

Hello!

I have two big pieces of news for you this week.

This news comes at a time when I know many of us are searching for things to feel hopeful about.

COVID-19 has tested all of us. Twelve months ago, who could have imagined the state of our world today? “Challenging” doesn’t begin to describe it. Yet throughout it all, **you continued to show up for animals.**

Your support is ensuring that 2020 will go down as a year when good things happened, too. Thanks to you, we are continuing to make progress toward our shared mission to end the abuse of animals raised for food. And as you’ll see, we’re not slowing down!

A Breakthrough in the UK

While most of us took a financial hit this year, some businesses are booming. Some of the “winners” of the COVID economy are meal-kit providers. These companies deliver pre-packaged ingredients to customers to make cook-at-home recipes. With a rapidly expanding customer base, it’s vital that we intervene to prevent this industry from compounding the suffering of animals in factory farms. To this end, **THL UK has secured not one, not two, but seven animal welfare commitments from these companies in recent weeks.**

Sneak Peek: Global Campaign Launch

Alongside our global allies, The Humane League is gearing up for a campaign unlike any other. I can’t share all the details with you just yet—but what I can say is that we’re seeking a major corporate commitment that has the potential to **transform the lives of millions of animals all over the world.**

This will be big. And I won’t lie—it will be a challenge. We’re facing off with a mega corporation that has infinitely greater funds, advertising power, and resources than we have. But that’s never stopped us before. With your help, I know we can win this.

Behind-the-scenes negotiations are unfolding right now and I’ll email you the moment I can reveal more.

As a valued member of our Changemaker community, I’m sending this email to you in confidence. **Please don’t share this message broadly.** Thank you for your partnership.



FOR THE ANIMALS,



David Coman-Hidy
President

P.S. Nearly 1,000 Changemakers gave to our World Farm Animals Day challenge, bringing in funds that support campaigns like the ones I mentioned above. But with the year coming to a close, we still need to raise the remaining 23% of our budget. If you’d like to help fund this work, **please make your gift today.**

P.P.S. Did you enjoy reading this update? **Hit reply** if you have any thoughts to share—we’d love to hear from you!