

20
21

annual report





David Coman-Hidy
Outgoing President,
The Humane League

from our LEADERSHIP

AS I REFLECT ON OUR PAST YEAR TOGETHER, I'M FEELING DEEPLY GRATEFUL. Despite its challenges, 2021 has been a historic year for animals. Thanks to your partnership, we've made incredible breakthroughs in our work to end the abuse of animals raised for food, and I feel confident that looking back, we'll see 2021 as an important year in our ongoing fight to end factory farming.

After years of tireless campaigns and painstaking negotiations, of refining our strategy and building momentum, in 2021 we secured some milestone victories for our shared mission. In the United States, giant grocery stores, which purchase the majority of chicken raised for meat, started to recognize that these sensitive and intelligent beings deserve better treatment—a tipping point in our campaign to impact the most widely abused land animal on earth. Alongside our global coalition of fellow organizations, we won our biggest campaign yet when the world's largest fast food company pledged to free egg-laying hens from barren battery cages in more than 150 countries. We tested breakthrough interventions, launching a public policy program in the United States and advocating for fish in the United Kingdom. And we reached more people than ever, exposing the truth about what happens behind the doors of factory farms and growing support for our cause with groundbreaking investigations and mainstream media coverage in *The New York Times*, *CBS News*, and more.

I'm also feeling grateful because, for the last eleven years, I've had the privilege of leading The Humane League (THL). While this is bittersweet for me—I have loved connecting with THL's many incredible supporters—it's time for a new leader to take the helm as we move into a new phase of growth and impact. Vicky Bond, formerly our UK Managing Director, will be leading THL as we continue to scale our programs and work to dismantle factory farming with focus and energy. **[You can learn more about Vicky and our plans for 2022 on page 14.](#)**

Thank you for partnering with THL. Your support has fueled each and every one of our wins for animals. And it's fueled us as advocates, bringing us hope and empowering us to continue fighting every single day. On behalf of myself, our staff, and animals everywhere, thank you.



a year of **BREAKTHROUGHS**

TOGETHER, we are ending the
abuse of animals raised for food.
THANKS TO YOU, IN 2021:

100+

GLOBAL COMPANIES

have pledged to eliminate
battery cages [*\(p4\)*](#)

100

MILLION HENS

will never face life
in a cage [*\(p5\)*](#)

6

GROCERY CHAINS
committed to reform their
treatment of chickens [*\(p6\)*](#)

10

MILLION+
hearts and minds
were reached [*\(p7\)*](#)

2

NEW INTERVENTIONS
were launched [*\(p8-9\)*](#)

297

CORPORATE COMMITMENTS
were made to end some of the
cruellest practices [*\(p10-11\)*](#)

3

HISTORIC LEGAL
efforts began in Japan, México,
and the United Kingdom [*\(p12-13\)*](#)

10

RESEARCH REPORTS
were published [*\(p15\)*](#)

we surpassed **100 GLOBAL CAGE-FREE** *commitments*

Six billion hens around the world are kept in tiny battery cages every single year, unable to spread their wings or turn around. Their feet are mangled and twisted on the wire floor, and they become so stressed they pull out their own feathers. For decades, this has been the egg industry's standard practice. But over the past five years, THL has rallied our movement to demand that companies put an end to this cruel practice.

In 2021, together we reached an important milestone: there are now **more than 100 companies that have committed to eliminate cages from their entire global supply.** This is thanks to the tireless work of the Open Wing Alliance (OWA)—a coalition, led by THL, of 80 groups on six continents that are dedicated to banishing battery cages from the face of the earth.

And, in 2021, **the OWA won their biggest cage-free campaign ever: Yum! Brands, the world's largest fast food company, pledged to eliminate battery cages from its global supply chain.** That includes nearly 50,000 Kentucky Fried Chicken (KFC), Pizza Hut, Taco Bell, and The Habit Burger Grill locations around the world in 150 countries. Thousands of activists across the globe took to the streets, signed petitions, made phone calls, and sent countless tweets, messages, and emails demanding that they treat animals better. And now, thanks to you, countless hens will never face life in a cage. What's more, this victory is a watershed moment for our movement to end the abuse of animals. When the world's largest fast food chain acts, others are sure to follow.



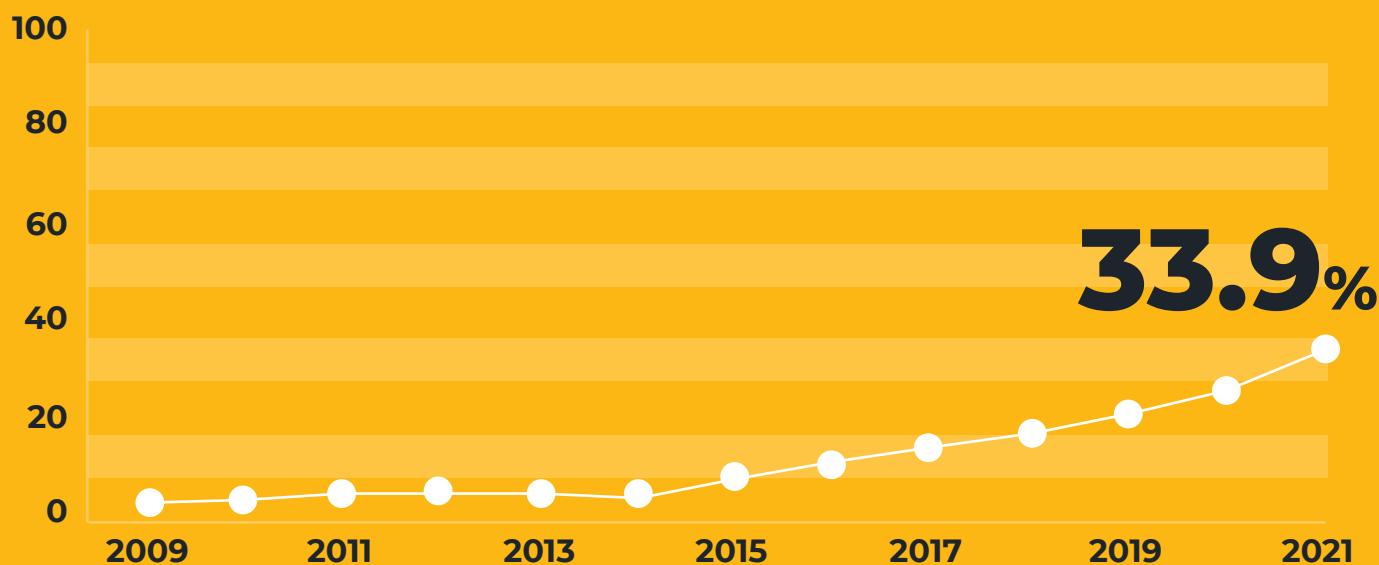
8

NEW GLOBAL POLICIES
including Yum! Brands, Dunkin'
Donuts, and Auntie Anne's

...and 100M HENS who are free from cages

Since 2015, we have fought to free hens from cages. Nearly every major food company in the US has committed to phasing out intensive confinement by 2026, and a growing number of states have banned cages for egg-laying hens. These commitments are only meaningful if they translate into real change for animals on farms. That's why THL works to hold companies accountable to their cage-free commitments and ensure that they comply with state laws banning intensive confinement—freeing hens from tiny barren cages once and for all.

Around the world, our expert negotiators work to ensure companies transparently publish their cage-free progress and, ultimately, reach 100% cage-free eggs. When companies fall behind, THL uses highly public pressure campaigns to hold companies accountable for profiting off animal abuse. Thanks to these efforts, the percentage of the US egg-laying flock living free from cages crossed a major benchmark this year: **more than one third of hens are now free from cages, which is over 100M birds**. All of this means that 19.4M more hens are free from cages compared to this time last year—that's roughly the population of New York State.



There are now over 111 million hens in the US who will never face life in a cage—6 times more than when our work began in 2015.

16

COMPANIES

reached their goal of sourcing 100% cage-free eggs in the US

85%

OF COMPANIES

around the world that committed to go cage-free by 2020 or earlier have already complete their transition

41

COMPANIES

reached their goal of sourcing 100% cage-free eggs in Europe

WE BROKE THROUGH *the retail sector*

Each year, more than 70 billion sensitive, curious chickens are raised and killed for meat around the world, enduring some of the worst and most widespread abuses on factory farms. They are bred to grow so fast that they struggle to stand under their weight, often resulting in a disease called “white striping,” named for the stripes of fat that develop due to their explosive growth. Crammed by the thousands into windowless sheds, they suffer chemical burns from lying in their own waste. And they spend their final moments painfully hanging upside down, enduring broken limbs, and facing the threat of being boiled to death in a standard industry practice called “live-shackle slaughter.”

Since 2016, we have demanded that companies eliminate these cruel practices. Thanks to you, more than 500 leading food companies around the world have now agreed, and each one of their pledges impacts millions of chickens. However, until 2021, few of these companies were retailers, which account for more than 50% of chickens purchased in the US.

Thanks to our groundbreaking investigation—the White Striping Report, which uncovered the disturbing truth that **99% of chicken on supermarket shelves showed signs of white striping disease**—we finally broke through to these massive supermarket chains.

IN 2021, THESE SUPERMARKETS PLEDGED TO ADDRESS SOME OF THE WORST ABUSES FOR CHICKENS IN THEIR SUPPLY CHAINS:



Alongside companies around the world:

19
COMPANIES
in the UK*

8
COMPANIES
in the US

**including Burger King, Subway, and Food Delivery Brands (Pizza Hut)*



our movement **WENT MAINSTREAM**

It will take each and every one of us to break down the walls of factory farms and end the abuse of animals raised for food. In 2021, The Humane League worked tirelessly to bring the animal welfare movement into the mainstream and engage new allies in our mission. With searing reports and investigations like our 2021 Eggsposé, The Price of a Slice, and the White Striping Report, we put the corporate abuse of animals front and center. THL made headlines, reaching billions of people with the heartbreaking details of factory farming, and convincing them to join our cause by speaking up, taking action, or leaving animals off their plates.

“

THE HUMANE LEAGUE
[IS]... FIGHTING *to see farm animals treated in a way that's far beneath what they believe to be moral, but far above what's become normal. And they're succeeding.*

Ezra Klein
The New York Times

870,963
GRASSROOTS ACTIONS
for animals

531
COMMUNITIES MOBILIZED
by Changemakers across 46 states to take action for animals

10,959,043
VISITS TO A WEBPAGE
with undercover factory farm footage

15,905,977
MINUTES WATCHED
of factory farm footage

336
MEDIA MENTIONS
raising the profile of our cause, including
The New York Times, Bloomberg, CBS, The Atlantic

we piloted new **INTERVENTIONS FOR ANIMALS**

MAKING HISTORY FOR FISH

Despite common misconceptions, the evidence is clear: fish feel pain. Unfortunately, they are far from being afforded the same compassion and protections as land animals. Though many in the animal protection movement have long known of the scale of suffering that fishes and other aquatic animals experience, the challenge has been identifying evidence-based interventions that are powerful enough to change the industry. Until 2021.

Last year, **THL UK piloted a groundbreaking new intervention for as many as 77 million fish farmed for food in the country.** They lobbied the UK Government to improve the slaughter legislation for farmed fishes, giving them the same protections that land animals have. And they launched a groundbreaking public campaign, the Forgotten Fish Campaign, to raise the profile of this highly neglected issue and pressure the government to act. The campaign was informed by a study THL UK conducted in partnership with consumer research groups to identify messages most likely to resonate with the public, garner sympathy for these forgotten animals, and inspire action. The project is continuing into 2022 and, if successful, could lay the groundwork for similar efforts for the trillions of farmed fish around the world.



KICK-STARTING A GRASSROOTS POLITICAL MOVEMENT

Our vision for the future of THL, and our movement, has always included building grassroots political power. Today, with a few bright exceptions, farm animals are absent from political discussions. Our goal is to change this: we imagine a world where the considerable grassroots power of the animal movement is aligned around an achievable list of policy aspirations; and where these incremental legislative changes are won and then scaled over the years.

In 2021, we saw a strategic opportunity to leverage the successful model of the OWA to build political and legislative power for farmed animal protection advocates in the US. Our new Public Policy program will focus on organizing and empowering a national alliance of local and state-level animal advocacy groups and uniting

them around legislative agendas that include animals raised for food. A key focus of this project will be to provide resources—grants, training, legislative templates, and coordination—to local animal advocacy groups that are involved in electoral politics or implementing legislative strategies for animals. **In 20 years, we aim to have created a nationally-recognized, powerful alliance of state and local animal protection groups that wield strong legislative power on behalf of animals raised for food.** In 2021, we hired our first staff, began to create the internal structures needed for regranting and policy work, and we mobilized our supporters around key issues like successfully strengthening Massachusetts’ law banning the intensive confinement of animals.



we reached new **CORNERS OF THE GLOBE**

Factory farming is a global crisis, with more than 130 billion animals raised and slaughtered for food each year. 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 build a welcoming, collaborative community of Changemakers around the world.



**TOGETHER WITH
OUR PARTNERS IN THE
OWA, WE SECURED:**

207

COMMITMENTS
to free hens from cages

90

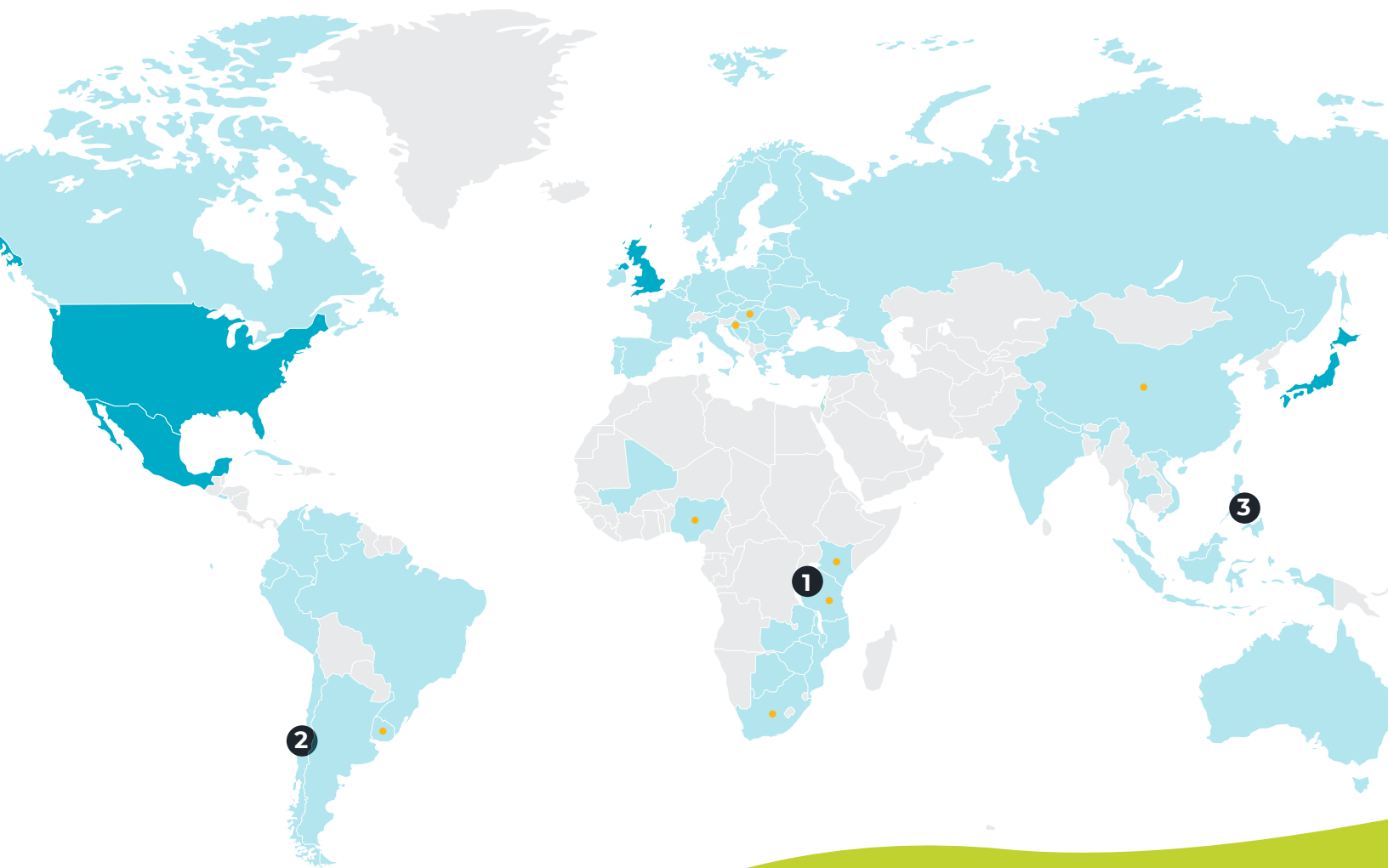
COMMITMENTS
to end the worst abuses of
chickens raised for meat



IN 2021

- 1 TANZANIA**
Partner organizations secured the first ever cage-free commitment from a local company in Tanzania.
- 2 CHILE**
Latin American organizations secured commitments from Cencosud, a major retailer headquartered in Chile, after their most difficult regional campaign yet.
- 3 TAIWAN & PHILIPPINES**
OWA groups in Taiwan and the Philippines saw major legislative victories after successfully campaigning their governments to strengthen cage-free standards.

-  **THL international organization**
-  **OWA member group**
-  **OWA member group, new in 2021**
China, Croatia, Hungary, Nigeria, Tanzania, South Africa, and Kenya



GLOBAL REACH

OWA distributed \$1,425,000 in grants to 38 groups across the globe.

IN ORDER TO IMPACT THE GREATEST NUMBER OF ANIMALS, THL HAS DEVELOPED AN AMBITIOUS GLOBAL STRATEGY, with operations in key international

regions that have high concentrations of animals raised for food. Together with the OWA, we're able to exponentially impact the animal welfare policies of local and global corporations in every major market, winning campaigns for animals all around the world.



MORE THAN HALF THE WORLD'S HENS LIVE IN ASIA, and the majority of Asia's largest food companies are based in Japan. 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 2021, six companies transitioned to cage-free eggs in Japan.

Alongside their corporate outreach, THL Japan is serving as a Core Member of the country's first cage-free standard development committee. The committee will recommend and propose standards to the Ministry of Environment and Ministry of Agriculture once the development is completed. These standards would further push companies in Japan to eliminate battery cages from their supplies.





MÉXICO IS THE LARGEST EGG CONSUMER PER CAPITA IN THE WORLD,

and it's home to many major companies that operate throughout Latin America and the world. Thanks to THL MX's work to hold companies accountable for their cage-free commitments, five companies—including Grupo Bimbo, the largest bakery and Grupo Alsea, the largest restaurant operator in Latin America—agreed to begin reporting cage-free progress publicly.

They also advocated for the creation of a Norma Oficial Mexicana for cage-free egg production, which could enable egg producers to be audited and regulate standards for cage-free eggs in the country, where corporate transparency and accountability are low. In 2021, they broke through to decision-makers, and the issue was added to the legislative agenda.

SINCE THL UK BEGAN CAMPAIGNING,

4 million hens in the UK have been freed from cages, and the country is now over two-thirds cage-free. This progress paves the way for even more powerful change—enshrining these protections in the law. In 2021, THL UK pressured decision-makers to introduce Beatrice's Bill—named for an egg-laying hen rescued by one of our staff—which would ban battery cages in the UK, for good.

In addition, THL UK filed a Judicial Review challenging the Government's failure to prevent the widespread use of chickens bred to suffer for meat, contrary to the country's legislation designed to protect animals. The final decision on both Beatrice's Bill and the Judicial Review could have monumental implications for the future of chickens in the UK.

onward & UPWARD

A MESSAGE FROM VICKY BOND, INCOMING PRESIDENT

When I joined THL in 2016, it was to make an impact. I've always cared deeply for animals, and I began my career as a veterinary scientist. But early on, I began to feel helpless—that with every cow or pig I treated, I was merely addressing the symptoms of factory farming, not the root. This led me to join the animal advocacy movement, first as a scientific researcher, working to build our understanding of how animals experience suffering and the interventions that can best help them, and then as an advocate and leader of groups working with global food companies.

For the last five years, I've been fortunate to have had the opportunity to build THL UK—to have been part of the team's incredible accomplishments, and all they continue to achieve through their relentless approach and collaborative spirit.

Thanks to you, THL has never been stronger—from our board and staff to our programs and finances—laying the foundation for this opportunity to inject new energy and strategic ideation into our mission. Dave's leadership has always inspired me, and I plan to embody his courage, focus, and visionary approach, as well as my own commitments to candor, transparency, and continuing to cultivate THL's culture; it is what makes this organization so special and why I'm so proud to work here.

At each step in my career, I've asked how I can make the greatest impact for animals. I'm eager to use my skills as a leader, scientist, and strategist to create even bigger and bolder change for animals all over the world. As THL enters this new phase of growth, I'm honored to work alongside you to further our mission to end the abuse of animals raised for food. I am deeply grateful for your trust and partnership as we enter this new chapter together.

ONWARD!



Vicky Bond

*Managing Director,
The Humane League UK
Incoming President,
The Humane League*



IN 2022, WITH YOUR HELP, WE WILL:



Change the world for chickens by **pressuring companies** to end the worst abuses of chickens in their supply chains.



Secure more **global corporate commitments** to eliminate cages for billions of egg-laying hens and hold companies accountable to their commitments.



Explore **strategic interventions** to help pigs, cows, and fishes raised for food.



Expand and **support a growing global movement** of professional and volunteer activists leveraging their skills and raising their voice for animals.



Inspire people around the world to join us in leaving animals off our plates.

we published **GROUNDBREAKING RESEARCH**

Our work is grounded in sound science and a commitment to effective animal protection. That's why we conduct actionable interdisciplinary research to inform our strategies. Our team of analysts and animal welfare scientists helps ensure that our efforts make the greatest impact—and that your dollars do the most good for animals.

OUR 2021 PUBLICATIONS

- Effectiveness of a Theory-Informed Documentary to Reduce Meat and Animal-Product Consumption: Three Randomized Controlled Experiments
- Eggspocé: Companies Profiting from Packed Cages and Empty Promises
- Global Cage-free Egg Fulfillment Report
- Inspiring Action for Farmed Fishes: Finding Messaging that Motivates
- Interventions to Reduce Meat Consumption by Appealing to Animal Welfare: Meta-Analysis and Evidence-Based Recommendations
- Milking It: Exploring the Impact of Plant-Based Milk in the US
- Prevalence of Stunning Methods in Broiler Chicken Slaughter in the United States
- The Price of a Slice: Animal Cruelty in the Pizza Sector
- US Egg Production Data Set
- White Striping Disease in Supermarket Chicken

READ THE RESEARCH AT

thehumaneleague.org/research-reports/



2021 financial REPORT

The Humane League is a nonprofit, tax-exempt 501(c)(3) corporation who is proud to be funded by thousands of individual and foundation donors. We are honored to have been named a Top Charity by Animal Charity Evaluators for the seventh consecutive year—every single rating period—in part because of our cost-effectiveness and efficient use of your generous funding.

OPERATING EXPENSES

PROGRAMS

Education & awareness	\$2,893,000
International ¹	\$2,435,000
Grants to OWA member organizations	\$1,421,000
Corporate engagement	\$666,000
Research	\$311,000
PROGRAMS TOTAL	\$7,726,000

SUPPORTING SERVICES

Fundraising	\$1,333,000
Management & general ²	\$1,783,000
SUPPORTING SERVICES TOTAL	\$3,116,000

TOTAL OPERATING EXPENSE **\$10,842,000**

DONATIONS AND REVENUE

Contributions and grants	\$11,971,000
Investment income	\$1,440,000
Paycheck Protection Program Loan Forgiveness	\$949,000
Merchandise	\$12,000
TOTAL DONATIONS & REVENUE	\$14,372,000

CHANGE IN NET ASSETS

\$3,529,000

NET ASSETS AT BEGINNING OF YEAR

\$21,319,000

NET ASSETS AT END OF YEAR

\$24,848,000

Unrestricted Net Assets

\$20,792,000

Net Assets restricted to future use

\$4,056,000

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

²This includes anomalous costs associated with our partnership with The Melanin Collective, to further our commitment to creating an equitable and inclusive workplace, as well as the costs for a comprehensive compensation study, to ensure that our staff are paid fairly.

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 2022 at thehumaneleague.org/impact

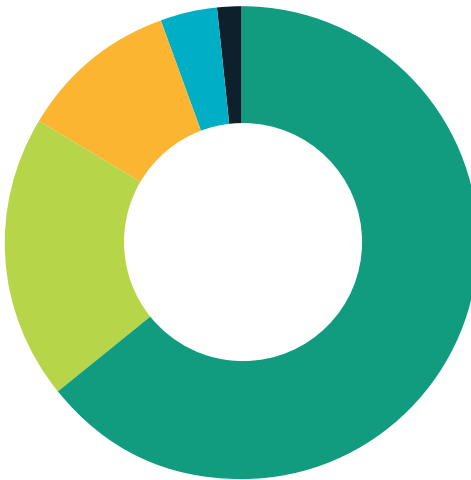


PROGRAM AREAS



- Education & awareness **37%**
- International **32%**
- OWA grants **18%**
- Corporate engagement **9%**
- Research **4%**

GLOBAL EXPENSE ALLOCATION



- United States **\$6,986,000**
- Open Wing Alliance **\$2,089,000**
- United Kingdom **\$1,165,000**
- Mexico **\$442,000**
- Japan **\$160,000**

EXPENSE EFFICIENCY



- Programs **72%**
- Fundraising **12%**
- Management & general **16%**



WE FIND THL TO BE AN EXCELLENT GIVING OPPORTUNITY because of their strong programs aimed at improving the welfare standards of farmed animals and strengthening the animal advocacy movement across multiple countries.

ANIMAL CHARITY EVALUATORS



OUR SUPPORTERS *are changing the world for animals*

THE MENDED HEART SOCIETY IS AT THE FOREFRONT OF GLOBAL EFFORTS to disrupt and mend our broken food system. We are especially honored to have the extraordinary support of our Partner, Advocate, Defender, Disruptor, and Champion members. To learn more about the benefits of joining this exclusive community of our most committed supporters, visit thehumaneleague.org/mended-heart-society



Nicholas Abbs	Matt Fay	Jorge L. Lugo	Urs Ruggli
Air Plus Heating & Cooling	Barbara Glenk Good	Lily Lu-Lerner & Louis Brown	Zachary H. Segall
Ann B. Anderson	The Greenbaum Foundation	Sanjeev M.	Florian Sense
Rachel Atcheson	Alex Greene	Barbara Magin	Gene M. Smith
Dickson Au	Nick Groenke	Danielle Marino	John M. Sobrato & Timi Sobrato
Corentin Biteau	David Hattis	C. Martin & E. Behn	Michael Francis St. Jules
Simon Blessenohl	The Hennecke Family Foundation	Anna Matalon	Theo Summer
Alex Bomstein & Natasha Cahill	Gil & Nicole Hersch	Michelle McSwain	Adam Tepper & Michelle McSwain
Catherine Brown & Robert Gordon	Melody Hildebrandt	Mark L. Middleton	Jonathan E. Thompson
Mallory Bulkley	Steve & Diane Hirschhorn	Yash Modi	Angelo Tomedi
Alex Curtis	Lauren Horwitz	Gina George Morse	Rita Vallet
Justin Cutter	Justin Jaeger	Sara Murray	Muriel Van Housen
Henry Davidge	Stephen R. Kaufman, M.D.	Ari Nessel	Victor Veitch & Anisha Zaveri
Dave Doody	Joe Keefer	Brian Ottens	Wechsler Family Foundation
Andrew Drucker	KH Dominion Foundation	Bijan Oviedo	David A. Wengert
Jenny & Ben Edelman	Jade Koskela	Alicia Rodriguez	Jake Wilson
Caroline Ellison	Jon Liechty	Louisa Rogers & Barry Evans	Holly Yeagle
Elizabeth Erickson	Ingrid Liu	Dave Rolsky	<i>Anonymous (43)</i>
		Isaac Rose-Berman	

WE ARE SO GRATEFUL TO OUR LEGACY SOCIETY MEMBERS, who have generously chosen to leave an enduring legacy of compassion that will empower us to keep fighting for animals for as long as we are needed. To learn more about making a planned gift to THL, visit thehumaneleague.org/leave-a-legacy

Kristi A.	Joann Cecelia Gayuski	Barbara Magin	Gene Stone
Ann B. Anderson	Barry Goldstein	Danielle Marino	Julie Vida & Mark Tabb
Stephen Colley	Sharon Kantanen	Michael Pellman Rowland & Hilary Rowland	Eleni Vlachos & Rob Gilbride
Jessica Creane	Carlee Kreisel	Barbara & David Siegel	Holly Yeagle
P. Elizabeth	Peter Hennessy	Janice E. Spencer	<i>Anonymous (9)</i>
Greg & Sharon Falk	Susan (Suzette) L. Mack		



OUR LEADERSHIP

Board of Directors

Shannon Campion,
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Alicia Rodriguez,
Vice Chair

Jacob Eliosoff,
Secretary

Mark Middleton,
Treasurer

Neysa Colizzi,
Director

Craig Dunham,
Director

Yaqi Gao Grover,
Director

Melody Hildebrandt,
Director

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David Coman-Hidy,
Outgoing President

Vicky bond,
Incoming President

Andrea Gunn,
Executive Vice President

Rachel Huff-Wagenborg,
Senior Vice President, Operations

Michelle Kucerak,
Senior Vice President,
Programs & Development

Jennifer Barckley,
Vice President, Marketing
& Communications

Morgan Barber,
General Counsel

Caroline Mills,
Chief of Staff

FROM OUR NEW BOARD MEMBERS



YAQI GAO GROVER
Structurer, Morgan Stanley



I HAVE BEEN AN ANIMAL ADVOCATE FOR OVER A DECADE and a volunteer and supporter of The Humane League since 2016. With billions of animals enduring harrowing cruelties on industrial factory farms, THL's laser focus on effectiveness and impact is crucial and invaluable. I trust the organization's evidence-based and result-oriented approaches are the best avenues to transform animal welfare.



MELODY HILDEBRANDT,
CISO, Fox Corporation and COO, Blockchain Creative Labs

I SUPPORT THL BECAUSE it forces real policy change at the corporations that profit from factory farming cruelty, and that policy change truly delivers for the animals.



CRAIG DUNHAM,
CEO, Deepcrawl

THE MOMENT I MADE THE CONNECTION TO THE UNNECESSARY SUFFERING inflicted on factory farmed animals, I knew I wanted to do something to prevent it. THL's thoughtful and pragmatic approach really resonated with me.

THOUSANDS OF SUPPORTERS CAME TOGETHER THIS YEAR TO END THE ABUSE OF ANIMALS RAISED FOR FOOD, and we would like to recognize everyone who contributed to our mission. You fuel our work with your donations, your time, your ideas, and your voices. You partner with us year after year to continue pressuring an archaic and greedy industry to change its ways. Everything you do makes a difference, and every one of us at THL is deeply grateful for your partnership.

THANK YOU!

be the change
FOR THE ANIMALS
thehumaneleague.org/donate



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