



2020

annual report

TOGETHER, WE ARE ENDING THE
ABUSE OF ANIMALS RAISED FOR FOOD.
THANKS TO YOU, IN 2020:

623
MILLION
ANIMALS
IMPACTED

91

MILLION HENS
will never face life in a cage

227

MILLION CHICKENS
SPARED
from live-shackle slaughter

79

CORPORATIONS PLEDGED
to end some of the cruelest practices

34

MILLION HEARTS AND
MINDS REACHED

518

THOUSAND HARD-HITTING
actions taken for animals



FROM OUR LEADERSHIP

2020 WAS A YEAR UNLIKE ANY OTHER. IT FORCED US TO ADAPT. TO DOUBLE DOWN ON DIGITAL ORGANIZING, WHILE EXPLORING NEW WAYS TO DISRUPT THE ANIMAL AGRICULTURE INDUSTRY. ALL WHILE RELENTLESSLY PURSUING OUR MISSION: TO END THE ABUSE OF ANIMALS RAISED FOR FOOD.

As we reflect on the past year, there is one thing that rises above it all, and that is our gratitude for you. Through all the challenges, your compassion and dedication to ending the abuse of animals raised for food were steadfast. As a result, together we spared more than *623 million animals* from some of the worst abuses on factory farms.

With you by our side, we achieved some of the most impactful progress for animals in history. In the US, Tyson Foods pledged to spare 227 million chickens from live-shackle slaughter, a practice that routinely results in birds being boiled alive. Around the world, The Humane League (THL) persuaded 79 companies—major international corporations like Aldi, Burger King, and Whole Foods—to transform their supply chains, eliminating the cruelest practices that inflict needless suffering on billions of animals every year. And with your support, we held companies accountable to those commitments so that now more than 91 million hens in the US alone are free from cages.

As you read this report, we hope you feel proud knowing that in a year filled with darkness, you were a guiding light—for each and every one of us at THL, and most importantly, for the animals. **THANK YOU.**

With gratitude,

David Coman-Hidy & Andrea Gunn



A stylized, handwritten signature of David Coman-Hidy in black ink.

President



A stylized, handwritten signature of Andrea Gunn in black ink.

Executive Vice President



KATIE BEGAN HER LIFE LIKE NEARLY EVERY OTHER CHICKEN RAISED ON A FACTORY FARM: ALONE AND SCARED, DESPITE BEING SURROUNDED BY THOUSANDS OF OTHER CHICKS. WITHIN HOURS OF BLINKING HER EYES OPEN, KATIE WAS FLUNG INTO A CRATE AND SHIPPED OFF TO HER NEW HOME—A FACTORY FARM. HUNGRY. THIRSTY. COLD.

MEET KATIE

In her first few weeks, Katie soon found it difficult to walk. Her legs were too weak to support her overgrown breast muscle. Crammed wing to wing with thousands of other birds in a filthy shed, ammonia from their waste burned her breast and her eyes as it filled the air. After six agonizing weeks—still just a baby—she was destined to be packed into a crate and bound for slaughter, slammed into shackles upside down, and to face the risk of being boiled alive.

But Katie was rescued, and lived out her days at a sanctuary in North Carolina. Her story had a happy ending. Billions of chickens like Katie won't be so lucky. This is why we fight.

When you give to The Humane League, you help chickens like Katie. Smart, curious, compassionate individuals

just like us, who communicate with their families and flocks, who can dream and even perform basic math. In 2020, you saved chickens like Katie from being bred to grow so large, so fast that they suffer organ failure and painful deformities. You dismantled industrial torture devices that confine, boil, and shred animals alive. You broke open the cages that condemn millions of hens to lives of misery and confinement.

And you did this all on a scale so vast we can hardly comprehend it. Chickens are the most widely abused land animals on the planet—which is why we are laser-focused on improving their lives. In 2020, you spared more than 623 million animals from these horrifying abuses. That's more than the entire population of the United States.

THANK YOU FOR JOINING US IN THIS WORK. TOGETHER, WE MADE A DIFFERENCE. FOR CHICKENS LIKE KATIE, AND FOR MILLIONS OF ANIMALS.

227M+

CHICKENS

SPARED FROM

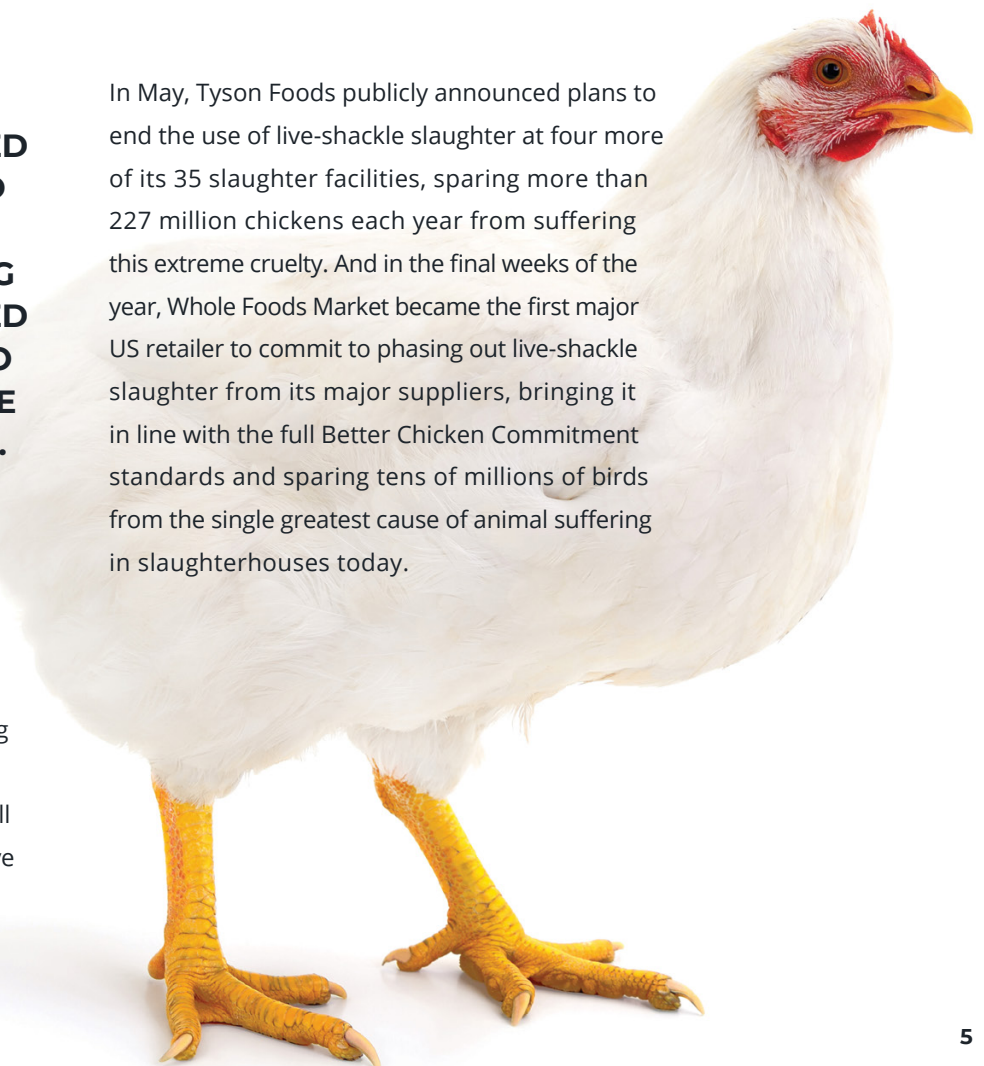
LIVE-SHACKLE

SLAUGHTER

AS CONCERNS ABOUT HEALTH AND HUMAN SAFETY INCREASED THIS YEAR, THE MEDIA SHINED A SPOTLIGHT ON THE FOOD PRODUCTION INDUSTRY, GIVING US THE MOMENTUM WE NEEDED TO DIAL UP THE PRESSURE TO END THE HORRIFYING PRACTICE OF LIVE-SHACKLE SLAUGHTER.

The abuse of chickens raised for meat doesn't stop when they reach the slaughterhouse. Fully conscious chickens are slammed into metal shackles by their fragile legs, then dragged through an electrified stun bath before an automatic blade cuts their throats. After bleeding out, birds' bodies are submerged into scalding tanks. But more than half a million chickens will be improperly stunned—boiling 1,400 birds alive every day.

In May, Tyson Foods publicly announced plans to end the use of live-shackle slaughter at four more of its 35 slaughter facilities, sparing more than 227 million chickens each year from suffering this extreme cruelty. And in the final weeks of the year, Whole Foods Market became the first major US retailer to commit to phasing out live-shackle slaughter from its major suppliers, bringing it in line with the full Better Chicken Commitment standards and sparing tens of millions of birds from the single greatest cause of animal suffering in slaughterhouses today.



305M+ CHICKENS SPARED FROM CRUELTY

IN THE UNITED STATES AND EUROPE, WE ARE WORKING TO IMPROVE THE LIVES OF MORE THAN 16 BILLION CHICKENS.

Behind factory farm walls, chickens raised for meat endure 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. Crammed by the thousands into windowless sheds, they often suffer chemical burns from lying in their own waste.

Since 2016, we have been demanding that companies eliminate the cruelest practices faced by these chickens by signing the Better Chicken Commitment. Thanks to you, more than 350 leading food companies around the world have now agreed, and each one of their pledges impacts millions of chickens.

**IN 2020, THL SECURED COMMITMENTS
FROM 53 COMPANIES** to eliminate the cruelest practices from their supply chains by 2025 or sooner.



BETTER CHICKEN COMMITMENTS SECURED:

8

IN THE US

including Hormel, White Castle,
and Whole Foods Market

45

IN EUROPE

including Aldi, Nando's,
and Pizza Hut

63

SECURED BY OUR PARTNER GROUPS

in the Open Wing Alliance

A MAJOR MILESTONE:

Thanks to more than 100 corporate commitments across the UK,
30 MILLION CHICKENS
are now free from the very worst
abuses on factory farms.



91 MILLION HENS FREE FROM CAGES

CAGE-FREE TRANSITIONS COMPLETED IN 2020:

13

COMPANIES

reached their goal of sourcing 100% cage-free eggs in the US, including Mars, Trader Joe's, and Unilever

MARS

TRADER
JOE'S®



Unilever

14

COMPANIES

publicly reported reaching their goal of sourcing 100% cage-free eggs in Europe, including Four Seasons and Pizza Hut



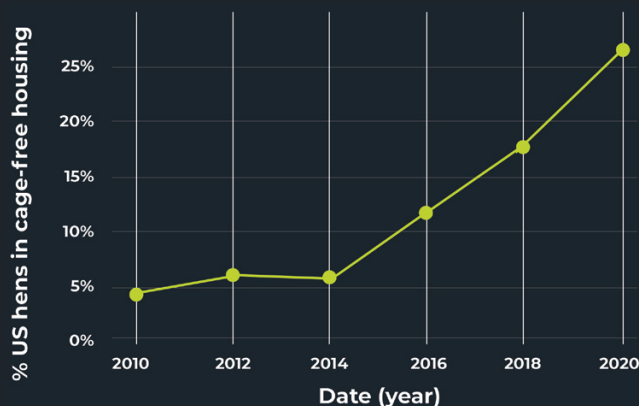
FOUR SEASONS



SINCE 2015 WE HAVE FOUGHT TO FREE HENS FROM CAGES.

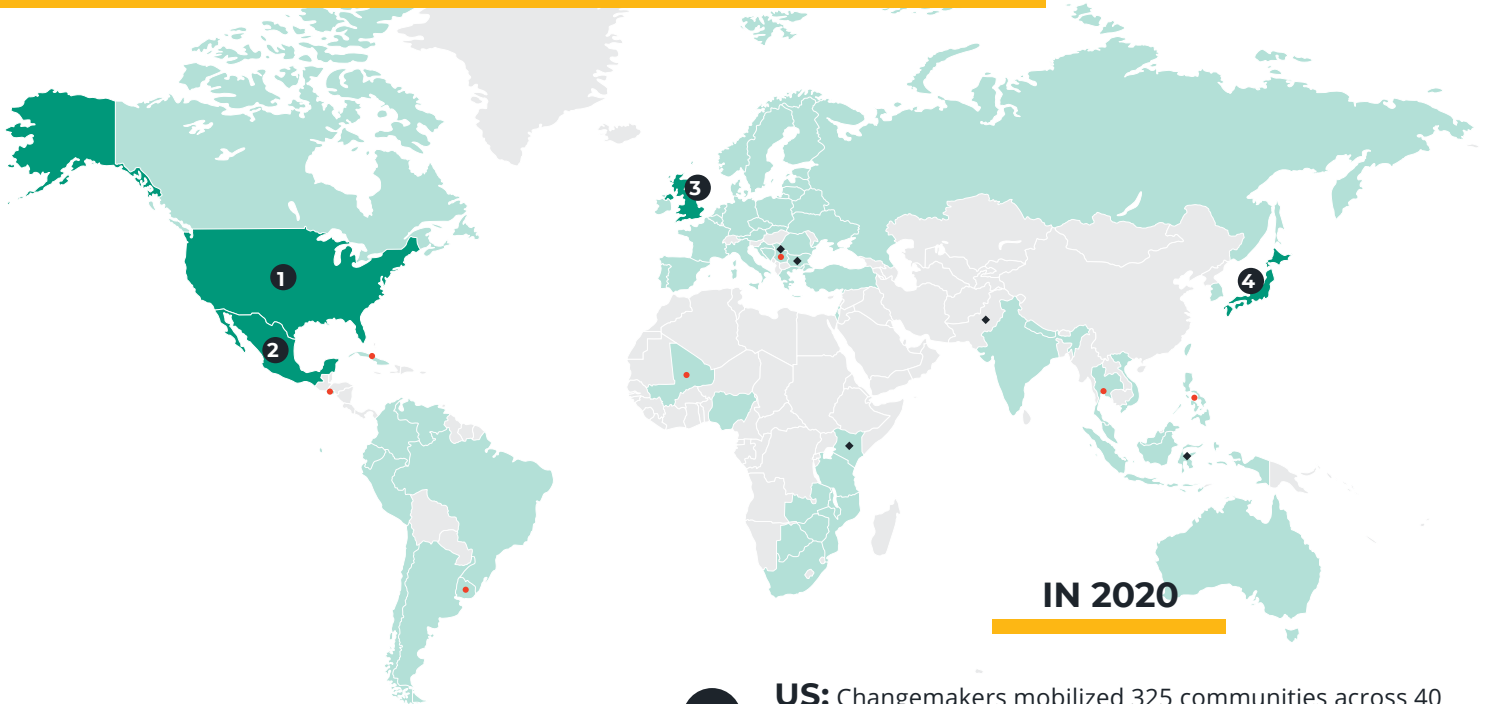
Nearly every major food company in the US has committed to phasing out intensive confinement by 2026, and a growing number of states have banned cages for egg-laying hens. Every year we see the number of hens living free from cages grow dramatically, and 2020 was no different. Now more than 91 million hens will never face life in a cage—12 million more than the year prior.

Our teams in the US, UK, and Mexico are working to hold companies accountable for their commitments, ensuring that changes are implemented—and breaking open the cages that confine egg-laying hens. In the UK, 61 percent of eggs are now produced by hens free from cages.



There are now over 91 million hens in the US who will never face life in a cage—five times more than when our work began in 2015.

OUR MOVEMENT IS STRONGER THAN EVER



THE ABUSE OF ANIMALS RAISED FOR FOOD IS A GLOBAL CRISIS. It

will take each and every one of us to break down the walls of factory farms. 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.

- THL international organization
- OWA member group
- OWA member group, new in 2020
Cuba, El Salvador, Mali, Philippines, Serbia, Thailand, Uruguay
- First cage-free commitment won
Bulgaria, Kenya, Indonesia, Serbia, Pakistan

1 US: Changemakers mobilized 325 communities across 40 states to take action for animals.

2 MEXICO: THL Mexico launched Creadores de Cambio En Línea, a digital action network to build the movement for animals in Latin America, and raised public awareness through their "Las Jaulas Duelen," or "Cages Hurt" campaign.

3 UK: Volunteers in 19 communities across Britain gave more than 3,000 hours of volunteer time.

4 JAPAN: THL Japan published 10 articles in the Japanese press and industry publications to raise the profile of cage-free work in the country.

GLOBAL: The OWA awarded \$1,038,500 in grants to 31 organizations to accelerate progress in under-resourced areas.

AROUND THE WORLD, THL'S INTERNATIONAL BRANCHES AND OPEN WING ALLIANCE (OWA) MEMBER GROUPS

are working to secure new cage-free commitments from regional companies. In 2020 THL Mexico worked together with OWA members to secure a cage-free commitment from Grupo AB Brasil, Brazil's main egg producer. Together as a united force, the OWA is taking on the world's biggest companies, pressuring them to make cage-free commitments that cover their *entire* global operations.



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**BEING A PART OF
THE OWA HAS BEEN
INVALUABLE TO
IMPROVING OUR WORK**

and therefore improving the lives
of chickens in Indonesia.

ANGELINA PANE

*Co-Founder of Animal
Friends Jogja, Indonesia*



**NEW CAGE-FREE
COMMITMENTS:**

10

GLOBAL POLICIES

including Burger King, Choice Hotels,
and The Hershey Company

15

COMMITMENTS

secured by THL Japan

153

COMMITMENTS

secured by our partner groups
in the Open Wing Alliance



WE'RE HERE TO MAKE AN IMPACT

OUR WORK IS GROUNDED IN SOUND RESEARCH AND A COMMITMENT TO EFFECTIVE ANIMAL PROTECTION.

That's why our research arm, The Humane League Labs, conducts actionable, interdisciplinary research on the effectiveness of farm animal advocacy strategies. THL Labs is committed to transparency and open science, so that any organization, activist, or academic can learn from our findings and improve the effectiveness of our movement together.

THL LABS' 2020 PUBLICATIONS

- Measuring Better Chicken Commitment-Compliant Chicken Supply
- Is Animal Cruelty or Abolitionist Messaging More Effective: A Reanalysis
- Reducing Meat Consumption by Appealing to Animal Welfare: Protocol for a Meta-Analysis and Theoretical Review
- Impact of Corporate Commitments to Source Cage-Free Eggs on Layer Hen Housing: Preregistration for an Observational Study
- US Egg Production Data Set (ongoing)

Read the research at
thehumaneleague.org/research-reports/

OUR REACH:

13

MILLION VISITS

to a webpage with undercover
factory farm footage

8.7

MILLION MINUTES

of factory farm footage watched

351

MEDIA MENTIONS

raising the profile of our
cause, including

The New York Times

Vox Bloomberg

The Washington Post

Newsweek



ONWARD & UPWARD

With your support, we'll make 2021 another historic year for animals by:

- **FIGHTING TO GAIN BASIC WELFARE STANDARDS** for more than 16 billion chickens raised and killed for meat in North America and Europe—including ending live-shackle slaughter
- **BUILDING THE GLOBAL MOVEMENT** working to free 6 billion egg-laying hens from cages around the world
- **HOLDING COMPANIES ACCOUNTABLE** by ensuring they implement their cage-free commitments and comply with local laws
- **MOBILIZING AND TRAINING A GROWING MOVEMENT** of advocates and allies to take on bigger and more powerful campaigns
- **SHINING A SPOTLIGHT ON THE TREATMENT OF FARM ANIMALS**, opening millions of eyes to the ways animals are treated on factory farms and inspiring them to leave animals off their plates.

YOUR GENEROUS SUPPORT OF THE HUMANE LEAGUE

spared millions of animals from extreme cruelty in 2020. But our work is far from done. Together, as a bigger and more powerful movement than ever, we will continue to fight to end the abuse of animals raised for food—until every animal is free.

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I DON'T FEEL
LIKE JUST ANOTHER
DONOR HERE, I
FEEL LIKE PART OF
THE TEAM.

MARCY HENNECKE

*Mended Heart
Society member*



2020 FINANCIAL REPORT

DONATIONS AND REVENUE

Contributions and grants	\$11,510,000
Investment income	\$1,080,000
Merchandise	\$10,000
TOTAL DONATIONS & REVENUE	\$12,600,000

OPERATING EXPENSES

PROGRAMS	
Education & awareness	\$2,760,000
International ¹	\$1,970,000
Grants to OWA member organizations	\$1,040,000
Corporate engagement	\$610,000
Research	\$340,000
PROGRAMS TOTAL	\$6,720,000
SUPPORTING SERVICES	
Fundraising	\$1,250,000
Management & general	\$780,000
SUPPORTING SERVICES TOTAL	\$2,030,000
TOTAL OPERATING EXPENSE	\$8,750,000

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.

**CHANGE IN
NET ASSETS** **\$3,850,000**

**NET ASSETS AT
BEGINNING OF YEAR** **\$18,460,000**

**NET ASSETS AT
END OF YEAR** **\$22,310,000**

**Unrestricted
Net Assets** **\$14,830,000**

**Net Assets restricted
to future use** **\$7,480,000**

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

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 2021 at thehumaneleague.org/impact



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David Coman-Hidy,
President

Andrea Gunn,
Executive Vice President

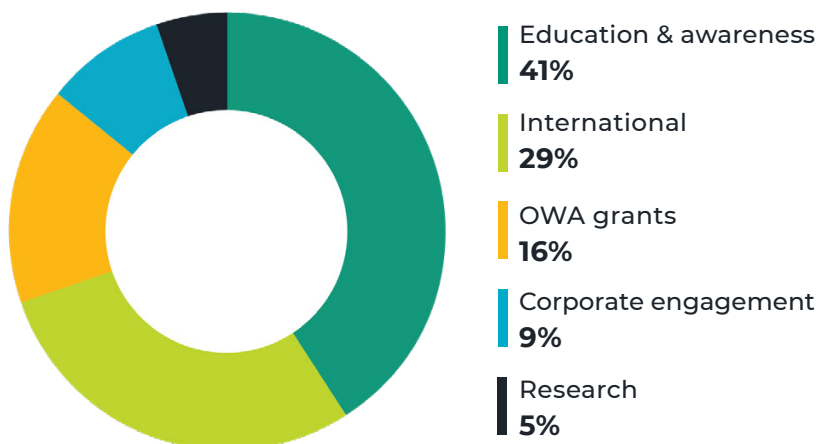
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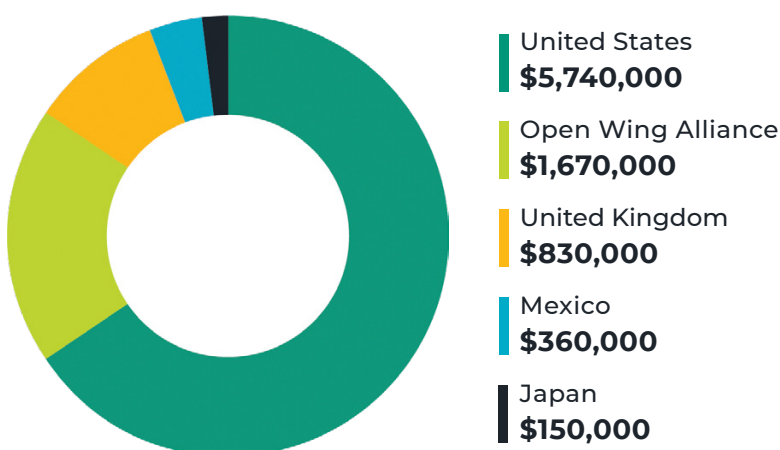
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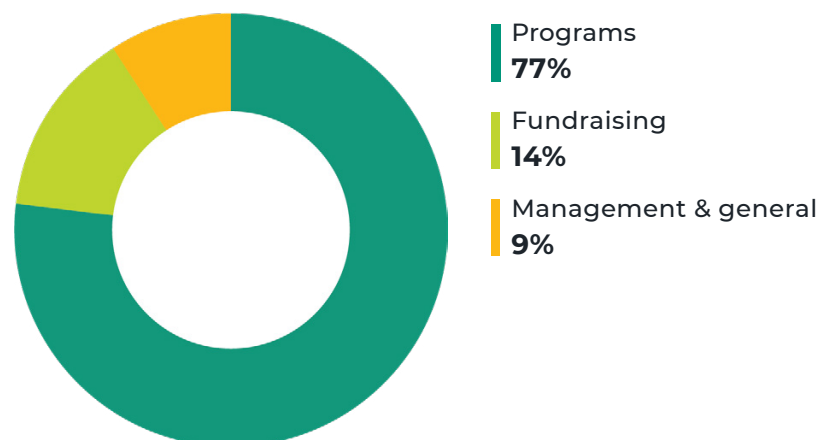
PROGRAM AREAS



GLOBAL EXPENSE ALLOCATION



EXPENSE EFFICIENCY



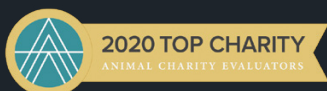
FOR THE ANIMALS

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WE FIND THL TO BE AN EXCELLENT GIVING OPPORTUNITY because of their strong, cost-effective programs, their robust track record of strengthening the movement, and their healthy organizational culture.

ANIMAL CHARITY EVALUATORS

2020 Review



thehumaneleague.org/donate

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