



# 2023

*Annual Report*

THE HUMANE LEAGUE 

# *from the* **PRESIDENT**

“

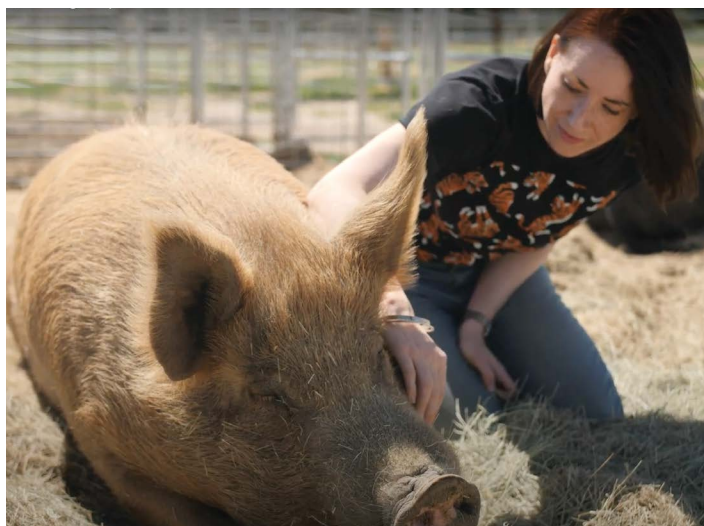
By getting even a single company to end cages for laying hens, **WE HELP MANY MILLIONS OF ANIMALS EVERY YEAR.**



—Vicky Bond, *Forbes*

When I reflect on 2023, there is one thing that stands out to me above all: no matter who we are, or where we live, we are connected. From our changing climate to emerging technologies with the potential to transform our world, last year we bore witness to the ways in which our fates are inextricably entwined—human and non-human animals alike.

In the face of these global challenges, in 2023 our work to spare farm animals from suffering operated on a truly global scale. From major campaign victories in Asia, to a growing movement in Africa, to groundbreaking legislative work in the US, Latin America, and Europe, we are dismantling factory farming in every corner of the globe. These landmark



victories will spare *millions* of animals from the worst forms of suffering on factory farms. And they demonstrate what is possible when we work together as a truly global force.

All of this was only possible because of you. You took a stand for animals. You spoke up against corporate greed, against profiting off cruelty. You chose the side of compassion. And *you weren't alone*. Around the world, you were joined by tens of thousands of animal advocates. People like you, and people whose lives you may struggle to imagine. All united around a common cause: to end the abuse of animals raised for food.

As you read this report, I hope you feel connected to every campaign, every activist, every animal whose story is told in these pages. These stories may have taken place far away, but they wouldn't have been possible without you. From the bottom of my heart, thank you for partnering with The Humane League.

***For the animals,***

A handwritten signature in black ink, appearing to read 'V. Bond'. The signature is stylized and fluid.

**Vicky Bond**  
**President**  
**The Humane League**

# 2023 by the NUMBERS

THANKS TO YOU, WE'RE ENDING SOME OF THE WORST ABUSES ON FACTORY FARMS. IN 2023:



7

COMPANIES

made new commitments to spare **2.5M hens** from life in a cage



62

COMPANIES

were held accountable to commitments to spare **42M hens** from cages



89%

OF CORPORATE CAGE-FREE commitments due up to 2023 were fulfilled worldwide



6

NEW GLOBAL CAGE-FREE COMMITMENTS

from companies like Dairy Queen and Viking Cruise Lines



89

NEW CORPORATE

cage-free commitments were secured by the Open Wing Alliance (OWA)



1.1M+

MESSAGES

sent to decision-makers demanding an end to extreme animal cruelty

- **30 RESEARCH REPORTS** developed to support effective activism
- **667 FEATURES** in media outlets including Forbes, MSN, and BBC
- **10 YEARS** of recognition as one of the world's most effective animal protection charities by Animal Charity Evaluators



# MUCH ADO ABOUT THE BATTERY CAGE?

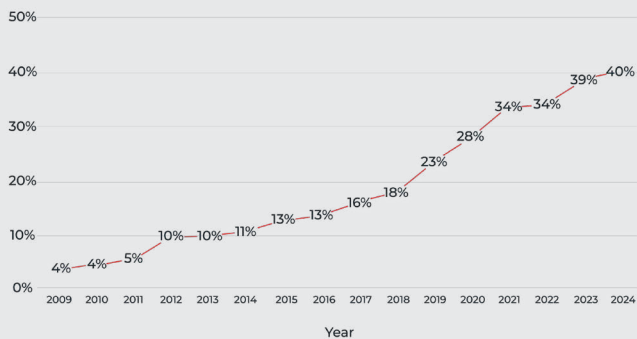
## How we're undoing industrial agriculture

**NOT TOO LONG AGO, IT WAS NORMAL FOR HENS TO TAKE DUST BATHS.** They lived outdoors. They ranged freely. They wriggled in the dust, cleaning the bugs and grime from their feathers.

But in the past century, the agricultural landscape has done a 180. In the early 1900s, most hens in the US lived in flocks of 100 to 300 birds, on one of five million family farms. Think of *The Wizard of Oz*—animals raised outside, under the sun.

Yet not even farming escaped the Industrial Revolution. Today, those family farms have been replaced with just 1,000 massive egg operations, each of them housing hundreds of thousands

PERCENTAGE OF US CAGE-FREE FLOCK



# 4,000,000,000

**HENS ARE TRAPPED IN CAGES AROUND THE WORLD. IT DOESN'T HAVE TO BE THIS WAY.**

of birds. **Eggs were industrialized—and then optimized, like any other commodity.** To maximize the number of birds it could raise, the food industry introduced the “battery” cage—a small wire cage that could confine four to six birds to the space of a file drawer. Its rigid structure made birds modular, stackable; factory farmers could pile birds on top of each other, taking advantage of vertical space.

**BATTERY CAGES HAVE EVERYTHING TO DO WITH PROFIT.  
NOTHING TO DO WITH ANIMAL WELFARE.**

They're also one of the greatest sources of animal suffering around the globe. Hens stuffed into battery cages can't exercise, stretch, or even turn around. With no outlet for their frustration, they peck at their cagemates.

Inside these sunless industrial barns, there is filth aplenty—but no dust baths.

According to studies, the battery cage is responsible for 60% of the suffering a hen will experience in her lifetime. *Most of her misery*, in other words, is due to the fact that she's immobilized inside a cage. Since roughly four billion hens are caged globally, **the battery cage is the direct cause of immense suffering for a mind-boggling number of sentient beings.**

At THL, we're out to make a big impact for animals. Eradicating the battery cage will drastically reduce animal suffering. But it's also a **strategic move in the fight against factory farming as a whole.** By convincing food companies to source only cage-free eggs, and leveraging companies' commitments against their competitors, we can create a domino effect—forcing rapid, seismic change across entire sectors of the food industry.

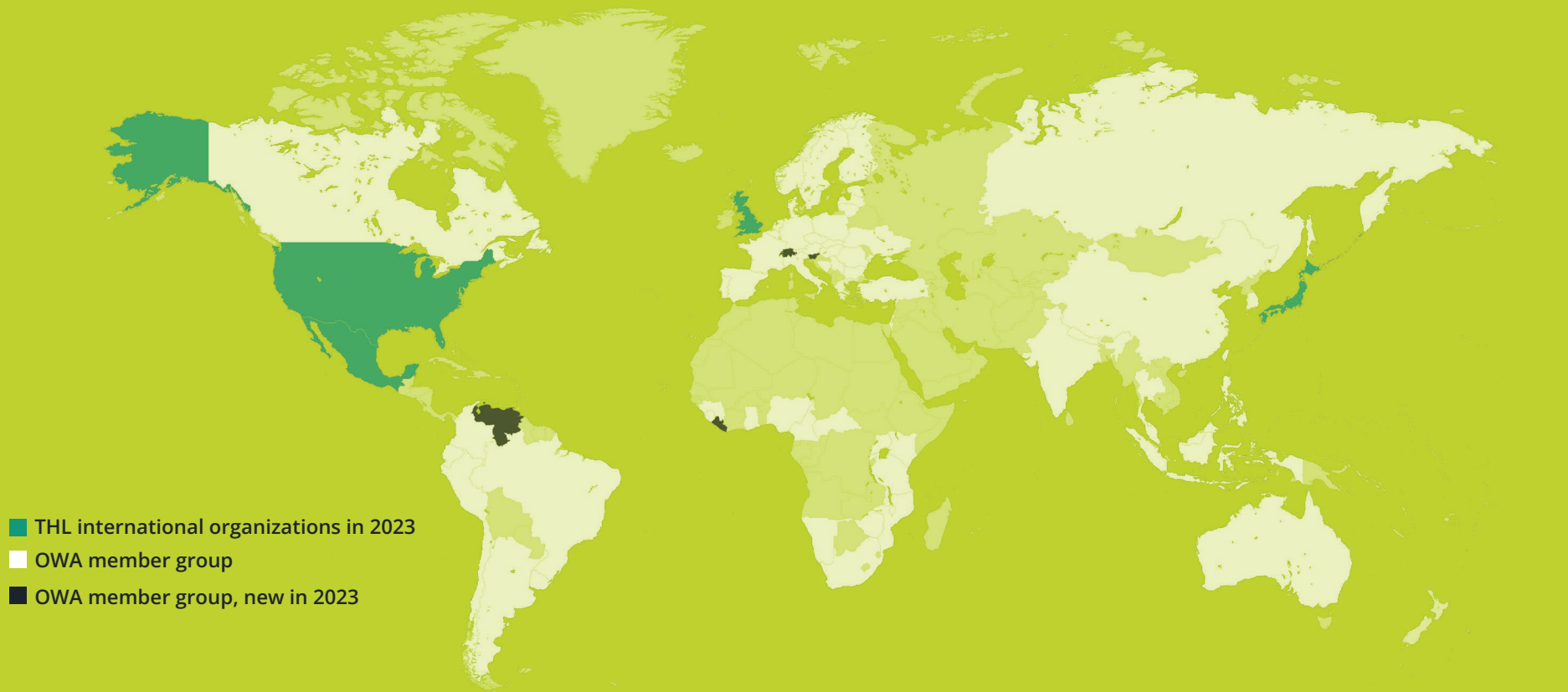
**AND IT'S WORKING: IN JUST OVER A DECADE, WE'VE TRIPLED THE NUMBER OF HENS LIVING FREE OF BATTERY CAGES IN THE US. TODAY, 40% LIVE IN CAGE-FREE HOUSING.**

**We're driving headlong towards a tipping point.** Studies show that the “critical size” to tip us towards large-scale social change is just 25%. In the US, we've already passed it. In the UK, where 77% of eggs are cage-free, we're nearing the finish line. Globally, we still have a ways to go, with only 16% of industrially farmed hens outside of cages. But we're getting there.

**By focusing on the battery cage, we lay the groundwork for future reforms in farming.** Companies consider animal welfare as part of their brand. Consumers learn the power of their purchasing habits. Activists learn how to run campaigns on other issues. Pro-animal legislation and policies are proposed; some are adopted.

**THE BATTERY CAGE, IN OTHER WORDS, IS THE FIRST DOMINO.  
WITH ALL OF US WORKING TOGETHER, IT'LL FALL.**

# *factory farming* is a **GLOBAL CRISIS**



**73 BILLION LAND ANIMALS ARE SLAUGHTERED FOR FOOD EACH YEAR ALL AROUND THE WORLD.** THL is committed to building a movement that is stronger every year—and developing a global force for animals that is bigger than ourselves. That’s why we work to share resources, train animal advocates, and incubate new animal protection groups in areas where our movement is young: to ensure that there is nowhere that factory farms can profit off animal abuse.

Initiated by THL, the **Open Wing Alliance (OWA) brings together 90+ member organizations from 70 countries** to create a unified front in our goal to end the

abuse of chickens worldwide. We share campaign strategies, tactics, and resources—**like more than \$2,300,000 in grant funding** in 2023—in the march toward our shared objective.

On the following pages, you’ll find the biggest victories for animals from every region, and the stories of the individuals who made them possible. Read on to learn more about how THL and our partners in the OWA are making change for animals around the globe.

# IN NORTH AMERICA, THE ROAD TO CAGE-FREE IS PAVED WITH PROMISES

It was hovering around freezing in Chicago. **It was December 10th, and Jay Guerrero stood outside a Dunkin' with signs and leaflets.** He wasn't alone—as a Changemaker Captain for THL, he'd helped to organize this protest, alongside his counterparts at Mercy for Animals. The attendance, he said, was “wonderful.” In the early afternoon, the group had congregated at Noodles and Company, where they protested for an hour or so. Then they moved a few blocks away to Dunkin', where they now stood, chilled to the bone—but invigorated by their mission.

That mission? Doing away with battery cages. Dunkin's parent company, Inspire Brands, had agreed to eliminate battery cages for egg-laying hens throughout its global operations, but refused to provide meaningful evidence of its global progress for each of its brands. Noodles and Company, meanwhile, had removed its welfare commitment to chickens raised for meat from its website. **Jay's goal was to keep public pressure on these two companies—to hold them accountable for their promises to millions of chickens.**

At THL, we know this phenomenon all too well. A company agrees to a stronger animal welfare policy. Publishes it on its website, basking in the glow of good “stewardship” or “corporate responsibility.” But behind the scenes, nothing changes. **The animals continue to suffer—while the company profits from its illusory “commitment.”**

## THAT'S WHERE ADVOCATES LIKE YOU COME IN.

Our primary goal for our work in North America in 2023 was to **follow up on the progress of the more than 300 companies that had agreed to go cage-free in the US by 2025.** Some companies had already *met* their goals, or were transparently sharing their progress. Other companies were stalling: they hadn't published roadmaps or shared any indicators of progress. So we reached back out to these non-reporting companies—nicely, at first, but with all the power of digital actions, protests, and robust pressure campaigns, if needed.

And the results are in. **Our devoted Changemaker community told companies that animals deserve better no less than 305,512 times,** through actions like signing petitions and emailing corporate executives. In 2023, we trained 288 Changemakers, who in turn led 3,000 grassroots actions. Our events brought in 1,700 people every month.



*Changemaker Captain Jay Guerrero (right) and fellow volunteers protest for corporate accountability in Chicago, Illinois*

## COMPANIES HAD NO CHOICE BUT TO LISTEN.

In December, **Family Dollar** strengthened its cage-free policy. It had agreed to completely remove battery cages from its supply chain by the end of 2025. Over the summer it ran a pilot program in 63 stores to see whether clear signage distinguishing cage-free from conventional eggs had an impact on customer choices. It found that it did—and now plans to offer cage-free eggs at more Family Dollar stores.



Following pressure from THL, **Quiznos**, the sandwich chain known for its toasted Italian subs, started reporting progress towards its 2025 cage-free deadline. About 25% of the egg products sold in its stores now come from hens who live outside cages, it said in a press release, reiterating its commitment to be 100% cage-free by 2025.

Meanwhile, **Barnes and Noble Café** reported progress for the first time, sharing that 87% of the eggs it serves come from hens living outside of cages, and provided a roadmap to reach 100% by 2025. After we reached out, **Panda Express**, the American Chinese food chain, updated its reporting for the first time in three years—and said that 40% of its eggs are now cage-free. The supermarket chain **Giant Eagle** reported its progress for the first time, sharing that 100% of its own Giant Eagle brand of eggs (including shell, liquid, and hardboiled) and 70% of all fresh egg offerings sold in its stores are now cage-free. Giant Eagle also announced plans to use only cage-free eggs for ingredients in its Nature's Basket brand by 2025 and is now reporting 91% towards that goal.

These are just a few examples of the progress we made, together, for animals in 2023. Wins like these—when companies turn promises into reality—are **nothing short of life-changing for the millions of birds** who will be able to walk around, spread their wings, and scratch at the ground. Things they could never, ever do in a barren wire cage.

Wins like these also show us that times are changing. When THL first launched in 2005, “cage-free” was scarcely a thing. **Today, 40% of US hens—122.3 million—live outside of cages.** The term “cage-free” is growing increasingly familiar to consumers as they demand transparency, accountability, and higher welfare standards as far as their food is concerned. In grocery markets across the US, cage-free eggs have become more widely available. We’re heading towards a **tipping point in the US where cage-free becomes the norm, and companies feel the heat to do better.**



***For Jay Guerrero, the Changemaker Captain in Chicago, there's inspiration and personal growth in leading this charge. He and his co-organizer Andrew have been holding monthly team meetings and events, guiding volunteers—including first-time activists—through their journeys in the animal movement. Together, Jay's team takes digital actions, runs protests, holds banners, calls legislators, and distributes literature on the city streets.***



*Activists protest to hold companies accountable to chickens*

“I’m inspired by the **energy that volunteer changemakers** bring to the movement. It’s inspiring to hear stories from others that have decided to take action, and what goals they aim to achieve as volunteers. I think it’s helpful to discuss our journeys to learn more about each other and build long term relationships with other volunteers,” he said at our December Town Hall.

Through our Changemaker program, he added, you can join a community of volunteers who “influence the policies of the world’s largest companies and empower others to take actions”—bringing us just a little bit closer to that tipping point.

# *big meat v.* **ANIMAL ADVOCATES**



*in North America...*

Our team of legislative experts is **WORKING TO FIGHT THIS DANGEROUS BILL —THE EATS ACT— ON ALL FRONTS**

**GROCERY STORES AREN'T THE ONLY BATTLEGROUND IN THE FIGHT TO PROTECT ANIMALS RAISED FOR FOOD.** Sometimes the fight happens in the annals of power: on Capitol Hill, in the voting booth, in the small-town city council, on the floor of the Supreme Court.

In 2018, THL championed California's **Proposition 12**, a ballot initiative overwhelmingly passed by 63% of the state's voters. Prop 12 is a landmark animal protection bill that imposes minimum space requirements for all animals raised for eggs, pork, and veal sold in California. In effect, any supplier wanting to sell in California's enormous market must abide by its animal welfare standards—touching the lives of 40 million animals across the country.



The pig lobby balked. It filed a series of lawsuits at the lower courts, arguing that Prop 12 violated the interstate commerce clause. It lost every case. Finally, it appealed to the US Supreme Court. With our coalition partners, we defended Prop 12, acting as an intervening party.

**On May 11, the Supreme Court upheld Prop 12 with a 5-4 vote.** This was incredible news for any animals whose products might be sold in California. But even better, the verdict meant that voters and legislators were free to create policies to protect animals across the country and beyond through bans of cruel animal products. Our movement now had the momentum to win meaningful changes for animals—like banning the sale of caged eggs, foie gras, fur, and pig meat from farms that use gestation crates.

Big Meat wouldn't have it. The meat lobby and several Senators and Representatives quickly introduced the **Ending Agricultural Trade Suppression (EATS) Act**, a draconian amendment to the Farm Bill that would strip states of their ability to ban agricultural products within their own borders. It threatens Prop 12, but also any attempt by *any* state to ban the sale of agricultural products deemed to be harmful—even some products *harmful to humans*.

At THL, we rallied our supporters to contact their representatives. Thankfully, most Congresspeople refused to co-sponsor





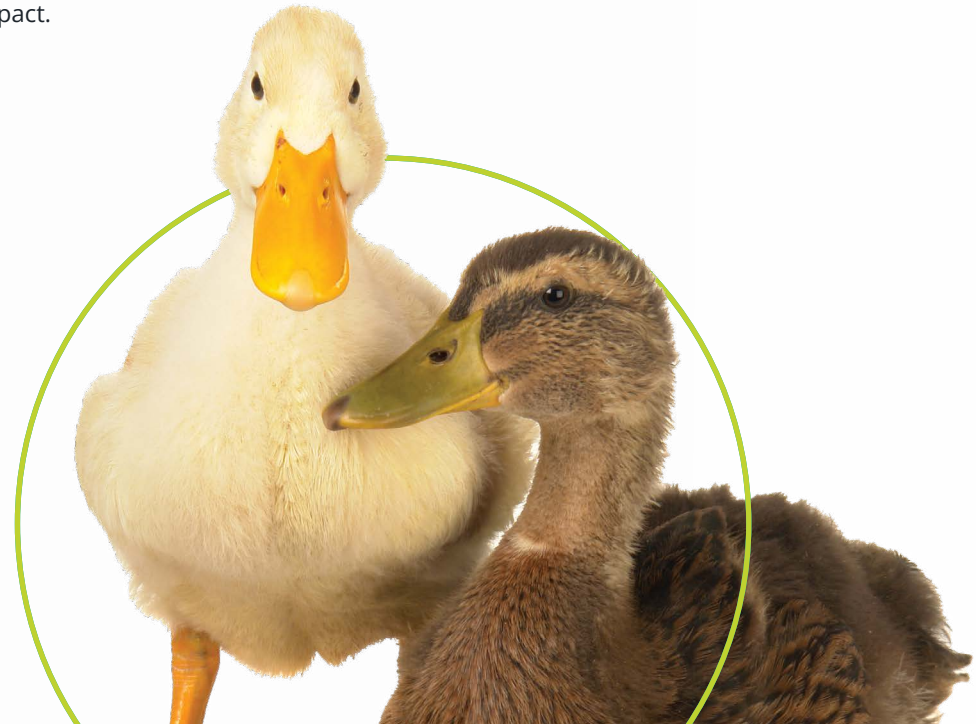
the original bill last summer. But the threat isn't over yet. The people behind the failed EATS Act are thought to be re-working it. **If EATS—or something similar—passes, we'd lose significant statewide protections for animals**, like Massachusetts' Question 3, a ballot initiative banning the cruel confinement of egg-laying hens, sows, and calves raised for veal.

Our Policy team and our **Animal Policy Alliance (APA)** are tracking EATS closely. Our APA—a network of 15 local and regional animal groups across the country that receive connections, research, and guidance from THL—focuses on protecting farm animals through impactful legislation in local communities and states. Defeating the EATS Act is a major priority of the APA and our members. Many of their wins are directly threatened: bans on the sale of dogs from puppy mills, cosmetics tested on animals, and force-fed foie gras. Our team of legislative experts is working to fight this dangerous bill on all fronts, including partnering with APA members to mobilize and engage supporters across the country.

Meanwhile, as of January 2024, Prop 12 has finally gone into full effect, state laws are still standing, and the APA continues to win victories for animals. **Humane Action Pittsburgh**—one of our APA member groups—convinced the Pittsburgh City Council to ban foie gras! Foie gras, produced by force-feeding ducks via a tube down their throats, was outlawed in the city by a 7-2

vote. **Connecticut Votes for Animals** defeated a Connecticut bill that would have legalized the cruel factory farming of rabbits for food. And **Missouri Alliance for Animal Legislation** recently prevented three harmful bills that would have loosened or eliminated protections for animals in factory farms.

The APA's work—though more local in scope—is an important piece of our strategy to dismantle factory farming. These fights show that we can build on the prior success of ordinances like Pittsburgh's puppy mill ban. They activate local communities, engaging people in the legislative process. And they allow activists to build relationships with legislators, so that we can pave the way for more ambitious legislation in the future. While the most impactful federal legislation for farmed animals is still far in the future, these are the types of steps we need to be taking today in order to build the momentum and the power that can one day create that kind of wide-reaching impact.





*in Asia...*

**10**

**NEW CORPORATE  
CAGE-FREE COMMITMENTS**  
secured by the OWA

**78**

**COMPANIES REPORTED  
PROGRESS OR FULFILLED**  
their cage-free commitments

# *fueling momentum* **IN ASIA**

**ASIA IS A CRITICAL REGION** for animal welfare efforts. **Around 68% of the world's egg-laying hens live in Asia**—which means billions of hens are kept in cages roughly the size of an iPad, unable to turn around or spread their wings. And these numbers are increasing, as the population in Asia swells and rising income levels lead to greater animal product consumption. What's more, Asia is home to many of the world's top global food companies, which are expanding ambitiously to meet growing demand.

With most global companies headquartered in North America and Europe having already committed to eliminating battery cages from their global supply, the **next step in our march**

**toward a cage-free world is to encourage Asian companies to transform their supply chains** as well. Not only will this impact the billions of animals in Asian companies' supply chains, it creates a ripple effect: by increasing the supply of cage-free eggs in Asia, global companies with operations in Asia will now be able to fulfill their own cage-free commitments. That's why THL and the OWA have chosen to focus our biggest campaign efforts on major Asian companies.

In addition, recruiting and engaging more animal advocates in Asia is a key priority. With 21 member groups and 8 grantees in 2023, the OWA provided support to professionalize local groups and foster relationships between them to build a regional movement that can strategically engage some of the world's largest food companies. And this approach is working—demand for cage-free eggs in Asia is growing, especially in Japan and Taiwan. With groups like Animal Friends Jogja in Indonesia advocating for new government standards for egg-laying hens, powerful public awareness campaigns to end cages in Taiwan, and new cage-free commitments in Thailand, **OWA member groups are making major strides for animals across Asia and the Pacific Islands.**



## VICTORY! BEHIND THE SCENES OF THE JOLLIBEE CAMPAIGN

Jollibee Foods Corporation is recognized globally for its lovable bee mascot and Filipino dishes, and it owns popular brands like Smashburger and Coffee Bean & Tea Leaf. But their animal welfare practices revealed a darker side—the company stubbornly refused to commit to eliminating battery cages from its supply chain.

With more than 6,300 locations around the globe, **Jollibee Foods Corporation is not only the largest restaurant group in Asia, but the fastest growing.** After securing a victory from major Asian restaurant chain Toridoll in 2022, we aimed to build on that momentum and drive continued cage-free progress in Asia by targeting Jollibee next.

For months, Jollibee refused to respond to invitations to dialogue from THL’s skilled corporate negotiators. **That’s when activists across the globe stepped up**, launching a hard-hitting campaign that made our cause impossible to ignore. From Los Angeles to Madrid to Indonesia, THL Changemakers and OWA member groups hosted dozens of eye-catching protests, launched social media takeovers, and bombarded Jollibee executives with thousands of emails and phone calls. Videos parodying Jollibee’s beloved mascot spread like wildfire on social media, gaining tens of thousands of views.

After four months of campaigning, Jollibee still refused to negotiate, opening our emails hundreds of times, but never responding, and blocking us on social media. Then, we achieved a breakthrough: with no prior warning or communication, **Jollibee published a commitment to eliminate cages from its global supply by 2035!**

**This groundbreaking commitment is estimated to impact over 2 million hens each year.** And, this victory builds our momentum in Asia, a key strategic victory in our quest to eliminate battery cages from the face of the earth.



Activists in Los Angeles protest Jollibee

## CELEBRATING THL JAPAN

Since its founding in 2016, THL Japan has worked to secure over 170 cage-free commitments. As an affiliate of THL, THL Japan shares our commitment to innovation and effectiveness. In 2023, they built out a long-term strategy toward a cage-free Japan, and assessed how they could have the greatest impact in Japan and Asia. As a result, it was clear that they could help the most animals by becoming a new, separate organization, unaffiliated with THL. To make more progress within Japanese cultural norms, they determined that they needed to reassure companies that they would not wage a pressure campaign against them to make cage-free commitments. Instead they will work more collaboratively with companies to make progress on their commitments and to get new corporate cage-free commitments. THL will continue waging hard-hitting campaigns and tapping into the force of the OWA to pressure companies in Asia to commit to going cage-free—just as with Jollibee. This strategy, where some organizations take a friendly approach while others (like THL) are more adversarial, has worked well in many regions.

In early 2024, this new entity, **Animal Welfare Corporate Partners**, officially launched. We are extremely proud of the work THL Japan has done, and feel confident in this strategic shift for effecting change in Japan. It is with deep gratitude and excitement that we say, “Arigato, THL Japan, and Konnichiwa Animal Welfare Corporate Partners!”

### IN 2023, THANKS TO THL JAPAN...

- **6 COMPANIES COMMITTED** to sparing 14,000 hens from cages
- **6 COMPANIES FULFILLED** their commitments to spare 49,000 hens from cages



*in Africa...*

2

**NEW CORPORATE  
CAGE-FREE COMMITMENTS**  
secured by the OWA

6

**COMPANIES REPORTED  
PROGRESS OR FULFILLED**  
their cage-free commitments

# *keeping battery cages* **OUT OF AFRICA**

**THE WORLD'S POPULATION IS EXPECTED TO REACH 9.2 BILLION PEOPLE BY 2050, WITH NEARLY HALF OF THAT GROWTH HAPPENING IN AFRICA.** To meet the growing global demand for cheap food, **African countries face pressure to industrialize their food systems.** Already an estimated 61% of the region's egg-laying hens are housed in battery cages. And hundreds of millions more animals are at risk of becoming trapped in cages due to foreign investors' attempts to expand factory farming. These investors are so determined to profit off of animal abuse they are even attempting to resell abandoned battery cages from Europe and North America to African multinational corporations.

But the 23 OWA member groups from 11 African countries are fighting back. Already, **OWA members have convinced roughly a third of African multinational companies to spare the millions of hens in their supply chains from life in a cage.** And of the companies with cage-free commitments in Africa, the majority are following through: 66% of them have either already fulfilled their cage-free pledge or reported on their progress.

One notable example is South Africa's Famous Brands, the leading quick-service and casual dining franchisor in Africa which operates nearly 3,000 locations in Africa, Europe, and

the Middle East. With support from the OWA, in 2018 member group SAFCEI (Southern African Faith Communities' Environment Institute) campaigned against Famous Brands to go cage-free throughout its global supply—and won! Thanks to continued pressure from SAFCEI and the OWA, **in 2023 Famous Brands announced that it had fulfilled its commitment three years ahead of schedule,** impacting nearly 200,000 hens in its supply chain. Famous Brands offers a prime example of what is possible in Africa thanks to the strategic efforts of animal advocates.



*Open Wing Alliance members in Africa*



## SPOTLIGHT ON GHANA: ANIMAL WELFARE LEAGUE

In 2021, the founders of Animal Welfare League were just students. Today, they are at **the forefront of change for farm animals in Africa.**

As a final year veterinary student at Kwame Nkrumah University of Science and Technology's School of Veterinary Medicine, **Daniel Abiliba realized that he wanted to do more** than just help one animal at a time through his veterinary practice. Alongside a group of fellow students, Daniel founded Ghana Animal Welfare Society, which today is known as Animal Welfare League. Their mission is to work with stakeholders, communities, and government to promote animal welfare for the environment and human health.



*Daniel Abiliba, DVM, Director of Animal Welfare League*

They have found success by working directly with farmers, conducting workshops and webinars to educate them on the importance of animal welfare. 93 of these farms from three regions in Ghana have since registered for Animal Welfare League's National Cage-free Farmers' Network and Directory, ensuring that 350,000 hens—and counting—will never face life in a cage. This network also supports their work to secure cage-free commitments from companies operating in Ghana. And in 2023, they did just that, securing cage-free pledges from two hotels: Koforidua Guests' Hotel and Grovenest Inn.

**Animal Welfare League will play a critical role in progressing cage-free work in Africa,** as many multinational companies have offices in Ghana. We can't wait to see what they accomplish in 2024 and beyond!

Upon founding Animal Welfare League, Daniel knew he wanted to connect with likeminded advocates and learn how to effectively create change for animals. So he sought out the OWA, becoming the first member in Ghana in 2022. That's when Animal Welfare League began learning about the life-changing impact of cage-free campaigns, and the potential to create large-scale change in their country.

**Now, Animal Welfare League is a leader in the African cage-free movement.**

“

The OWA provided many resources on tactics and the opportunity to share our experiences with a community of advocates. **AS WE ADVANCE, OUR GOAL IS TO BE MORE INVOLVED WITH THE COALITION TO END THE ABUSE OF CHICKENS WORLDWIDE.**



*—Daniel Abiliba, DVM,  
Director of Animal Welfare League*



*A 2023 workshop educated farmers and industry leaders on the importance of animal welfare in Ghana*



*in Europe...*

**28**

**NEW CORPORATE  
CAGE-FREE COMMITMENTS**  
secured by the OWA

**14**

**COMPANIES  
REPORTED PROGRESS**  
on their Better  
Chicken Commitments  
including KFC, Compass  
Group UK, and Nando's

# AT THE FOREFRONT OF CHANGE *in europe*

**IN 2023, ANIMAL ADVOCATES IN EUROPE CONTINUED TO PUSH PROGRESS TO NEW HEIGHTS.** Due to a long history of animal advocacy and strong public support for animal welfare, as well as the corporate and political landscape on the continent, Europe has the most robust animal protections in the world. And, they continue to push the bar higher, **winning progress for animals and setting a new standard for the rest of the world to follow.**

Thanks to the relentless work of THL UK, the OWA, and animal advocates across Europe, there are nearly 1,400 cage-free commitments on the continent, and **already 60% of hens in the European Union are free from cages**, compared to just over 40% in the US. In Eastern Europe and the Balkans, OWA members ramped up their cage-free campaigns, while in Western and Central Europe, advocates continued to hold companies accountable to their existing cage-free commitments. And in 2023, we saw Denmark and Belgium make sweeping animal welfare commitments, passing laws that will eliminate battery cages in their countries in the coming years.

In regions where cage-free progress is advanced, OWA members have moved on to advocating for the billions of chickens killed for meat—known in the industry as “broilers”—on the continent each year. Hundreds of European companies have adopted the Better Chicken Commitment (BCC)

—a suite of standards that vastly improves the welfare of chickens raised for meat by providing environmental enrichments, switching to breeds less prone to painful genetic ailments, and rendering birds unconscious prior to slaughter. Already **companies responsible for around 20% of broiler chickens in Europe have signed on to improve the welfare of these birds.** And many of the companies with BCC commitments are reporting progress ahead of their deadlines thanks to outreach from THL's negotiators.

“

**CURRENT CHICKEN FARMING PRACTICES ARE CRUEL TO OVER A BILLION ANIMALS A YEAR IN THE UK, and pose a huge threat to the health of our environment and population.**



—*Liam Hodgson, THL Global Animal Welfare Specialist for Chickens, The Mirror*



Supermarkets, which account for the majority of chickens raised and killed for meat, have shown less progress to date. That's why **THL UK and European OWA members campaigned against Lidl, a major European supermarket with more than 270 million chickens in its supply chain.** Led by experienced OWA member groups Animal Welfare Observatory and Albert Schweitzer Foundation, the OWA is demanding that Lidl adopt the BCC and end the abuse of chickens raised for meat in its supply. 21 groups from 16 countries have participated in the campaign, which has included an online week of actions, hard-hitting undercover investigations, significant media coverage, and street protests at 11 new Lidl locations on their opening days. While the campaign against Lidl is ongoing, it is an impressive demonstration of the power of the OWA's collaboration, and the development of member groups into leaders in their own regions with support of the OWA.

In addition, THL UK secured an exciting victory from Co-op, a member-based supermarket. After THL UK campaigned, 96% of Co-ops members—that's more than 32,000 people—voted for the supermarket to consider adopting the BCC. While Co-op's board has refused to stop selling fast-growing breeds, they did agree to give 20% more space to the more than 51 million birds in their care. In addition, thanks to dialogue with THL UK, major chicken producer Bakkavor pledged to supply BCC products to any customers who request it, removing a major objection from stubborn supermarkets. This is a major step forward, and gives THL UK a foothold to continue pushing for more!

## **FIGHTING THE GOVERNMENT FOR THE FATE OF A BILLION CHICKENS**

Since 2021, **THL UK has been battling the UK government in court to uphold its animal welfare legislation.** The law clearly states that animals cannot be kept for farming purposes if their genetics cause health and welfare problems. But chickens raised for meat grow four times faster than a few decades ago, bred to produce as much meat in the shortest time possible. As a result, they can often barely stand up and experience painful burns to their skin, organ failure, and even death from sudden heart attacks.

In 2023, THL UK's legal challenge had its day in court. While the case was dismissed, **THL UK didn't give up.** They appealed, and a higher court has granted their appeal on all counts. While the fate of over a billion chickens won't be decided until 2024, already change is happening. The legal challenge has garnered significant media attention, galvanizing the public against these horrifying practices and putting pressure on companies to end them.



Activists from THL UK campaign against local supermarket Co-op to adopt the Better Chicken Commitment

### **IN EUROPE...**

- **970 COMPANIES REPORTED** progress or fulfilled their cage-free commitments
- **32 BETTER CHICKEN COMMITMENTS** secured by the Open Wing Alliance
- **2 BETTER CHICKEN COMMITMENTS** secured by The Humane League

# COLLABORATION *in Latin America*

**WITH HIGH RATES OF EGG CONSUMPTION AND THE RAPID GROWTH OF INDUSTRIALIZED FACTORY FARMING**, 92% of hens in Latin America are trapped in cages. **But animal advocates in the region have fought back**, progressing the cage-free movement and preventing the expansion of battery cages in Latin America for egg production.

**OWA member organizations in Latin America have provided an inspiring example** of how we can leverage a network of strong relationships to meet this challenge. With 12 member groups and 9 grantees, the OWA is delivering cage-free progress in Latin America. Groups secured more than 400 corporate cage-free commitments in the region from 2017 to 2023, and are working with major regional corporations like Grupo Alsea and Grupo Bimbo—two of the largest regional companies—to report progress on their animal welfare commitments. In addition, Latin American groups have secured progress from major regional producers, including in Brazil and Colombia, to accelerate progress to free every hen from intensive confinement.

Thanks to the strength of the movement and growing cage-free progress, advocates in Peru and México took the critical step of advocating for standards for egg production and labeling in 2023. **These standards reflect a growing awareness of cage-free conditions and momentum created through corporate commitments**, which will ultimately aid in accountability efforts. In addition, advocates in Brazil, where significant cage-free progress has been made, have expanded the scope of their work to include campaigns pressuring companies to improve the welfare of chickens raised for meat in their supply chains.

## **THE END OF AN ERA IN MÉXICO**

In October 2023, the THL México board of directors decided to close THL México. This was an extremely difficult decision, and we are deeply grateful to the team, and the THL México supporters and volunteers, who have made a difference in the lives of countless farmed animals through their awareness-raising and advocacy. Thanks to them—in collaboration with other groups—two of the largest Latin America cage-free commitments were secured from Grupo Bimbo and Grupo Alsea, and the first piece of legislation in México pushing for clear standards on labeling of egg-production methods was proposed and championed. We feel confident in the animal protection organizations that will continue this important work in México and are very grateful to them. Our work in Latin America will continue through the Open Wing Alliance in collaboration with OWA member organizations in México.



*in Latin America...*

# 45

**NEW CORPORATE  
CAGE-FREE COMMITMENTS**  
secured by the OWA

# 133

**COMPANIES REPORTED  
PROGRESS OR FULFILLED**  
their cage-free commitments

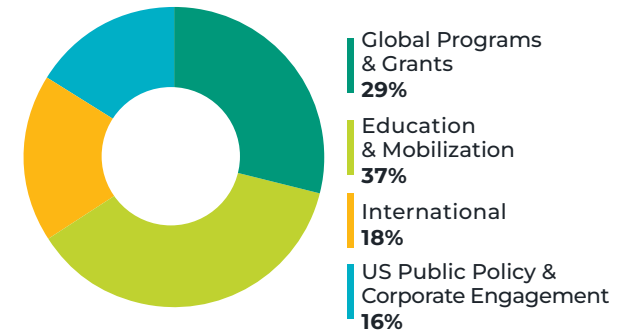




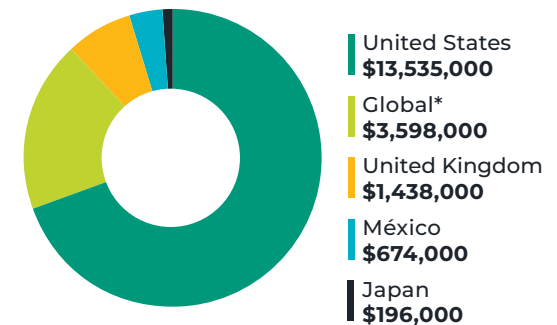
# 2023 financial report

The Humane League is a nonprofit, tax-exempt 501(c)(3) corporation that is fueled entirely by donations from a few foundations and thousands of individuals. Because of your generous funding, we were able to give millions of animals a better life this year. **THANK YOU.**

## PROGRAM AREAS



## GLOBAL EXPENSE ALLOCATION



\*22 countries funded through OWA grants

<sup>1</sup> Investment income includes \$1,584,100 in unrealized gains.  
<sup>2</sup> This includes general operations support for THL United Kingdom, THL México, and THL Japan.  
<sup>3</sup> This includes THL's People and Operations functions, as well as anomalous costs associated with purchasing THL-owned computers for all staff to improve data security and a fiscal infrastructure review.

THL uses an accrual accounting system, so revenue is recorded in the year that a grant is awarded, rather than when it is received. Therefore, some 2023 expenses were covered by grants recorded to prior years.

All numbers have been rounded to the nearest one thousand.

The numbers on this page are preliminary and are subject to change upon audit. The final audited numbers will be available later in 2024 at [thehumaneleague.org/impact](http://thehumaneleague.org/impact).

## OPERATING EXPENSES

PROGRAMS	
Global Programs & Grants	\$3,598,000
Education & Mobilization	\$4,724,000
International <sup>2</sup>	\$2,309,000
US Public Policy & Corporate Engagement	\$2,062,000
<b>PROGRAMS TOTAL</b>	<b>\$12,693,000</b>
SUPPORTING SERVICES	
Fundraising	\$2,052,000
General Operating <sup>3</sup>	\$4,696,000
<b>SUPPORTING SERVICES TOTAL</b>	<b>\$6,748,000</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$19,441,000</b>

## DONATIONS AND REVENUE

Contributions & Grants	\$17,734,000
Investment Income <sup>1</sup>	\$2,243,000
Merchandise	\$7,000
<b>TOTAL DONATIONS &amp; REVENUE</b>	<b>\$19,984,000</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$528,000</b>
<b>NET ASSETS AT BEGINNING OF YEAR</b>	<b>\$17,972,000</b>
<b>NET ASSETS AT END OF YEAR</b>	<b>\$18,500,000</b>
Unrestricted Net Assets	\$16,781,000
Net Assets restricted to future use	\$1,719,000

# at the heart of our mission is YOU

**A HEARTFELT THANK YOU TO ALL MENDED HEART SOCIETY MEMBERS.** Your extraordinary support helps expand our impact for the animals every year. In 2023, the following supporters contributed at the Partner, Advocate, Defender, Disruptor, or Champion level.



Niklas Adalberth	James and Lisa Calicchio	Elizabeth A. Erickson
Ann B. Anderson	Patricia Callahan	Deametrice Eyster
P Elizabeth Anderson	Lynn Ceuleers	Tahni Fagerberg
Animal Charity Evaluators	Alka Chandna and Bruce Friedrich	Farvue Foundation
Sam Asher	Lydia and Kashif Chaudhry	Kiersten Feil
Dickson Au	David Chou	Gerri Finkelstein-Lurya
Tod Bachman and Amanda Dawsey	John Ashley Clark	Founders Pledge
JD Bauman	Cottonwood Spring Foundation	Fundación Ayuda Efectiva
Bill and Kathleen Beattie	Alex Curtis	Aaron Gelband and Amanda Leiter
Rachid Ben Cherif	Justin Cutter	Giving What We Can
George and Lauren Biancardi	Jessica Dadds	Barbara C. Good
Corentin Biteau	Curran Dandurand	Gay Goodman, PhD
Simon Blessenohl	Marcus Daniell	Janice Gordon
Brian Bradley	Roshan Dathathri	Greenbaum Foundation
Lyra, Dakota, Megan, and Ben (Stobbe-) Buelow	Michael Davidson	Alexandra Greene
Mallory Bulkley	Doneer Effectief	Nick Groenke
Tasha Cahill and Alex Bomstein	Craig Dunham	Aitan Grossman
	Jonathan Dutson	Patrick Gruban and Rosmary Stegmann
	Effektiv Spenden	

Kevin and Patrice Grzebielski
Gustav
Hampshire Foundation
Will Hastings
David Hattis
Gil & Nicole Hersch
Alyssa Hertig
High Impact Athletes
Melody Hildebrandt
The Steve and Diane Hirschhorn Charitable Fund
Christopher Hrones
Humane America Animal Foundation
Justin Jaeger
Jeremy Coller Foundation
Joseph Grasso
Dr. Kaufman
Joe Keefer
KH Dominion Foundation
Kelly Kim and Steven Banks
Matthew and Salina Kohut
Vince Lampone and Nick Menzies
Diane and Robert Lang
Rachel Lange
Jon Liechty and Rayna Quinn
Dana Wechsler Linden and Larry Linden

The Lopker Family Foundation
Lily Lu-Lerner and Louis Brown
Deborah Lucas
Oscar Maeyer and Emma Maeyer (trycycleafrica)
Barbara L. Magin
Chris Martin
Nir and Anna Matalon
Maya Mathur
Teryn Mattox and Matthew Levinson
May Foundation Trust
Carla McKay and Martha Ehrenfeld
Kim and Patrick McKee
Kathleen Mckinley
Joanna McNamara
Luna McNulty
Mark L. Middleton
Dorna Moini and Troy Pospisil
Sara D. Murray
Ben Muschol
Satoshi Nakamura
Deborah Nasmyth
Ari Nessel
Gail Odell
Open Philanthropy
Brian P. Ottens
Ouroboros Foundation
Preeti Pachaury
Sharang Phadke and Yoonjeong Shin

Ashley and Alex Pittman
Ben Plaut
Michael Plotz Sage
Rafał Gonsior
Céline and Antoine Rappaz
Kathy Ray and Omer Baror
RC Forward
Chris Reece
RLH Foundation
Alicia Rodriguez and Yash Saini
Louisa Rogers and Barry Evans
John Rogers
Dave Rolsky
Erin Routliffe
Lori and Tim Rowe
Benjamin Sarsgard
John Sbisa
Zachary H. Segall
Britt Selvitelle
Florian Sense
Michael and Kristin Sesser
Amy Shade and David Honig

Ketki Sheth
Peter Singer
Rebecca Weiss Sjouwerman
Jakob Skåring
Gene M. Smith
Bret Snyder and Anna Quisel
John and Timi Sobrato
Gene Stone
Stonemaier Games
Theo Summer
Adam Tepper and Michelle McSwain
Tipping Point Private Foundation
Angelo Tomedi
Muriel Van Housen
Richard Vigoda
Eleni Vlachos
Nancy Wartik
David A. Wengert
Jacob Williams
J.T. Wolohan
Holly Yeagle
<i>Anonymous (161)</i>

*This list reflects select donations totaling \$2,500 and up, made between January–December 2023.*

Learn more  
[thehumaneleague.org/mendedheart](https://thehumaneleague.org/mendedheart)

## ENDURING LEGACIES OF COMPASSION

We are tremendously grateful for THL's Legacy Society members and their eternal partnership in ending the abuse of animals raised for food.



Ann B. Anderson	Andrew Gill	Deborah Nasmyth	Janice E. Spencer
P Elizabeth Anderson	Gay Goodman, PhD	Tiffany J. Petersen	Gene Stone
Sam Asher	Gustav	Ashley and Alex Pittman	Tara H.
Jim and Sharon A. Barnes	Terry Hagio	Linda Anne Reynolds, Ed.S.	Hanako Tomizuka
Scott Bonner	Peter Hennessy	Claude Roy	Mike Viara
Lynn Ceuleers	Cathleen Hothersall	Eleni Vlachos	Sarah Wright
John Ashley Clark	Diane Hughes	Melissa Shelton-Ortner	Holly Yeagle
Stephen Colley	Shannon Hunter	Jas Sirny	<i>Anonymous (47)</i>
Deametrice Eyster	Carlee Kreisel		
Tahni Fagerberg	Mickey Kubena		
Greg and Sharon Falk	Barbara L. Magin		
	Danielle Marino		

Learn more: [thehumaneleague.org/legacy](http://thehumaneleague.org/legacy)

## STRENGTH IN NUMBERS

More than 2,000 dedicated supporters now make a monthly gift for the animals as members of The Heart Beat. Together, THL's monthly giving community is ensuring that the fight to end the abuse of animals raised for food beats on all year long.



Learn more [thehumaneleague.org/monthly](http://thehumaneleague.org/monthly)



Few animals are treated more cruelly, and suffer more, than the animals raised for food. I am glad if I can contribute a tiny bit to ease their suffering. **I THINK THE HUMANE LEAGUE IS DOING A GREAT JOB TO HELP THESE ANIMALS.**

—*Rebecca Weiss Sjouwerman, Mended Heart Society member*



## OUR LEADERSHIP

### Board of Directors

Shannon Campion  
Chair

Alicia Rodriguez  
Vice Chair

Jacob Eliosoff  
Secretary

Yaqi Grover  
Treasurer

Mark Middleton  
Director

Neysa Colizzi  
Director

Craig Dunham  
Director

Melody Hildebrandt  
Director

### Senior Leadership Team

Vicky Bond  
President

Michelle Strickland-Kucerak  
Senior Vice President,  
Programs and Public Policy

Jennifer Barckley  
Senior Vice President,  
Marketing and Communications

Caroline Mills  
Chief of Staff

Aaron Ross  
Vice President,  
Policy and Strategy

Alex Suchy  
Vice President,  
Global Programs

Kalista Barter  
Vice President, Development

ever galván huerta  
Vice President, People

Andrea Coron  
Chief Operating Officer

Ann Porter  
General Counsel

*be the change*  
**FOR THE ANIMALS**

*thehumaneleague.org/donate*



**SCAN THE QR CODE**

to view a mobile friendly version of this report.

The Humane League  
PO Box 10476  
Rockville, MD 20849

info@thehumaneleague.org  
+1 240-200-4480  
EIN: 04-3817491

[thehumaneleague.org/2023impact](https://thehumaneleague.org/2023impact)