

Hello!

One of the many challenges of the pandemic is that I have fewer opportunities to connect with supporters like you. But it's more important than ever to share how THL is responding to the constantly changing global landscape, and continuing to carry out our mission to end the abuse of animals raised for food. So I wanted to take a moment to share some of that information with you, as a member of our Mended Heart Society, and I plan to do so every month, at least until normal operations resume.

Operating During COVID-19: Thanks to your support, our international branches and global partners are adapting and continuing to make progress for animals despite the varied challenges and uncertainties. Digital pressure campaigns are resuming across the US and Europe, through THL UK and the Open Wing Alliance, while behind-the-scenes negotiations remain the most promising avenue for progress in Japan and Mexico.

US Campaigns: After years of relentless pressure from supporters like you, Tyson Foods publicly announced plans to end the use of live-shackle slaughter at 4 of its 35 slaughter facilities. The move will spare hundreds of millions of chickens each year from a slaughter process that Ezra Klein said he [“had trouble getting out of \[his\] head.”](#)

Of course, we aren't done. We're leveraging this commitment to demand that Tyson and the rest of the industry [eliminate live-shackle slaughter](#) for all 9 billion chickens across the US. With frequent breaking news about the meat industry's abuse of workers, the culling of millions of animals, and the risks to public health, major meat producers have been thrust into the spotlight, and the public doesn't like what they see. By demanding The National Chicken Council, Tyson Foods, Pilgrim's Pride, Sanderson Farms, and the rest of the 10 largest producers end live-shackle slaughter, we can spare billions of chickens from one of the single greatest causes of suffering on factory farms, while [improving worker safety](#), too.

UK Campaigns: Across the pond, our team at THL UK is hitting their stride in our “new normal.” Despite the travel restrictions and social distancing still in place across Europe, they've secured major new Better Chicken Commitments by engaging and negotiating with companies virtually. Already in Q3, they've secured seven commitments covering the UK and Ireland, including:

- **Nando's**, a massive UK chicken chain with more than 400 locations across the UK and Ireland. This commitment was secured working in coalition with World Animal Protection and Compassion in World Farming. THL UK estimates that **this commitment will impact 30,000,000 chickens—or 2% of the UK's supply.**
- **Gregg's, the largest bakery chain in the UK** with more than 2,000 locations and an annual revenue of over £1 billion.
- **BECO Pets**, a UK pet food company and the first pet food company to make these commitments to chickens. While this industry hasn't historically presented much of an opportunity, decision makers at our top targets are now finding headlines like this one in their inboxes: [If dog food brands can make a Better Chicken Commitment, why can't human ones?](#)

These commitments bring the European movement to a total of 150 Better Chicken Commitments, 66 of which have been secured by THL UK. Stay tuned for more exciting updates as THL UK leverages these commitments to continue generating momentum throughout Europe and turn up the heat on companies with global operations like McDonald's, Subway, and more to be announced soon. I'm hosting a virtual Town Hall with THL UK Managing Director Vicky Bond on September 17 to talk more about the unique challenges and opportunities for animals in Europe—hope you can join us.

Diversity, Equity, and Inclusion: In the US, the murder of George Floyd and countless others at the hands of police, and the subsequent mass uprising in support of the Black Lives Matter movement, has sparked much [reflection](#) and many difficult conversations across the animal advocacy movement and here at THL. Beyond simply being the right thing to do, building a diverse and equitable movement is the effective thing to do (see [Harvard Business Review](#) and [Animal Charity Evaluators](#) for more). I'm grateful to [Encompass](#), a nonprofit working to create a more equitable and effective animal protection movement, who we've been partnering with since late 2019 to evaluate our programs and processes and integrate equity principles into our work. This process with Encompass will be years-long, but I plan to share more updates on our work with them over the coming months.

Fundraising Update: Like many nonprofits, The Humane League saw a decline in donations when COVID-19 hit. However, thanks to generous donors like you and shrewd financial planning, we are in a stable financial position. THL's 2020 budget is \$10,861,000, and as of the end of July our remaining funding gap for 2020 is about \$2,800,000.

I'm so grateful for your continued support of The Humane League. Thanks to you, we're able to make significant progress for animals around the world, even in these unprecedented and uncertain times. Thank you.

For the animals,
Dave

DAVID COMAN-HIDY

President

p: +1 617.877.3589 · **w:** thehumaneleague.org

THE HUMANE LEAGUE 

P.S. If you'd like to unsubscribe from THL emails, (Unsubscribing is not supported in previews)click here. I'll continue to send you periodic updates about the important change your generosity is making possible, but if you don't want those either, just let me know by responding to this email!