



# Q2 2025

• Progress Report

## *from the* **CEO**

At The Humane League, we all share a common belief: that farmed animals deserve to be treated as living, feeling beings, free from exploitation. This vision drives everything we do. And thanks to your compassionate support, we're making coordinated, strategic progress for animals *across the globe*.

In this Q2 progress report, you'll read about our first-ever undercover investigation into egg farms which revealed the *true* cost of caged eggs and sent ripples throughout the corporate world (causing one company to eliminate battery cages six years early!). You'll also read about impactful protests, in-person trainings for our Open Wing Alliance that are building the next generation of animal advocates, and legislative progress being made throughout the US by our Animal Policy Alliance.

This progress report is a celebration of *your* collective action for animals. Your support amplifies voices, empowers advocates, effects policy change, and drives collaboration among activists from Brazil to Bulgaria and beyond. The animal protection movement simply wouldn't be where it is without devoted advocates like you.

Your support is bringing us closer to a world where animals are treated as beings, rather than *things*. Thank you for seeing them—and standing up for them.

*For the animals,*

Dan Shannon  
Chief Executive Officer



# THE EGG INDUSTRY EXPOSED: OUR INVESTIGATION INTO THE TRUE COST OF CAGED EGGS



This past quarter,  
**YOUR SUPPORT  
POWERED AN  
UNDERCOVER  
INVESTIGATION,**  
unprecedented in  
scope, into the  
global egg industry.

The Open Wing  
Alliance (OWA) collated  
**INVESTIGATIVE  
FOOTAGE ACROSS  
37 COUNTRIES,**  
documenting the  
horrific treatment  
of hens forced to live  
in battery cages.

The launch of the **“World’s Largest Egg Investigation”** (warning: graphic imagery) **sent ripples through the corporate world**, motivating global companies like Groupe Pomona, Jacquet Brossard, DO&CO, and Compass Group to finally report progress on their commitments to eliminate battery cages. Even more remarkably, Groupe Holder, Melco Resorts, and The Cheesecake Factory reported fulfilling their commitments. In fact, The Cheesecake Factory stopped caging hens nearly six years ahead of schedule, sparing an estimated 185,000 hens in their supply chain alone!

This investigation sheds light on some of the actual forces driving up costs—like shortages due to bird flu—and **the systemic issues within the egg industry itself:**

## BIRD FLU

Outbreaks lead to mass killings, reducing supply and driving up prices.

## PRICE GOUGING

Many large corporations are prioritizing profits over animal well-being.

## PUBLIC HEALTH THREATS

This isn’t just a tragedy for animals, it’s a terrifying threat to public health.

## TAXPAYER EXPLOITATION

Egg producers are given billions in subsidies and bailouts by governments.

## EXTREME CRUELTY

Our investigation exposed injured animals trapped and suffering, without relief or veterinary care.

## BROKEN PROMISES

Companies are failing to keep their promises to consumers and animals.

It’s clear the true cost of caged eggs includes the immense suffering of hens, as well as shady business practices that punish consumers and put animal and public health in danger. But thanks to your continued support, we’re exposing the sick reality of caged egg farming—so that together, ***we can fight it.***





# Q2 spotlights

## THE POWER OF COLLECTIVE ACTION IS UNDENIABLE.

Across THL and around the world, your support is empowering activists to raise their voices and drive real change for animals.

### OWA IN-PERSON TRAININGS

Intensive workshops with the OWA are significantly expanding support to member organizations in Africa, Asia, and Latin America, equipping groups with critical skills for corporate campaigning and strategic planning, and building natural alliances. The groups are already securing more meetings with corporate targets to push for stronger commitments to animals.



Chris Packham protesting franken chickens with THL UK.



### NAVIGATING TOWARDS COMPASSION

Viking Cruises became the first major cruise line to be 100% cage-free after fulfilling its global cage-free commitment in just two short years.

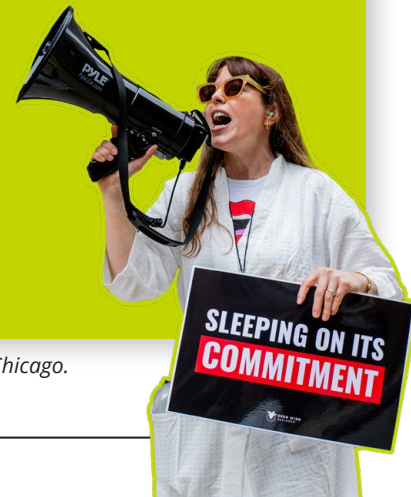


OWA Asia campaign accelerator workshop in Yogyakarta, Indonesia.

### POWERFUL PROTESTING

Our bold campaign strategies worldwide leave corporate CEOs with nowhere to hide. THL UK's years of campaigning culminated in a major disruption at one of the world's largest consumer co-operative group's annual general meeting. With a strong protest featuring Chris Packham and a member-authored motion to end "Frankenchickens" passing with a 90% majority, we publicly challenged the Co-op's ethical claims and put public pressure on its leadership.

THL staff and supporters also rallied at memorable protests in New Orleans, Boston, and Chicago, demanding an end to the worst forms of animal cruelty.



THL staff member protesting in Chicago.

### ANIMAL POLICY ALLIANCE MEMBER VICTORIES

- In Connecticut, member group **Connecticut Votes for Animals** defeated a bill that would have permitted industrial rabbit farming in the state.
- In Massachusetts, member group **Massachusetts Society for the Prevention of Cruelty to Animals** was successful in banning the sale of foie gras in Brookline.

# YOUR 2025 IMPACT

*January - June*

## 79.5M

**THE NUMBER OF HENS**  
that will be spared from  
cages every year when the  
**85 COMPANIES**  
we've held accountable this  
year fulfill their cage-free  
commitments

## 92

**NEW CORPORATE  
CAGE-FREE  
COMMITMENTS**  
secured by the  
Open Wing Alliance

## 745,453

**MESSAGES SENT**  
to decision-makers  
demanding an end to  
extreme animal cruelty

## 3,490

**GRASSROOTS ACTIONS**  
taken to end the abuse  
of animals raised for food



## *financial* UPDATE

*as of August 20, 2025*

**RAISED**  
**\$14,515,000**

**PLEDGED**  
**\$1,098,000**

**STILL NEEDED**  
**\$6,628,000**

**MAKE A GIFT TODAY**

*Please share our mission* with  
your networks and encourage  
them to also support THL.

Your ongoing support is  
the driving force behind  
our work. Because of  
you, The Humane League  
can continue to end the  
abuse of animals raised  
for food and expand our  
reach worldwide. **WE  
ARE PROFOUNDLY  
GRATEFUL FOR  
YOUR UNWAVERING  
COMMITMENT TO  
OUR MISSION.**