

THE HUMANE LEAGUE 
UNITED KINGDOM



2022-2023

ANNUAL REPORT AND ACCOUNTS

thehumaneleague.org.uk

Registered Charity Number 1177926

Photo Credit: Adam Peditto | Changing Hearts

a word from our **MANAGING DIRECTOR**

DEAR FRIENDS,

I write this as I have just completed my first year as Managing Director of The Humane League UK. And what a year it has been.

Amid all of the chaos and upheaval we face as a society, animals still suffer on factory farms - day in, day out. Animals like the baby chicks I met on a factory farm a few years ago. Playful, curious, and innocent, they had no idea of the suffering in store for them during their short lives - and it broke my heart to think of it. I sometimes find myself wracked with feelings of sadness and despair at the fate of the animals like those chicks I haven't yet been able to help save.

But this past year, The Humane League UK's crew of supporters and team members have quite simply blown me away with their relentless dedication to securing meaningful change for these animals. When I find myself sometimes getting overwhelmed by the state of the world and the animals suffering within it, this is what I think about. And it brings me hope.


To be surrounded by people like you who share my vision of a kinder, more compassionate world, where animals are treated with the respect they deserve, is one of the most heartwarming feelings I've ever experienced. It's incredibly exciting to be a part of an organisation so keenly focussed on making an impact for animals.

Together, we've worked hard to make progress for animals this year, and we got results. We launched campaigns against Co-op and Lidl, took the Government to court over chicken welfare,

continued building consensus on the need for stronger legal protections for fishes, and pushed for a ban on cages for laying hens. As a result, over a quarter of the UK's supply of chicken is committed to higher chicken welfare, over three-quarters of hens in the UK are free from cages, and fish welfare is being taken seriously in Parliament.

Among these pages, you can read about the steps we've taken to get us closer to our mission of ending the abuse of animals raised for food. Thank you for being with us every step of the way. I can't wait to report back on how much more we've achieved together, this time next year.

Sean Gifford



*Managing Director,
The Humane League UK*



we exist to end
THE ABUSE OF
ANIMALS
raised for food



HOW WE DO IT

our approach

Our pragmatic approach is rooted in sound research and science. That means we are certain the changes we ask for from large corporations and the Government will meaningfully reduce vast amounts of suffering.

Ending cages, stopping the use of cruel, fast-growing chicken breeds, giving animals more space, banning the most cruel slaughter methods: these measures have been scientifically proven through rigorous research to drastically improve the lives of animals. And since the changes we campaign for tirelessly affect a vast number of animals, our impact is immense.

the results

Through our unique and hard-hitting approach to campaigning, we've convinced hundreds of companies to go cage-free - including the UK's biggest egg producer, Noble Foods, freeing 4.3 million hens from the confines of cruel cages from this commitment alone.

And, we've secured hundreds of corporate commitments to move away from cruelly-bred and raised Frankenchickens. In 2019, KFC became the first fast-food chain to make this commitment, affecting 55 million chickens and kicking off a wave of corporate pledges to do the same.

Every step of the way, we keep assessing our strategy, to ensure we stay effective and impactful. We are knocking out the foundations that prop up factory farming, one cruel practice at a time.



CHANGING THE WORLD for the world's most **ABUSED ANIMAL**

More chickens are raised and killed for their meat every year than any other animal in the world. These sensitive and intelligent animals are bred to grow unnaturally fast, so companies can make as much profit as possible. Many of them can't escape constant pain as they become so top-heavy. Sometimes, they can't even stand up. Meet the Franken chicken.

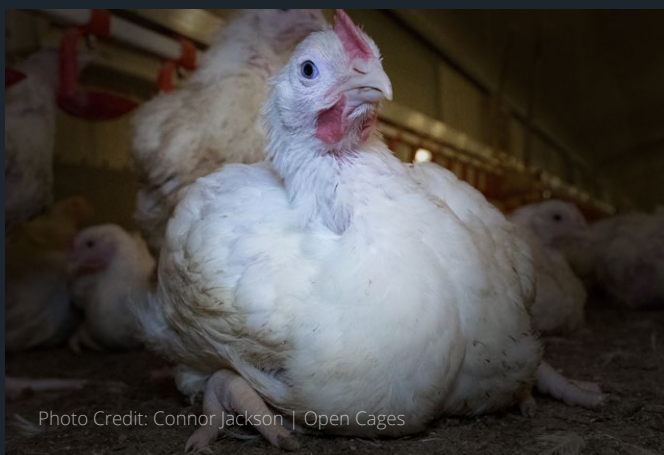


Photo Credit: Connor Jackson | Open Cages

But there is a better way. This year, we secured 2 new commitments to the Better Chicken Commitment (BCC), a science-backed initiative by animal charities across the world which demands an end to cruel fast-growing breeds; which gives chickens more space, natural light, and enrichment; and demands less painful slaughter practices.

in 2022-2023

350,000+

SIGNATURES CALLING FOR
SUPERMARKETS TO CREATE
CHANGE FOR CHICKENS

89

MEDIA STORIES ABOUT THE
PLIGHT OF CHICKENS
RAISED FOR MEAT

360+

UK AND EU BUSINESSES
SIGNED UP TO THE BCC

10

COMPANIES REPORTING ON
PROGRESS TOWARDS THE BCC

this year...

Starbucks, the third largest coffee chain in the UK with over 1,000 locations, signed up to the BCC. As a result, seven of the UK's ten largest quick service restaurant chains will meet the BCC by 2026, including Greggs, Pret a Manger, KFC & Pizza Hut, Nando's, Burger King, and Subway.

Marks & Spencer was the first supermarket to sign onto the BCC. In September 2022, in a huge milestone for chicken welfare, they announced they had fulfilled their commitment for their fresh chicken - four years early.



CALLING *out* the CO-OP

As a self-proclaimed ethical retailer, The Co-op is severely failing its membership and values by continuing to use Frankenchickens. So in May 2022, we attended their Annual General Meeting (AGM), to let members know about the suffering of chickens in their supply chain.

EXPRESS 

BBC's Chris Packham slams Co-op's use of fast-growing 'Frankenchickens'



They told us that we needed to follow their democratic process, and submit a member's motion to be voted on at their next AGM. So that's exactly what we did. With several staff members already members, we collected over 400 member signatures on our motion calling for Co-op to adopt the BCC. A year of groundwork and planning brought us to significant activities at Co-op's AGM in May 2023, which we will report on next year.



“Co-op’s use of fast-growing chickens is deeply cruel”

CHRIS PACKHAM

broadcaster



big on cruelty: LIDL ON KINDNESS

In October, we launched a ground-breaking campaign bringing together 15 organisations across the UK and Europe, demanding that Lidl take action to alleviate the suffering of chickens in its supply chain.

FOLLOW OUR campaign journey



With four investigations in four countries within the space of three months, it's clear that the welfare issues in Lidl's supply chain are not simply a case of bad apples: they're built into the system itself. **Together with our friends from the Open Wing Alliance, we will keep the pressure on Lidl until they do the right thing by chickens.**

Open Wing Alliance (OWA): Founded by The Humane League, the OWA is a coalition of organisations across the world working together towards ending the abuse of chickens. We share campaign strategies, tactics, and resources around the world in the march toward our shared goal.

For our Lidl campaign, the collective might of the OWA allowed us to:

- Conduct 76 in-person protests across Germany, the UK, Italy, Spain, Poland, Sweden and Austria
- Obtain 325,000+ petition signatures
- Secure 656 media articles across Europe

JUSTICE FOR CHICKENS: *taking the government to court*



Photo: Edie Bowles | Solicitor at Advocates for Animals, and THL UK Trustee

Our long-standing work challenging the Government over the widespread use of Frankenchickens in the UK took huge strides this year. In September, we were granted a full 2-day hearing in the High Court to take place the following year, after our previous request was thrown out. **Only 5% of judicial review cases make it this far. If successful, our judicial review could single-handedly lead to the transformation of the entire chicken industry in the UK.**

In 2022-2023, we put in a huge amount of leg work to prepare for our day in court, an event which sparked a national conversation about chicken welfare, which we will report on in next year's annual report.

the legal case

That the Government's allowance of fast-growing breeds of chicken, who have suffering coded into their DNA, breaches the Welfare of Farmed Animals (England) Regulations 2007. The law states: 'Animals may only be kept for farming purposes if it can reasonably be expected, on the basis of their genotype or phenotype, that they can be kept without any detrimental effect on their health or welfare.'

our backing

We are represented by the UK's first animal law firm, Advocates for Animals. In December, actress and Dame Joanna Lumley lent her support, calling on supporters to pitch in. In February, the RSPCA, the world's oldest and largest animal welfare charity, joined as an intervener, bringing expert testimony to support the case.

**"We need your help to get
Justice for Chickens"**

JOANNA LUMLEY



TAKING ACTION *on heatwave carnage*

In August, after millions of birds died in horrific circumstances during yet another heatwave, we joined forces with Open Cages and Animal Equality to submit a letter to the Government calling for urgent action. An investigation by Open Cages showed that chickens were being "cooked alive" as temperatures soared above 30C, causing suffocation and heart failure.

Our demands included that current legislation be better enforced, that chickens be given more space during the summer, that producers who allow heatwave deaths on their farms be prosecuted, and that the law be brought in line with BCC standards. The Government responded it was "carefully considering what it can do" to prevent further needless deaths, with "all the solutions proposed [...] already part of that consideration". With the threat of heatwaves across the country only set to worsen, we will keep the pressure on the Government to prevent such tragedies from ever happening again.



FORGOTTEN NO MORE

putting fish welfare on the agenda

Did you know that fish are the second most farmed animal in the UK, after chickens? Not only that, but right now, they do not receive the same levels of protection at the time of slaughter as other farmed animals. That's why we're fighting to redress this injustice.



Photo: Parliamentary Reception

We've kept pressure on the Government by securing coverage in industry press highlighting that fish are excluded from the regulations on mandatory CCTV in slaughterhouses, due to being classified as 'processing plants' instead of slaughterhouses - another example of these animals being othered. In October, we were quoted in an important piece in

The Guardian about the need for stronger protections.

Firsts for fishes

In March, we convened the first ever parliamentary reception on fish welfare, in partnership with Compassion in World Farming, the Soil Association, the Conservative Animal Welfare Foundation and the RSPCA. The event was attended by numerous parliamentarians, celebrities, and industry players including Scotland's largest aquaculture industry umbrella group, Salmon Scotland, who spoke out in support of new fish welfare legislation. It was highly successful in showing the Government the wide-ranging support for this issue.

In July 2022, we initiated the first-ever parliamentary meeting dedicated exclusively to fish welfare for the All-Party Parliamentary Group on Animal Welfare, alongside Animal Equality and the Conservative Animal Welfare Foundation. We will be taking the political and industry support for fish welfare on display at these events, and working tirelessly to turn it into stronger legal protections.



Photo: Isabella Cotier, Artist

Art that sparks conversations

"I want to remind the viewer that fish are creatures with their own agency who deserve respect like any other animal"

ISABELLA COTIER, ARTIST

We collaborated with celebrated artist Isabella Cotier, who created a travelling mural to combat the cruelty farmed fish face at slaughter. The art installation received widespread media attention, with over 25 articles in trusted regional and local papers.

UNTIL EVERY HEN IS FREED

July 2022 marked the 200 year anniversary of the first ever animal welfare law, which made it a crime to be cruel to certain animals. And yet, despite touting itself as a nation of animal lovers with some of the highest animal welfare laws in the world, the UK Government has still not banned cruel and outdated cages for laying hens.



That's why we took over Parliament Square, with protestors dressed in the fashion of key historical periods from the last 200 years, from Victorians to flappers to 70s party-goers. On the day of the stunt, singer Sinitta appeared on major national breakfast TV programme Good Morning Britain, raising awareness about the plight of the millions of hens still caged in the UK and calling on audiences to take action by writing to their MP.



We continued to build political connections, delivering a joint letter to the Government signed by over 30 MPs, as well as animal charities and celebrities. The letter called for a consultation on cages on the 1 year anniversary of its Action Plan for Animal Welfare. As the Government has not kept its promise of a consultation, we will continue to pressure and build relationships with decision-makers until legislation is introduced, banning cages for hens once and for all.



With 70% of all caged hens across the globe living in Asia, we can help millions of animals in far away places by putting pressure on companies here in the UK. In September, we achieved a milestone victory as Toridoll, the parent company of brands including Wok to Walk and PokeWorks, made a commitment to eradicate cages from its global supply chain. This is a first-of-its-kind commitment from a company headquartered in Japan, and will improve the lives of 40,000 egg-laying hens by the end of 2023 in Japan alone. We supported the global OWA campaign that led to this commitment by leading a protest outside its London restaurant and mobilising our supporters online.

Ensuring that companies follow through on their commitments is vital, and through our corporate outreach this year we determined that 61% of 112 companies committed to go cage-free by 2025 are publicly reporting progress.

Over three-quarters of hens in the UK are now free from cages



some sad news



We're very sad to report that Beatrice, the beautiful rescue chicken who became the face of our campaign to ban cages for laying hens, passed away in January. After spending most of her life behind the bars of a cage, she was taken in by our Animal Welfare specialist, Mia, and found fame when a bill to end cages named after her by MP Henry Smith was debated in Parliament.

Beatrice was a curious and friendly little hen and we will miss her dearly.

RIP Beatrice, and all hens who have suffered at the hands of this cruel industry.



building a STRONGER MOVEMENT

Our volunteers are the lifeblood of our campaigns. Without them, we simply could not achieve the results we achieve for animals, and we are immensely grateful that they dedicate their time to the mission.

This year, we continued to expand our network, reach new audiences and simplify volunteer recruitment to make it even easier for people to take that leap and become animal changemakers. With a new database, we're better able to track our volunteers' activities and improve their experience with us.

To ensure that we are building a movement that's bigger than ourselves, we have been continuing to provide training to our volunteers. This year we trained them in how to effectively meet with their MPs and how to engage with the media, resulting in them securing strong media coverage for their activities.

100+

FULLY ONBOARDED AND
TRAINED VOLUNTEERS

40

ON-THE-GROUND ACTIONS
DELIVERED BY OUR
VOLUNTEERS ACROSS THE UK

1800+

HOURS OF TIME GIVEN BY OUR
DEDICATED VOLUNTEERS

Over the summer, our volunteers kept the pressure on Morrisons, with a jam-packed month of actions - from digital activism, to outreach events, to phone calls, to handing out info cards.

Our volunteers have been taking to the streets with Outreach events, having meaningful one-on-one conversations with members of the public to raise awareness of how chickens are treated before reaching supermarket shelves. Through these events, we are reaching the public in an accessible and non-confrontational way, while keeping the pressure on supermarkets by encouraging people to take action by signing a petition or letter addressed to them.



changing the CONVERSATION

Being featured in the press not only helps us amplify the impact of our campaigns and reach wider audiences, it also helps shape public opinion and make animal protection a priority for society.

In 2022-2023, we were featured in over 180 print & online media articles, TV programmes, and radio shows, bringing the plight of animals raised for food to mainstream audiences.

The Guardian
UK government faces court challenge over 'Frankenchickens'

Hearing granted for Humane League, which says use of fast-growing chickens breaches welfare rules



The Humane League says fast-growing chickens make up 90% of chickens slaughtered each year in the UK. Photograph: David Tadevosian/Alamy

MailOnline
How your supermarket chicken has a pitiful life of just 35 DAYS: TOM RAWSTORNE investigates as animal charity battles in court to ban the brutal way fast-growing poultry are reared

- Chickens go from hatching from an egg to being slaughtered in a 35 day period
- Once killed, cleaned and wrapped in plastic, a chicken can be bought for £2.50

The Guardian
Farmed fish feel pain, stress and anxiety and must be killed humanely, global regulator accepts

Aquaculture Stewardship Council's new standards put pressure on the UK to extend its animal welfare laws to fisheries



A Scottish salmon farm. Scottish fish are already stunned before slaughter. Photograph: Murdo MacLeod/The Observer

INDEPENDENT
Heatwave will cause more mass deaths at chicken factory farms, animal charities warn

Exclusive: Experts plead with government to suspend livestock transport and badger cull in extreme temperatures

Mirror



About 90% of chickens raised annually for meat in the UK are from fast-growing breeds. Image: Universal Images Group via Getty Images

NEWS POLITICS FOOTBALL CELEBS TV CHOICE ROYALS

High Court battle in attempt to ban fast-bred 'Franken chickens'

The Humane League has been granted a court hearing to challenge the Government over the legality in England over what it calls Franken chickens

EXPRESS

'Bred to suffer' Protestors slam Lidl over horrific 'Frankenchickens' claim

The protest follows alarming footage of chickens' conditions in Lidl suppliers in Spain and Germany where the birds developed deformities and diseases.

Mirror



Shocking 14 million hens still crammed in cages across UK despite free-range egg shift

Despite six in 10 of us avoiding eggs from caged hens, millions of the creatures are still kept in the appalling conditions with smaller retailers not moving towards free-range eggs


EXPRESS

UK considers strengthening animal welfare laws after chickens 'cooked alive' in heatwaves

FOLLOWING the mass death of chickens on UK farms during the recent heatwaves, the Government is considering "strengthening of legislation", Express.co.uk can exclusively report.

By IAN RANDALL
 15:20, Sun, Sep 4, 2022 | UPDATED: 20:52, Sun, Sep 4, 2022

By CHARLES HARRISON
 21:13, Fri, Nov 18, 2022 | UPDATED: 21:25, Fri, Nov 18, 2022



'Bred to suffer' Protestors slam Lidl over horrific 'Frankenchickens' claim (Image: The Humane League UK)

20
NATIONAL NEWSPAPER ARTICLES

552 MILLION
COMBINED POTENTIAL MONTHLY REACH OF ONLINE ARTICLES

+20K
NEW ONLINE SUPPORTERS WELCOMED

stronger TOGETHER

Being a great place to work is at the core of our organisational strategy. We want individuals of diverse identities and lived experiences to belong, feel valued, and have what they need to thrive. Not only is this simply the right thing to do, it has also been proven to increase effectiveness.

DIVERSITY

understanding that each individual is unique, and valuing our individual differences.

EQUITY

understanding that not everyone is afforded the same privileges and opportunities throughout life, and accounting for these differences.

INCLUSION

welcoming, respecting and empowering all people - appreciating the value that every individual brings to our organisation and movement.

As part of our commitment to furthering Diversity, Equity, and Inclusion (DEI), this year we contracted Diverse Matters, a DEI consultancy that works with organisations to embed diversity and inclusion within their practices. As part of this, they conducted an audit which included:

- Interviews with 10 members of staff
- A review of website, social media platforms and staff experience survey results
- A self-assessment
- An organisation-wide survey that was completed by 14 members of staff
- Focus groups with 20 members of staff attending

The audit found that we are diversity-focussed, committed to DEI, have an inclusive culture, and provide an equitable working environment. It also identified areas for improvement in increasing the diversity of our organisation, enabling staff to speak up about DEI issues, more training on disability, and better modelling of inclusion from Leadership, which we will be continuing to prioritise in our operational strategy.

We know that our organisational health and ability to deliver results for animals depends on our staff wellbeing. That's why this year we've invested in better understanding how we can support our staff, with a focus on learning & development, alleviating stress, giving staff the tools and resources they need to do their jobs well, and providing inclusive policies such as using flexi-time and flexible working requests.



our core values IN ACTION

EFFECTIVE

We focus our energy on the most impactful actions for animals.

→ This year, we continued to apply a laser focus on areas where animals are suffering some of the worst forms of cruelty in the highest numbers: chickens, hens, and fishes.

COLLABORATIVE

We're team players and work with organisations all across the world.

→ In October 2022, we launched our biggest campaign yet, calling on Lidl to adopt the Better Chicken Commitment. This was a true feat of coordination, bringing together 10 organisations in a targeted, united approach.

→ We are firm believers that charities are more effective when we work together and lift each other up instead of competing against each other.

RELENTLESS

We have an endless determination to succeed and an unwavering commitment to our mission.

→ Our supporters rang Lidl's customer services 300 times over the course of 3 months. Persistent, us?

INCLUSIVE

We welcome, respect, and empower others, appreciating the value of every individual.

→ Every month, the team meets to learn about and discuss important topics such as racism, sexism, ableism, and more. As part of these discussions we identify and follow up on how we need to take action as an organisation.

INNOVATIVE

We constantly seek opportunities to improve and grow as a team.

→ This year we've put our team's boundless creativity into action. Our 36-hour protest outside Lidl's HQ included spooky masks of Lidl's CEO, and blood-spattered, Lidl-branded umbrellas that staff could see from their offices!

NIMBLE

We constantly seek opportunities to improve and grow as a team.

→ At every turn, we've adapted our strategy to be as effective as possible. Being nimble has been crucial to us securing 400 Co-op member signatures on our member-led motion calling on the supermarket to adopt the BCC.



HOW YOU CAN SUPPORT US

become a regular giver

Donating monthly helps us plan for the future, knowing we can count on your support. This provides us with the stability we need to keep our campaigns going.

make a major gift

A major gift or grant can have a significant impact on our effectiveness for the animals. If you would like to speak to someone at THL UK about making a large donation then please contact Gavin Chappell-Bates, our Head of Development: gcbates@thehumaneleague.org.uk

leave a gift in your will

By leaving a gift in your will, you'll make a lasting impact to help transform the lives of some of the most abused animals in the world.

corporate giving

As a business you could make a donation, commit a percentage of sales or match fund to support your staff's fundraising efforts. As an employee, you could fundraise with colleagues, donate through payroll giving, or nominate THL UK as your charity of the year.

fundraise among family and friends

Fundraise for THL UK and the animals by challenging yourself to do something out-of-the-ordinary, by taking part in your own challenge or event, or one of ours, or by selling your creations.



foundations for the future

OUR FINANCIAL HEALTH

We are so grateful to those who support our work for animals financially, without whom we would be unable to continue.

Thank you to each and every one of you who have supported us with a regular gift, made a one-off donation, donated for the first time, fundraised for us, or given a grant - no matter the size of the gift, you are the reason we are making an impact for abused animals.

Our income comes from a range of individuals, organisations, and funders. Our thanks extend, but are not limited, to:

- Centre for Effective Altruism Animal Welfare Fund
- Founders Pledge
- Charlotte & James Monico
- Rob Percival

In December, we were thrilled to have carried out one of our most successful fundraising campaigns to date, centred around our legal challenge calling for justice for chickens. Out of a campaign goal to raise £60,000, we brought in a total of over £78,000, welcoming 204 brand new donors. A key part of the campaign's success was a very generous match funding gift from our donors Charlotte and James Monico.

We are building a new Development Team at The Humane League UK, focussing on making us more self-sufficient in the coming years. There are many opportunities that lay ahead, as the number of our monthly givers increases, we grow support from major donors and funders from the Effective Altruism community and beyond, and we continue to build our calendar of fundraising campaigns. We are grateful to have you on this journey with us.



summary

FINANCIAL STATEMENT

2022 - 2023 INCOME	
DONATIONS	158,061
GRANTS	2,046,302
TRADING INCOME	16
INTEREST	981
OTHER INCOME	450
TOTAL INCOME	£2,205,810

2022 - 2023 EXPENDITURE	
RAISING FUNDS	134,812
CHARITABLE ACTIVITIES	1,609,280
TOTAL EXPENDITURE	£1,744,092

Total income during the period was £2.2m (2021: £1.5m) of which £2m was received as unrestricted donations and grants.

Total expenditure during the year was £1.7m (2021: £1.1m), the majority of which was from unrestricted sources. Restricted expenditure was £0.18m. £1.6m was spent on charitable activities, with the remainder spent on raising funds.

Total reserves at the end of the financial year stood at £1.2m (2021: £0.7m). Of this amount £32k represented unspent restricted grants. The remaining £1.1m of reserves is unrestricted in nature. The Board believes this is adequate to cover the operational needs of the charity according to its reserves policy.

Net income was £461k, in part due to a grant which was larger than expected due to changes in the exchange rate. This has allowed us to build up our reserves to ensure the operational surety and stability of the charity. In addition, these reserves will help mitigate the risks of the costs incurred as a result of our ongoing legal challenge against Defra, which were not initially known at the start of our 2023-2024 financial year.





Thank you for all of your support this year which has taken us one big step further on the path to ending the abuse of animals raised for food.

Questions? Get in touch!

CALL [0800 014 8081](tel:08000148081)

EMAIL info@thehumaneleague.org.uk

THE HUMANE LEAGUE UK
GEMINI HOUSE
136-140 OLD SHOREHAM ROAD
BRIGHTON
BN3 7BD

Registered Charity Number 1177926



Registered with
FUNDRAISING
REGULATOR

THE HUMANE LEAGUE 
UNITED KINGDOM