



THE HUMANE LEAGUE 
annual report | 2019

Friends,

As we begin a new year and a new decade, I invite you to take a moment to pause. To reflect. And to celebrate your impact for animals over the last year. **Because of you, millions of animals will be spared from suffering.**

Ten years ago, The Humane League (THL) was a small band of dedicated but unproven activists. We were asking our first college campuses to eliminate battery cage eggs from their dining halls, honing our strategy with every setback and every victory. Much has changed in the last decade, but one thing has remained the same: we are, and always have been, for the animals.

Today, our movement is a global force. Together we are advocating for historic legislation and empowering more people than ever to leave animals off their plates (p. 13). In 2019 alone, **we secured 97 new promises from major companies** to phase out the worst and most widespread forms of cruelty faced by animals on factory farms. Thanks to you, companies like Hilton and Best Western promised to end their support for brutal battery cages globally (p. 7). KFC pledged to end some of the worst abuses endured by chickens raised for meat in Europe (p. 6). And because commitments are only meaningful if they translate into action, in 2019 **we held 17 companies accountable to their cage-free commitments**, including Disney Parks & Resorts and Ikea (p. 8).

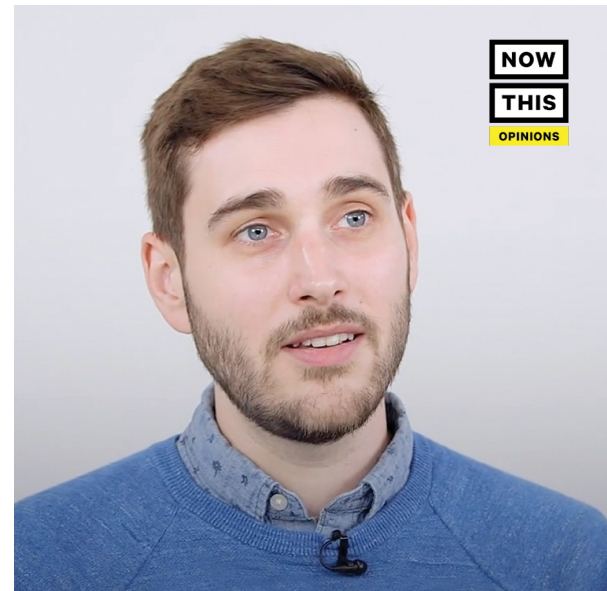
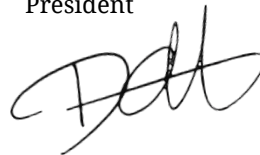
If you had told me 10 years ago that all of these wins and all of this progress would have been achieved by 2020, I never would have believed you. The future for animals is brighter than ever, thanks to you.

But the fight is far from over. As the abuse of animals on factory farms continues, so must our campaigning and our conviction. Because every animal deserves a life free of suffering and abuse. With the continued backing from compassionate Changemakers like you, we are ready for a momentous start to this new decade.

Thank you for your unwavering commitment in 2019. We can't wait to create even more change with you this year!

For the animals,

David Coman-Hidy
President



THL President David Coman-Hidy on NowThis Opinions

A brown chicken with a red comb and wattle is shown in profile, facing left. It is standing in a field of green plants and red flowers. The background is a mix of green foliage and red flowers, creating a vibrant, natural setting. The chicken's feathers are a rich brown color with some lighter, speckled patterns.

together, we are
ENDING
THE ABUSE OF
ANIMALS
raised for food

Photo: Andrew Skowron • Open Cages
Cover photo: Sammantha Fisher • Indraloka Sanctuary

CORE VALUES

At the heart of our mission and strategic principles are our core values.

They guide how we work to end the abuse of animals raised for food every single day. Together we are:



EFFECTIVE

We strategically focus our energy, resources, and talent toward impactful actions that will reduce, and ultimately end, the abuse of animals for food.



INNOVATIVE

We constantly seek opportunities to improve, creating forward-thinking strategies and solutions to grow as a team and a movement.



COLLABORATIVE

We are a league of team players who lift each other up, share our knowledge, resources, and passion with others, and find strength in building an impactful and positive movement for all.



RELENTLESS

We are an indomitable force—with an unwavering commitment to our mission and endless determination to succeed.



NIMBLE

We quickly and efficiently embrace whatever change is needed to be most effective in achieving our mission.



INCLUSIVE

We welcome, respect, and empower others, appreciating the value that every individual brings to our organization and our movement.

STRATEGIC PRINCIPLES

*The Humane League's work is grounded in our strategic principles.
They are our guiding force and outline our approach to achieving our mission.*

1 **CREATE BIG SOCIAL CHANGE THROUGH MEANINGFUL, INCREMENTAL STEPS.**

- We work to make the greatest difference by focusing on achievable goals that impact the greatest number of animals.
- We embrace change and evolve our tactics and short-term strategy to maximize our impact.
- Our interventions are based on sound science. We invest in measuring our progress and act on relevant research. Our policy decisions are guided by expert insight.

2 **BUILD A GLOBAL COALITION THAT IS BIGGER THAN OURSELVES.**

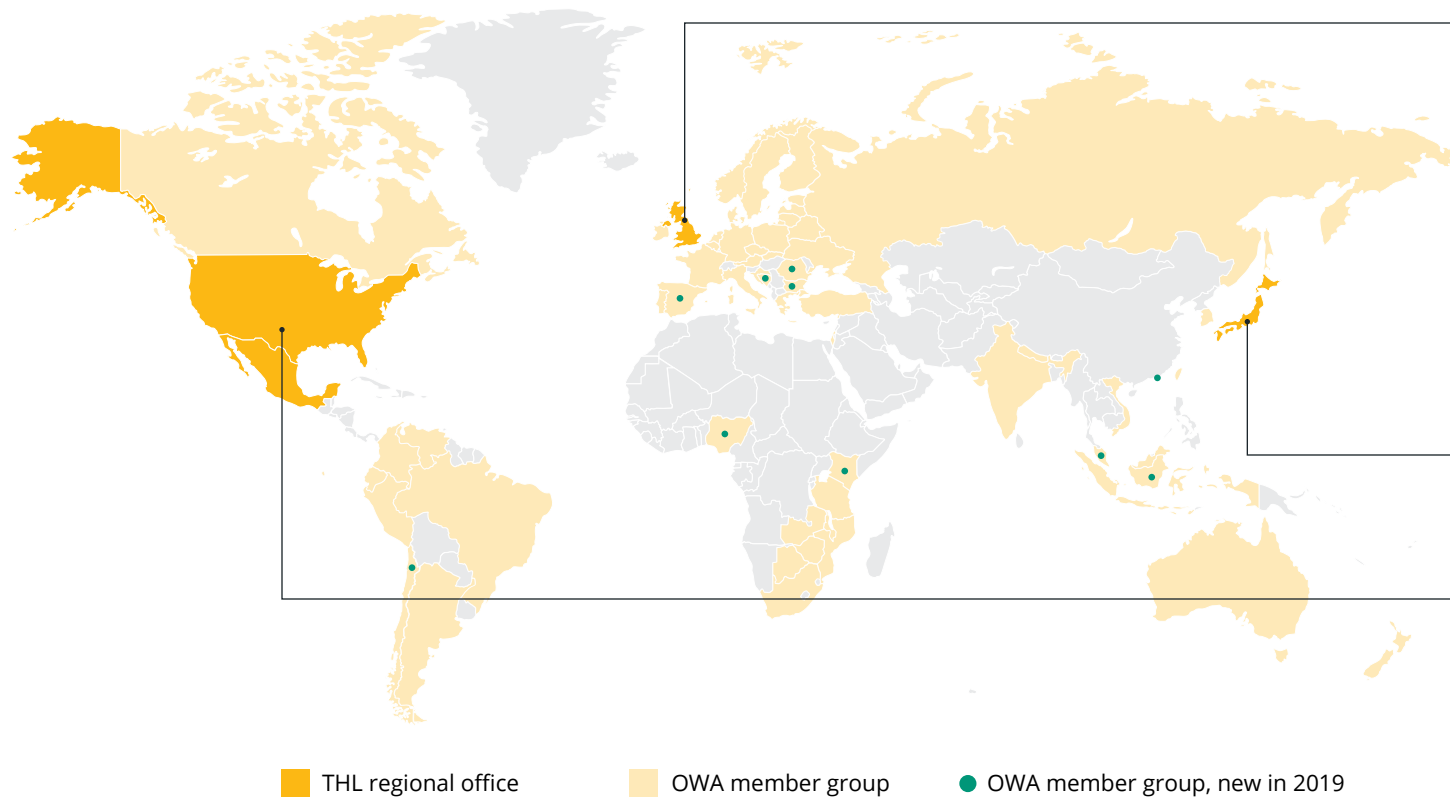
- Animal abuse is a global crisis that must be addressed globally. We work within coalitions to multiply our power. And we serve as a member of a united, worldwide team.
- We share resources and aspire to be generous, always putting the greater good first.
- We are committed to learning from others, listening, and being open to feedback.

3 **DEVELOP A MOVEMENT THAT'S STRONGER EACH YEAR.**

- Within our organization and our coalitions, we take a people-centric approach. We strive for a sustainable, operationally efficient, and culturally strong organization.
- We are committed to good governance, equity and inclusion, and responsible leadership.
- We invest in expanding the support of our cause and developing skills within the movement to gain long-term capacity and momentum.

WINS *around the world*

The abuse of animals raised for food is a global crisis. Through our branches in Japan, Mexico, the United Kingdom, and the United States, and in partnership with Open Wing Alliance members in more than 60 countries, our Changemakers are driving transformative progress for animals all around the globe.



IN 2019

THL secured 88 regional commitments to end the worst forms of abuse on factory farms including

THL UK secured 12 regional cage-free commitments. They also pressured 32 companies to adopt welfare standards for chickens raised for meat, including KFC, which will spare 72 million chickens from suffering.

THL JAPAN secured 23 cage-free commitments.

THL US persuaded 21 companies to adopt welfare standards for chickens raised for meat, including Conagra and Denny's.



**80 OWA MEMBER
GROUPS IN 62
COUNTRIES SECURED**

279

**REGIONAL CAGE-FREE
commitments**

\$820,500

GRANTS AWARDED
to accelerate progress
in under-resourced areas

91

REGIONAL COMMITMENTS
for chickens raised for meat

9

GLOBAL CAGE-FREE
commitments including

BW | Best Western.
Hotels & Resorts

Radisson



Hilton

OPEN WING ALLIANCE

The Open Wing Alliance (OWA) is THL's global coalition of organizations united in a common goal: to end the abuse of chickens worldwide. They are changing the way the world's biggest companies treat animals and setting a new standard locally—in every major market—and globally.

The OWA leads global campaigns, provides personalized support and mentorship, and holds in-person trainings and summits to foster collaboration and set regional strategies to end the abuse of chickens.

In 2019, the OWA recruited 24 new member groups in key strategic countries. Member groups also won the first cage-free commitments in Chile, Thailand, Malaysia, Nepal, and Greece.



DRIVING *global progress*

THE HUMANE LEAGUE UNITED STATES

To make a lasting difference in the lives of animals, we must continue to ensure that the corporate commitments we secure are fulfilled. In 2019, THL Changemakers launched the first campaigns to hold companies accountable to their commitments to eliminate battery cages from their supply chains. THL successfully negotiated with 16 out of the 19 companies with cage-free commitments due in 2019 or earlier. In October, we launched campaigns against the remaining three, naming them 2019's Rotten Eggs, which resulted in an additional company reporting by the end of the year. This high-profile effort set a precedent of transparency and accountability for companies with upcoming cage-free deadlines.

THL is working to spare chickens raised for meat from suffering by asking companies to sign on to the Better Chicken Commitment. Developed in collaboration with veterinarians and a coalition of animal protection groups, the Better Chicken Commitment addresses the worst forms of abuse these chickens endure on factory farms. The Better Chicken Commitment lays out a set of comprehensive standards, including ensuring each bird has adequate space, providing enhanced environments including better lighting and litter, and eliminating one of the cruelest methods of slaughter—all allowing chickens to suffer less and to express more natural behaviors. In 2019, THL secured 21 Better Chicken Commitments in the US, including Conagra, Denny's, and Hello Fresh.

THE HUMANE LEAGUE UNITED KINGDOM

In 2019, THL UK wrapped up a campaign push to secure cage-free commitments from the final remaining companies that had not yet publicly pledged. Thanks to this tireless work, nearly all major companies have committed to go cage-free by 2025, and already 58% of eggs in the UK were produced cage-free.

In 2019, THL UK ramped up its work to pressure companies throughout Europe to sign onto the European Chicken Commitment. Their pressure campaigns included launching the innovative Corporate Cruelty Awards, which nominated companies for their refusal to address their treatment of chickens raised for meat. THL UK pressured 32 companies to sign on to the European Chicken Commitment, including KFC—which alone will spare more than 72 million chickens from suffering—as well as Kraft Heinz and Sodexo.

A close-up photograph of a brown hen with a prominent red comb and wattle. The hen is standing on a bed of straw or similar bedding. The background is blurred, showing another hen in the distance. A teal-colored graphic element, consisting of a diagonal line and a chevron shape, is overlaid on the left side of the image, containing the text for this section.

DID YOU KNOW?

As many as 65% of the UK's hens—more than 30 million animals—are now free from cages.

In the US, the percentage of egg-laying hens being raised cage-free has more than doubled since 2016—from 8.6% to 20.7%. This means more than 70 million hens are free from life in a tiny cage.





THE HUMANE LEAGUE MEXICO

THL Mexico has been working relentlessly to build a community of activists and assemble a strategic and aligned coalition of organizations in the region. Building on prior victories against Grupo Bimbo, Mexico's largest egg purchasers, and Grupo Alsea, the largest restaurant operator in Latin America, THL Mexico has been running a fierce campaign against Grupo Posadas, one of the largest hotel chains in Latin America.

In 2019, THL Mexico officially registered as an independent Mexican charity. They can now expand their programs in the country and pursue aggressive corporate outreach to end the use of battery cages.

THE HUMANE LEAGUE JAPAN

More than half the world's hens live in Asia, and the majority of Asia's largest food companies are Japanese. Because the corporate culture and legal climate in Japan are prohibitive for pressure campaigns, THL generates media coverage and builds positive relationships with companies to raise the profile of the cage-free issue and drive corporate action. In 2019, THL Japan kick-started cage-free momentum in Asia, securing 23 commitments from companies including both restaurants and egg producers. In addition, the major supermarket chain Tesco expanded its cage-free commitment to include Asia, and the manufacturing giant Mondelez expanded its commitment to include China.

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When I launched THL Japan in 2017, no one in Japan had heard of cage-free. Today, dozens of companies have agreed to source cage-free eggs, and momentum is building throughout Asia.

Maho Uehara, Corporate Relations Manager, THL Japan

DID YOU KNOW?

Mexico is the largest egg consumer per capita and the 6th largest egg producer by number of hens.

Japan is the 2nd largest egg consumer per capita and the 4th largest egg producer in the world.



BUILDING *the movement*

We know it will take each and every one of us to break down the walls of factory farms. THL is committed to building a movement that is stronger every year, and developing a global force that is bigger than ourselves. That's why we work to share resources, train animal advocates, and foster a welcoming, collaborative, and changemaking community.

In 2019, we grew our Changemaker Network and Student Alliance for Animals in order to expand our reach and impact in local communities all across the US. THL provides robust training and mentorship to engage activists in our campaigns to end the abuse of animals raised for food and empower them to grow the network of Changemakers in their own communities.

11,717

**VIRTUAL
VOLUNTEERS**

in our Fast Action
Network

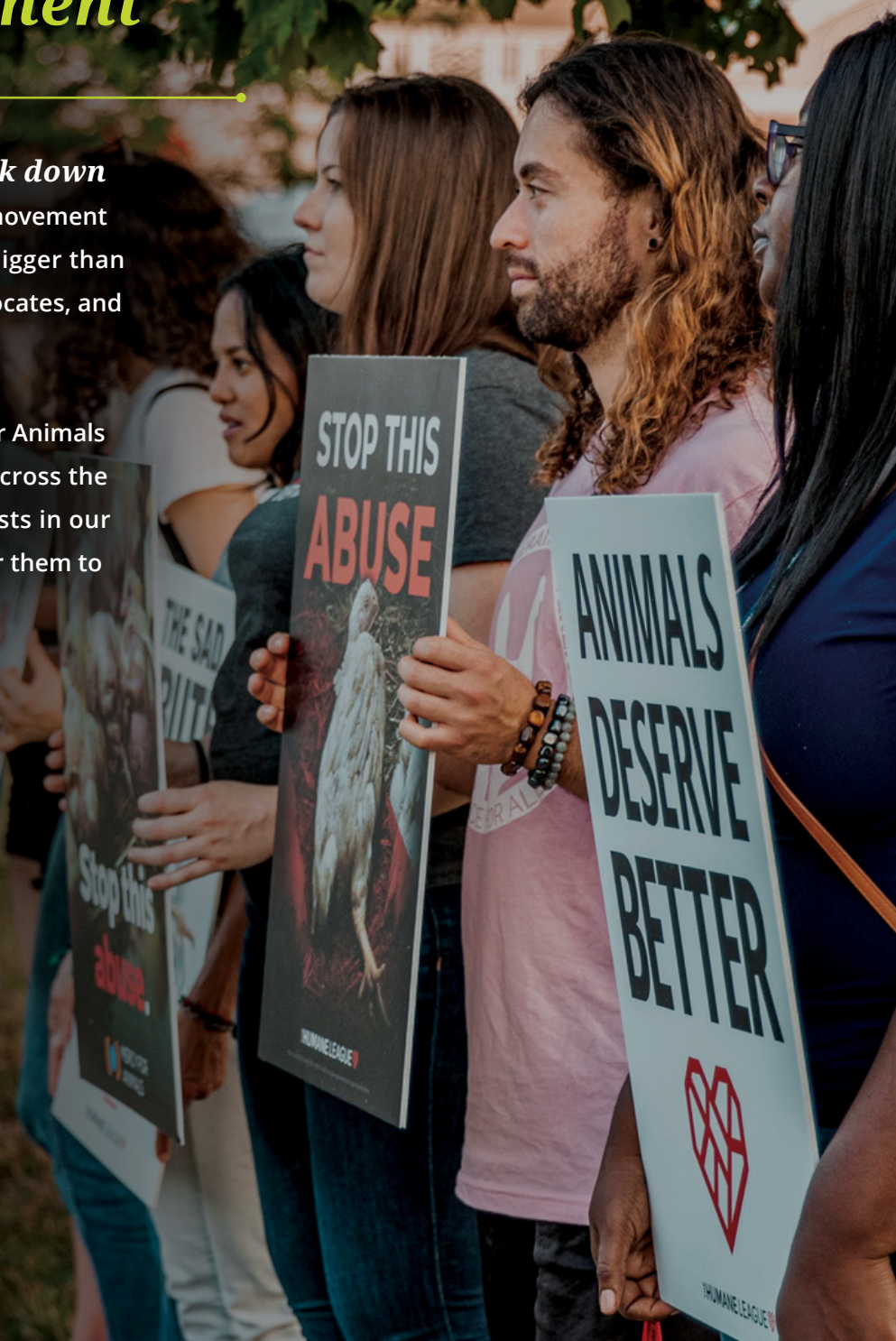
404,639

**GRASSROOTS
ACTIONS**

taken for animals
in 2019

Our Changemakers mobilized

**200 COMMUNITIES ACROSS
39 STATES + 32 COLLEGES**



CHANGING *hearts & minds*

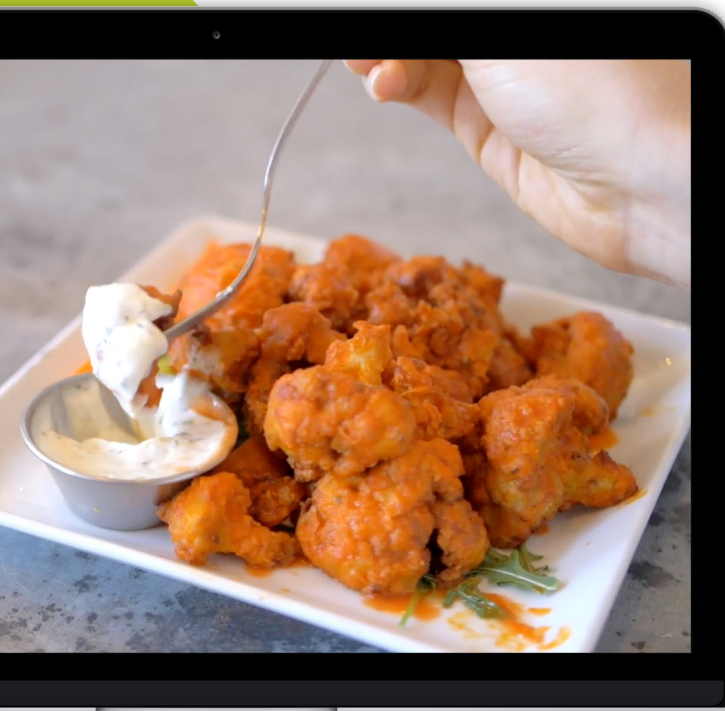
Alongside our corporate campaigns, THL opens eyes to the horrifying ways in which animals are treated on factory farms.

Both online and through our communities on the ground, THL empowers people to make more compassionate and informed food choices. In 2019, we reached more individuals than ever with resources on leaving animals off our plates, and we organized our communities to take action through local initiatives like Veg City Challenges and City Council Resolutions. Visit EatingVeg.org and watch the THL-produced documentary, *Good for Us*.

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*Just watched
the video...
it's really eye
opening.*

Natasha G.,
Good for Us viewer



18,256,361

VISITS to a webpage
with undercover factory
farm footage

11,199,794

MINUTES
of factory farm
footage watched

300

**MEDIA
MENTIONS**
including

Bloomberg

Vox **BBC**
NEWS

THE HUFFPOST

**The
Guardian**

1,416,593

VEG LITERATURE
downloads

15,855

PLEDGES
to leave animals
off our plates



COMMITTED *to impact*



We find THL to be an excellent giving opportunity because of their strong programs & evidence-driven outlook.

Animal Charity Evaluators



Our work is grounded in sound research and a commitment to effective animal protection. That's why our research arm, The Humane League Labs, conducts scientific research and makes practical recommendations to inform future strategies and tactics. All of THL Labs' research is shared publicly so that any organization, activist, or academic can learn from our findings and improve the effectiveness of our movement together.

In 2019, THL Labs expanded its capacity by hiring a Research Associate and underwent an in-depth research prioritization process to identify high-impact opportunities for new research.

One of THL Labs' research priorities is identifying effective strategies to empower individuals to leave animals off their plates. In February, THL Labs published a survey of 66 US colleges and universities identifying potential sites for research on reducing students' consumption of animal products. And in July, THL Labs announced plans to synthesize and quantitatively compare existing advocacy research on inspiring diet change, including studies on watching documentaries, reading newspaper editorials, and joining pledge programs.

To further our movement's ability to track the impact of our work to end the cruel cage confinement of hens, THL Labs published foundational data on the US cage-free egg supply. They found that the percentage of hens in the US being raised free from cages has more than doubled since 2016.

Read the research at thehumaneleague.org/labs





looking FORWARD

All of these achievements happened because of generous supporters like you. Every year, our impact for animals has grown. And yet, our resources pale in comparison to the scale of factory farming.

With additional funding, THL will scale our most effective programs, explore emerging tactics, and strengthen operational support to build up our national and international teams.

IN 2020, YOUR GENEROUS SUPPORT WILL

- Hold companies accountable to their cage-free commitments
- Build momentum to end intensive confinement for egg-laying hens around the world
- Fight to gain basic welfare standards for chickens raised and killed for meat
- Inform millions of people about the importance of leaving animals off our plates
- Scale our core teams to support our growing international campaigns



mended *heart* SOCIETY

Supporters like you are at the heart of our mission.

At the end of 2019, we launched the Mended Heart Society, a community of our most generous supporters working to repair our broken food system through our collective work.

We are proud to share exclusive updates with our Mended Heart Society members and direct access to the programs that you make possible.

Join the Mended Heart Society and learn more about the benefits at thehumaneleague.org/mended-heart-society

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I appreciate that THL can both take on huge multinational corporations and provide individuals with tips on going vegan.

Elizabeth Erickson, Mended Heart Society Member

MEMBERSHIP LEVELS

Member (\$500 - \$2,499)

Partner (\$2,500 - \$4,999)

Advocate (\$5,000 - \$14,999)

Defender (\$15,000 - \$24,999)

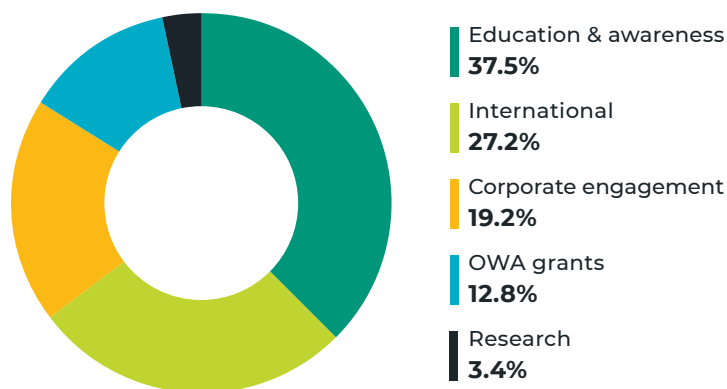
Disruptor (\$25,000 - \$49,999)

Champion (\$50,000+)

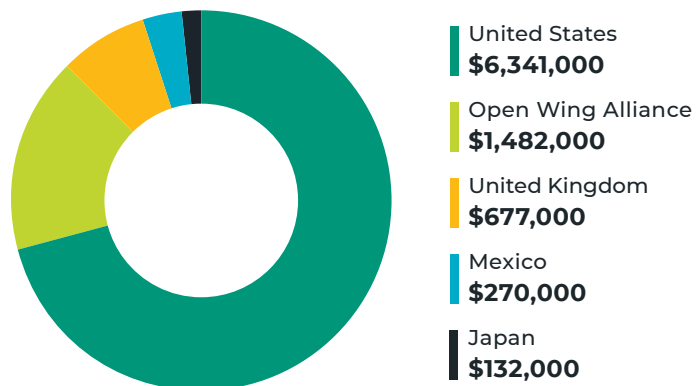
financial report

The Humane League is a nonprofit, tax exempt 501(c)(3) corporation who is proud to be funded by thousands of individuals and foundations. We have been rated a Top Charity by Animal Charity Evaluators for the past six years in part because of our cost-effectiveness and efficient use of your generous funding.

PROGRAM AREAS



GLOBAL EXPENSE ALLOCATION



DONATIONS AND REVENUE

DONATIONS	WITH DONOR RESTRICTIONS	WITHOUT DONOR RESTRICTIONS	TOTAL
Contributions and grants	\$2,034,000	\$9,491,000	\$11,525,000
REVENUE			
Investment income	-	\$107,000	\$107,000
Merchandise	-	\$5,000	\$5,000
TOTAL DONATIONS & REVENUE	\$2,034,000	\$9,603,000	\$11,637,000

OPERATING EXPENSES

PROGRAMS	
Education & awareness	\$2,406,000
Corporate engagement	\$1,233,000
International ¹	\$1,741,000
Grants to OWA member organizations	\$820,000
Research	\$218,000
SUPPORTING SERVICES	
Management & general	\$1,274,000
Fundraising	\$1,210,000
TOTAL OPERATING EXPENSES	\$8,902,000

CHANGE IN NET ASSETS	\$3,654,000
NET ASSETS AT BEGINNING OF YEAR	\$15,822,000
NET ASSETS AT END OF YEAR²	\$19,476,000

¹ This includes general operations support for the Open Wing Alliance, THL United Kingdom, THL Mexico, and THL Japan.

² Because THL uses an accrual accounting system, our net assets include funds not yet received from pledged multi-year grants.

All numbers have been rounded to the nearest one thousand.

The numbers above are preliminary and are subject to change upon audit. The final audited numbers will be available later in 2020 at thehumaneleague.org/impact





THE HUMANE LEAGUE
IT'S TIME TO **RISE UP**
TO DISRUPT. TO INSPIRE.
TO CREATE CHANGE.
BE THE CHANGE
TO ADVOCATE FOR
THOSE WHO CAN'T.
TO END THE APATHY.
AND TURN TO EMPATHY.
FOR ANIMALS
WHO SUFFER ABUSE
EVERY DAY ON FACTORY FARMS.
WE PERSIST. WE WIN.
TAKE A STAND

TOGETHER, WE CAN BE THE CHANGE

thehumaneleague.org/donate