



Q2 2022

• Progress Report



from the **PRESIDENT**

There's so much to celebrate from this past quarter thanks to the strong, continuous financial support from donors like you. Thank you for being a powerful force for good in this world. YOU enable The Humane League to have the resources needed to plan, prepare, and act with confidence to end the abuse of animals raised for food.

This past quarter, we launched several ground-breaking campaigns against corporations, including the first-ever corporate accountability campaign for chickens raised for meat. In May, we demanded that leading meal kit company HelloFresh start publicly reporting their progress on the Better Chicken Commitment (*which they did within two weeks of our campaign launch!*) and publish a roadmap to achieve their own goals for changing the lives of millions of chickens.

I'm humbled to be able to guide this meaningful and effective impact for animals as THL's new President. **EACH DAY WE CARRY OUT THIS MISSION, WE'RE THAT MUCH CLOSER TO ENDING THIS ABUSE FOR BILLIONS OF ANIMALS.**

For the animals,

Vicky Bond

President

The Humane League

GLOBAL *progress*



WELCOME TO IVÁN MUÑOZ, THE NEW HEAD OF THE OPEN WING ALLIANCE

In June, Iván Muñoz joined us as the new Head of the Open Wing Alliance, and we couldn't be happier to welcome him to our team! Iván has 21 years of experience managing a holding company, but upon going vegan eight years ago, he felt a need to align his personal values with his professional career, bringing him to THL. Welcome, Iván!

VAST MAJORITY OF CAGE-FREE COMMITMENTS BEING FULFILLED

The Open Wing Alliance released its cage-free fulfillment report for 2022 this May. This report finds that 88% of all cage-free egg commitments with deadlines of 2021 or earlier have been fulfilled. This demonstrates that, overwhelmingly, companies are following through on their commitments to end the cruel practice of confining laying hens to cages. More information on progress and anticipated trends for 2025 are available in the [report](#).



OPEN WING
ALLIANCE®

GLOBAL SUMMIT TO END CAGES

The Open Wing Alliance hosted the Global Summit to End Cages from June 14-16. This year's Summit took place entirely online, where groups from all over the world tuned in to connect and strategize. This annual event offers a unique opportunity for OWA member organizations to meet and learn from activists from all areas of expertise and experience levels.

55 countries | 80 organizations | 271 participants

22 speakers and facilitators | 15 workshops

12 presentations | 4 networking sessions



ANIMALS NOW

OWA MEMBER HIGHLIGHT

Animals Now has been working since 2009 to ban cages in Israel, and in June, the Parliament committee approved regulations to ban cages. Regulations prohibit the building or conversion of any new caged facilities, effective immediately. Within 3-5 years the vast majority of the caged facilities in Israel will be closed. Congratulations to Animals Now for their hard work to secure this legislative ban that will have a life changing impact on the 10 million hens in Israel!



SINERGIA
ANIMAL

OWA MEMBER HIGHLIGHT

Sinergia Animal launched their impressive new [cage-free tracker](#) at the Global Summit to End Cages. This new website tracks the progress of more than 50 companies in Asia, and highlights that 70% of them are already phasing out the use of eggs produced in cages in their global supply chains. Thank you Sinergia Animal for developing this incredibly useful tool!



CORPORATE WINS *for chickens*

CVS/WALGREENS

PHARMACY/DRUGSTORE CHAIN CVS—THE 7TH LARGEST RETAILER IN NORTH AMERICA—PUBLISHED ITS ESG REPORT WITH THE ANNOUNCEMENT THAT CVS WILL BE 100% CAGE-FREE BY END OF YEAR. THEIR NEW GOAL IS THREE YEARS EARLIER THAN THE ORIGINAL 2025 DEADLINE! For background, CVS was backtracking on their policy for several years, claiming that it would “offer” cage-free eggs at “100% of stores.” We made it clear this interpretation of a 100% cage-free policy was unacceptable. In April, a representative from CVS told us we would be hearing some good news soon, and shortly thereafter came this announcement! We then leveraged this to influence Walgreens—their closest competitor. Less than one month after the CVS announcement, with countless news coverage (thanks to our PR team), and outreach by our Corporate Relations team, *Walgreens made the announcement that they will go 100% cage-free by the end of this year*—three years sooner than their original commitment.

NATIONAL RESTAURANT CHAINS

AFTER MONTHS OF DIALOGUE WITH THL’S CORPORATE NEGOTIATORS AND WEEKS OF RELENTLESS PRESSURE from advocates across the nation, chain restaurants *Quiznos, Red Robin, and Black Bear Diner are finally reporting progress on their respective commitments to stop sourcing eggs from caged hens.* Thousands more hens will now be able to spread their wings and stand on solid ground.

STARBUCKS UK

FOLLOWING CONVERSATIONS WITH AND A CAMPAIGN BY THL UK, Starbucks has signed up to the Better Chicken Commitment (BCC) for its over 1,000 UK stores, to meet the policy’s standards for all of their fresh, frozen and processed chicken. *The BCC* is a policy that drastically reduces the suffering of chickens raised for meat by providing extra space, natural light, enrichments, and using less painful slaughter methods.



your q2 IMPACT

9

FULFILLED
cage-free
commitments

27

COMMITMENTS
to improve animal
welfare secured by
the OWA

75k

**GRASSROOTS
ACTIONS**
taken to end the abuse of
animals raised for food

1.2M

**MINUTES OF
VEG ADVOCACY**
videos watched

252

MEDIA MENTIONS and
pieces of notable coverage
including *Eat This Not That*,
Yahoo! Finance, *Mashed*,
and more.

yahoo!
finance

mashed

Eat This, Not That!



Q2 financial UPDATE

RAISED
\$13,141,770

PLEGGED
\$1,761,769

ROOM FOR FUNDING
\$7,210,842

MAKE A GIFT TODAY

Share our mission with your
networks and encourage them
to also support THL.

We're deeply grateful to
our loyal supporters who
have enabled us to remain
relentlessly effective in our
mission to end the abuse
of animals raised for food.
**WE APPRECIATE YOUR
CONTINUED SUPPORT**
to be able to impact even
more animals in every
corner of the world.