



from the **PRESIDENT**

When you support The Humane League, you are an integral part of the movement to give billions of innocent animals better lives.

In Q1, your financial support fueled momentous progress toward our mission to end the abuse of animals raised for food. The Open Wing Alliance had their most successful quarter to date, securing 61 new corporate commitments to improve animal welfare around the world!

Thank you for making the choice to join us as we disrupt factory farming. Together, we're coming closer to mending our broken food system. **WE SINCERELY APPRECIATE YOUR PARTNERSHIP AS WE CONTINUE TO MOVE FORWARD IN THE WEEKS AND MONTHS AHEAD.**

For the animals,

Vicky Bond

President

The Humane League

Q1 2022

• Progress Report

GLOBAL *progress*

YOUR SUPPORT IS HELPING TO CREATE MONUMENTAL POSITIVE CHANGE IN A HORRIFIC SYSTEM THAT IS TAKING THE LIVES OF BILLIONS OF ANIMALS in some of the most inhumane ways imaginable. You are helping to end the abuse that takes place on factory farms. In Q1, THL and more than 100 Open Wing Alliance member groups banded together to end the abuse of animals raised for food globally.

THE OPEN WING ALLIANCE AWARDED \$2,100,000 IN GRANTS TO 40 GROUPS ACROSS THE GLOBE. Almost 15% of this year's recipients are first-time OWA grant recipients, representing Ecuador, Hungary, Portugal, India, Tanzania, and South Africa.

IN THE UK ALONE, 25 BROILER COMMITMENTS WERE SECURED AND 18 CAGE-FREE COMMITMENTS WERE FULFILLED!

THL MEXICO RECEIVED VERBAL CONFIRMATION FROM GOVERNMENT AUTHORITIES within the Department of Agriculture that a new working group will be installed about cage-free egg production. Regulation is coming!

THL JAPAN KICKED OFF THE FIRST QUARTER WITH SOME EXCITING VICTORIES FOR CHICKENS. The team secured cage-free commitments from two egg farms.



restaurant REPORT

ANATOMY OF THE RESTAURANT REPORT RELEASE

The Open Wing Alliance released their **Restaurant Report** this quarter to shine a spotlight on the remaining international companies that still refuse to commit to eliminating cages from their supply chains, and the report created incredible momentum for our cage-free movement!

STAGE ONE

IN THE LEAD-UP TO RELEASING THE REPORT, we contacted companies without global cage-free policies to give them an opportunity to improve their welfare standards before we publicly shared the report. This led to Wagamama, Le Pain Quotidien, Inspire Brands (Arby's, Buffalo Wild Wings, Dunkin', Baskin-Robbins), and Groupe Holder all publishing global cage-free egg commitments.



WHICH GLOBAL RESTAURANTS

ARE CONTINUING TO CONFINE
LAYING HENS TO CAGES?

WE RELEASED THE REPORT PUBLICLY AND SENT IT ALONG TO HUNDREDS OF OUTLETS.

This report caused lots of discussion and secured coverage in industry papers and outlets including the industry paper **QSR (Quick Service Restaurant)**, **Civil Eats**, **Poultry World**, and **WATTAg Poultry**.

STAGE TWO

STAGE THREE

AS A FOLLOW-UP TO THIS REPORT, WE LAUNCHED A PUBLIC CAMPAIGN targeting restaurants using eggs from caged hens. Thanks to your support and the many others who took action with our digital initiatives, the campaign was a great success! We secured four victories in just a few short weeks.

OUTBACK
STEAKHOUSE

Bloomin' Brands, parent company to Outback Steakhouse, published a global cage-free commitment.

telepizza

Food Delivery Brands, parent company to target Telepizza, made a global cage-free egg policy. This campaign was won in less than 48 hours!



PANDA
EXPRESS

Panda Express officially released its global cage-free policy.

The Cheesecake Factory

Cheesecake Factory released a global cage-free policy! By the end of this year, it commits to sourcing 100% cage-free eggs in its bakery operations (which account for the majority of its egg usage, while all remaining eggs will be cage-free by 2030).



Indicates company released a global cage-free egg policy



your q1 IMPACT

20

FULFILLED

cage-free
commitments

61

COMMITMENTS

to improve animal
welfare secured by
the OWA

86k

**GRASSROOTS
ACTIONS**

taken to end the abuse of
animals raised for food

3.3M

**MINUTES OF
VEG ADVOCACY**

videos watched

140

MEDIA MENTIONS and
pieces of notable coverage
including The Wall Street
Journal, New York Daily
News, The Food Newswire,
and more.

WSJ

DAILY NEWS



Q1 financial UPDATE

RAISED
\$11,769,768

PLEDGED
\$1,063,000

ROOM FOR FUNDING
\$9,267,232

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
relentlessly 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.