



from the **PRESIDENT**

CAN I START BY SAYING HOW ADMIRABLE YOU ARE? By taking time to learn about the unjust suffering of animals in our food system—and fight on their behalf through your generosity and activism—you're doing extraordinary things for other living beings. And I just want you to know: I see you.

Here's the thing. Neither of us will meet the individual animals whose lives are radically changed by our work together. But you've heard their cries nonetheless. You've witnessed their suffering. You've seen them, when no one else did. And you decided to do something about it.

Your support makes it possible for us to fight for the animals on many fronts. We're relentlessly holding companies accountable for their promises to stop caging hens in barbaric conditions, all while working to pass laws that ban the worst forms of cruelty and pressuring members of Congress to defend those laws.

This quarter, we celebrated the world's largest restaurant chain reporting significant progress toward ending the intensive confinement of hens—and we continued the fight to defend laws that protect animals, like California's Proposition 12. And that's not all—this report highlights only a fraction of the momentum you're building for animals. Thank you for sticking with us through it all.

For the animals,

Vicky Bond
President
The Humane League

Q3 2023

• **Progress Report**

a historic month of **ONLINE ACTIONS**

It's no coincidence that two massive victories were announced right on the heels of our most successful month of online actions ever. This August, Changemakers took more actions for animals than any month in THL's history! And the payoff has been extraordinary.



JOLLIBEE FOODS CORPORATION—ONE OF THE LARGEST AND FASTEST-GROWING RESTAURANT COMPANIES HEADQUARTERED IN ASIA—

published a global commitment to stop the insidious practice of keeping hens in extreme confinement following a months-long international Open Wing Alliance campaign. In Asia, where nearly 68% of the world's eggs are produced, commitments like this are crucial to building a cage-free future. Jollibee pledged to source 100% of its eggs in the US from hens living free from tiny cages by 2025 and globally by 2035, **positively impacting an estimated two million individual birds worldwide.**



We also now believe that the ***Ending Agricultural Trade Suppression (EATS) Act***—that made its way through Congress this year and would have undone decades of legislative progress for millions of animals in America—is, in its current form, unlikely to make its way into the Farm Bill. Changemakers urged their lawmakers to sign on to bipartisan letters against the bill, and over 200 members of Congress signed! So while we still have a long fight ahead, with powerful members of Congress attempting to include new language in the Farm Bill that would undo statewide bans on caging animals raised for food, we'll continue to respond to these new threats. With Changemakers like you by our side every step. Keeping all this momentum in mind, we're cel-

ebrating Changemakers—who have **taken action for the animals over 275 thousand times** this year. You've emailed and called legislators. You've contacted execs at some of the world's largest companies. And with every donation, big or small, you've uplifted this incredible work—and, of course, the animals at the heart of it all. Together, every individual action, and every individual gift, is changing the world for animals raised for food. We are so grateful for you!

TAKE ACTION



Q3 spotlights

THESE INDUSTRY GIANTS ARE ON THEIR WAY TO A CAGE-FREE FUTURE! Barnes & Noble Café has reported its progress to stop caging hens for the first time *ever*. After successful dialogue with our Corporate Relations experts, the **world's largest bookstore chain**—with cafés in almost all of its 627 locations—is reporting that 84% of its eggs are now cage-free. Furthermore, it's published a roadmap to sourcing 100% of its eggs from hens who live free from cages by 2025.

Yum! Brands—the company behind fast food chains like KFC, Taco Bell, and Pizza Hut—is also now reporting that 90% of its egg volume across 25,000 locations is now cage-free! The company has publicly reiterated that it is on track to source 100% of eggs across these locations from hens not confined to battery cages by 2026. We launched our relentless campaign against Yum! Brands just two years ago and consider this to be rapid progress coming from the **world's largest restaurant chain**.

Yum!

BARNES & NOBLE

CONGRATULATIONS, NEW JERSEY!

Governor Phil Murphy of New Jersey **signed a bill to ban gestation crates and veal crates in the state**. This is largely thanks to the efforts of Animal Policy Alliance member Animal Protection League of New Jersey. It's now the fifteenth state to ban one or more forms of extreme confinement. Our policy team was thrilled to support Animal Protection League of New Jersey by submitting testimony and sending action alerts!

RECONNECTING AS A GLOBAL FORCE FOR CHICKENS

In September, the Open Wing Alliance—a global coalition working to end the abuse of chickens worldwide, founded by THL—held the OWA Global Summit in Prague. The summit was attended by 52 organizations from 44 countries, providing a rare opportunity for activists from many cultures, languages, and lived experiences to connect on their one shared mission: freeing hens from cages. This was the first time the summit has taken place in person since 2019!

“ We wanted to express our great honor to be invited to be a part of this summit and to promise the organization that all the skills and knowledge we learned from this summit we shall implement in Africa, specifically Rwanda, so that chicken welfare can be understood and put a stop to using battery cages in poultry farming. ”

JEAN CLAUDE MASENGESHO

Director, Rwanda Animal Welfare Organization



your q3 **IMPACT**

35

**CORPORATE
COMMITMENTS**

to improve animal welfare secured by the Open Wing Alliance

106K

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

665M

POTENTIAL VIEWERS

reached through notable media coverage

100

ORGANIZATIONS

in 67 countries are now OWA members



3.9

MILLION HENS

will be spared from life in a battery cage so far this year

Q3 financial UPDATE

RAISED
\$14,240,507

PLEGGED
\$752,890

ROOM FOR FUNDING
\$5,320,603

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 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.