

Hello!

As we move into the final days of the year, I'm feeling a deep sense of gratitude for everyone who made 2020 a success despite the unprecedented challenges—and renewed optimism for the year ahead. That's thanks to you. As usual, this email contains confidential information so *please do not share it*.

Momentum for chickens: Last month, I shared that The Humane League (THL) and our Open Wing Alliance (OWA) allies across the globe had negotiated a commitment from international retail giant Aldi in Germany. **Aldi has now made a public commitment in Spain**, and we're leveraging these wins to pressure Aldi's competitors around the world. More progress is hopefully at hand in the retail sector, but for the time being we're celebrating this massive victory, as well as a corporate policy secured by THL UK from Franco Manca, a UK-based pizza chain. If you missed our recent town hall with THL's VP of Policy & Strategy—and the lead negotiator for the Aldi policies—you can **watch the recording here**.

To maximize the effectiveness of this campaign, we partnered with Rethink Priorities to conduct two consumer studies testing a variety of messages aimed at creating change for chickens. The study, **published here**, found that 66% of Americans agree that live-shackle slaughter is inhumane, and 58% of Americans would sign a petition to ban live-shackle slaughter—great news for our efforts to grow the reach and power of our movement through digital organizing.

Egg-laying hens: Earlier this week, **the OWA secured a global cage-free campaign against Restaurant Brands International (RBI)**, the parent company of Burger King, Popeye's, and Tim Hortons. Since late October, OWA member groups around the world have been blanketing RBI's social media, flooding decisionmakers with emails and calls, and popping up in unexpected places—like key RBI employees' public talks. In a matter of weeks, the campaign generated hundreds of thousands of petition signatures, and what is surely a record of *24,434 tweets in a single day*. Thanks to these tireless efforts around the world, RBI caved, making a global cage-free commitment that will cover its 27,000 locations in more than 100 countries, including China and several countries in the Middle East and Africa.

In more cage-free news, THL negotiators supported Animal Equality Spain in **securing a global cage-free policy from Meliá Hotels. And THL Japan secured cage-free commitments** from restaurant chain Kijima, as well as restaurant and retailer San-no-hachi. In the US, we're ramping up our annual push to ensure companies implement their commitments. Our negotiators are working tirelessly behind the scenes to ensure companies whose commitments are due in 2020 or earlier make good on their promises. The results have been strong so far, with **9 of 31 companies reporting their progress toward 100% cage-free, including snack manufacturer Mars** reporting 100% cage-free in the US and Canada, and 76% cage-free across its global supply. We're in dialogue with 17 more companies, and are targeting the remaining five for public actions in early 2021. Stay tuned for more updates as our accountability efforts progress!

ACE Top Charity: We're incredibly proud to be recognized by Animal Charity Evaluators (ACE) as one of its Top Charities for the seventh consecutive year—that's every single ranking period. **ACE's reviewers noted**, "THL's corporate campaigns and work to strengthen the animal advocacy movement are especially strong, and they often take the lead in collaborating with other groups to facilitate knowledge-sharing about their strategic approach." This means that with every dollar you donate, every minute you volunteer, every time you share our message or sign our petitions, you're contributing to one of the most effective animal organizations in the world. Thank you for your commitment to impact, and above all to the animals.

Fundraising Update: Thanks to you, THL has raised just over \$9.3M so far this year. But we still need to raise 14 percent of our budget, with just weeks left in the year. A generous donor is matching gifts up to \$250,000—**can you support us** and ensure our mission continues at full force in 2021?

Don't hesitate to let me know if you have any questions or feedback, or if you'd like to discuss the impact your gift could have. Your compassion and generosity have been the driving force behind so many incredible accomplishments in 2020, and I can't wait to see what we can do together in 2021.



FOR THE ANIMALS,

David Coman-Hidy
President

P.S. Missed last month's update? **Visit the archive** to read up on our strategy.

THE HUMANE LEAGUE 



The Humane League is a 501(c)(3) tax-exempt charitable organization ranked "Best In America" by the Independent Charities of America and ranked one of the world's four most effective animal protection organizations by Animal Charity Evaluators.

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