**, which are known to hinder conservation efforts.

PETA's campaigns on behalf of pugs and other breathing-impaired dog breeds picked up steam.

These dogs suffer from numerous health problems that impede their airways and shorten their life expectancy. Among other actions, **PETA supporters held a banner reading "Boycott Breeders" during the "Best in Show" presentation at Crufts**, the world's largest "pedigree" dog show. The action brought national media attention to how breeders intentionally breed deformed, disabled animals for profit.

Following a massive campaign in which thousands of PETA supporters joined masses of others worldwide in taking action, **Anheuser-Busch InBev** – the parent company of iconic American beer brand Budweiser – **stopped amputating Clydesdale horses' tailbones**.



## Educating, Persuading, Liberating

We're showing people that **every animal is someone** and deserves to be treated with respect.

**If you wouldn't eat a kitten, why eat a fish?** That was the message PETA served up in Newcastle on National Fish and Chip Day. We also made headlines around the country when we named our top picks for the UK's best vegan fish and chips.

In honour of World Environment Day, **PETA plastered 38 billboards across Manchester city centre to remind people that going vegan is one of the best ways to protect the planet**.



was shot with an airgun in Shropshire and the assault and sexual abuse of a dog in Somerset.

We regularly appeared on television and radio programmes, including **Good Morning Britain, Sky News, ITV, Talk TV, GB News, BBC Radio, Times Radio, and LBC**, to advocate for animal rights.

PETA speaks out for all animals – even the smallest, most-maligned among us. **The Guardian published a thought-provoking piece by PETA founder Ingrid Newkirk in its popular "Why I Quit" section about why she changed her mind about killing insects**.

**PETA received national media attention** for our billboard encouraging a shop selling coffee at Bolton railway station to offer vegan milk.

**To help people ditch meat and dairy, we distributed over 9,000 copies of our vegan starter kit**.

**During Paris Fashion Week, we took over Victoria Beckham's catwalk** holding signs and wearing shirts reading, "Viva Vegan Leather", "Animals Aren't Fabric", and "Turn Your Back on Animal Skins". We also disrupted shows by **Hermès, Burberry, and Fendi** to call on the fashion houses to drop animal-derived materials.

Video footage from our demonstration highlighting that goats scream in pain when they are tied down and their hair is ripped out for cashmere **netted over 51 million views!**

**PETA supporters dressed as frogs** descended on ITV's annual meeting, calling on the broadcast network to stop allowing **animal abuse on I'm a Celebrity ... Get Me Out Of Here**.

We offered multiple rewards for information to bring animal abusers to justice, including in relation to an incident in which a peacock

Our campaigns received big boosts from celebrities. **Amanda Abbington, Amanda Holden, Kirsty Gallacher, Peter Tatchell, Charlotte Crosby, Gail Porter, Stephen Fry, Ricky Gervais, Twiggy, Jane Horrocks, Mark Rylance, Victoria Scone, and Wallis Day** were just some of the stars who joined us to speak out for animals this year.



## GLOBAL COMPASSION FUND: Ending Cruelty Begins With Compassion

PETA's Global Compassion Fund helps groups provide animals in dire situations around the world with vital resources.

This year, **PETA's Global Compassion Fund helped rescue more than 17,000 dogs, cats, goats, horses, and others in Ukraine** and delivered food for hungry and often shell-shocked animals. When Kharkiv was under siege, we helped a rescue group **evacuate more than 800 animals** in its care.

In **Petra**, **PETA supports a free veterinary clinic** that vaccinated dogs during a rabies outbreak, replaced painful chain halters for donkeys and horses with more comfortable harnesses, and sterilised more than 30 cats who were living in squalor.

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

- Volunteer pop-up clinics in **Argentina, Mexico, and Peru** sterilised more than 1,485 animals.
- A **PETA Asia clinic** sterilised 422 animals.
- **Since 2021, the Global Compassion Fund has supported 19 spay/neuter clinics, sterilising more than 5,270 animals, mainly in Mexico, in Yucatán, Southern Mexico, and Zamora**. We've provided dog houses, cleaned up living areas, treated dogs for fleas, ticks, and mange – and more.

**PETA India's and Animal Rahat's emergency response teams rescue dogs, cats, cows, bullocks, camels, horses, donkeys, monkeys, and other animals from desperate circumstances**. This year, in addition to opening a temporary sanctuary in

Kolkata for horses recovering from neglect and abuse, **Animal Rahat rescued 23 donkeys from toiling in brick kilns, including five who were pregnant**. At its three sanctuaries, **Animal Rahat is now caring for more than 540 animals of 17 species**.

PETA India replaced working animals with energy-efficient, mechanised rickshaws and carriages. This year, it celebrated the 150<sup>th</sup> animal retired from a lifetime of miserable work.

**PETA India rejoiced when Gemini Circus became the first in India to introduce robotic animals**. In addition, actors **Aindrita Ray, Diganth Manchale, and Priyamani**, along with PETA India, **donated life-size mechanical elephants to temples** that have vowed never to use live elephants in ceremonies.



**PETA India's lifelike animatronic elephant, Ellie, has been on tour in Delhi**, teaching children the importance of empathy. Since her first tour in May 2023, **Ellie has reached a whopping 58,440 young learners** across the country.

Animal Rahat and PETA India are **visiting schools throughout India, engaging millions of children through the Compassionate Citizen programme**. Animal Rahat **hosted several fun-filled field days for children**, including those from a local orphanage, who learned about treating all animals with compassion. **Students who visited Ranapur and Gundlupet enjoyed delicious vegan lunches donated by actor Alicia Silverstone**.

