

21- 22

annual report



from our LEADERSHIP

DEAR FRIENDS,

Another year has passed, and I'm feeling immensely thankful. I want to invite you to reflect on every achievement you've made possible for animals this year, through your support of The Humane League UK (THL UK).

Over 150 companies in the UK have now committed to eliminating or have already eliminated cages from their supply chain, and over 100 are committed to higher chicken welfare standards. Over the past year we launched Beatrice's campaign, to introduce a UK law banning cages for laying-hens, and took the Government to court over its failure to prevent the widespread use of so-called 'FrankenChickens.' And, our petition to protect fishes from the worst forms of suffering has now reached almost 10,000 signatures.

We're grateful that Animal Charity Evaluators (ACE) have once again acknowledged us by granting 'Top Charity' status to The Humane League. This means that ACE believes we work to produce the greatest gains for animals; we actively evaluate and improve our programs; and have a valid need for funding.

This accreditation is not only a reward but also a responsibility to live up to our recommendation - a responsibility we take very seriously.

We've been able to grow as a team. Since last April, we've brought on new capacity in lobbying, animal welfare science, and more. This, and our move towards making legislative change for animals, mean we are building strong foundations for the future.

However, our work doesn't end here. Billions of animals still suffer every day on factory farms, and we must continue to raise our voices for them.

And I know that the need for hope has never been stronger. With everything that is happening in the world right now, I want to inspire hope that the good in humanity hasn't vanished completely. Together, as a movement defined by its strength and resilience, we will make the worst forms of animal suffering history.

Thank you for embodying this hope through your support of our work this year. We are so excited to see what we will achieve with your backing in 2022/2023.

Finally, I want to share with you that this year has been my last at THL UK. From April 2022, I will take on the role of President of The Humane League in the US. I'm excited for this new chapter, and I also feel at ease about the transition because I know that the new Managing Director of THL UK, Sean Gifford, will be an excellent leader for the UK team. His skills, experience, and alignment with our mission fill me with confidence that more incredible wins for animals are on the horizon in the UK and beyond.

FOR THE ANIMALS,

Vicky Bond



*Outgoing Managing Director,
The Humane League UK*





INTRODUCTION TO SEAN GIFFORD, *incoming Managing Director of* *The Humane League UK*

As I am writing this paragraph, it will only be a few weeks before I join the team at The Humane League UK. Over the past years, I have been impressed with all that THL UK has achieved for animals, and so it is my great honour to get to lead such an effective, relentless team. And I am looking forward to getting to know you: THL UK's volunteers, donors, and activists. Vicky has led the team wonderfully for five years, and I am sure has built connections with many of you. I'm hoping that her confidence in my suitability for this leadership role will fill you with trust, too. Including my previous role as Global Director of Campaigns at Compassion in World Farming, I have over 20 years of experience running campaigns and communication strategies for some of the world's biggest charities and businesses, and it's a privilege to use this experience within an organisation whose staff and supporters endlessly inspire me.





together, we are
ENDING
THE ABUSE OF
ANIMALS
raised for food

STEPPING UP *for broilers*

SINCE 2018, WE'VE WORKED RELENTLESSLY TO GET UK FOOD BUSINESSES TO SIGN UP TO THE BETTER CHICKEN COMMITMENT (BCC), the leading set of standards for broiler chicken welfare driving the food industry towards higher welfare practices.

THANKS TO OUR SUPPORTERS, those efforts have paid off:

94

COMMITMENTS
from UK & EU companies
in the past year

27%

**OF THE UK
SUPPLY CHAIN**
is now signed up to
BCC standards

318

**TOTAL BCC
COMMITMENTS**

This year, for the first time ever, the Government endorsed the BCC as a priority for broiler chicken welfare, by announcing it would financially support farmers in transitioning to the standards. This represents a historic step forward and shows that higher welfare is the future.



ADAM,
THL UK Volunteer

“
IT'S BEEN GREAT TO GET INVOLVED AS A VOLUNTEER WITH THL UK'S ONGOING CAMPAIGN FOR MORRISONS to sign the Better Chicken Commitment. For me this has included taking many online actions: emailing Morrisons executives, commenting on their social media posts and sharing the spoof video that was put out.

And, the Kale Yeah! Kitchens scheme, run by Friends of the Earth, now includes the BCC as a requirement. Four universities have signed up as a result, and will improve the lives of millions of chickens in their supply chains

Our work doesn't end with securing commitments - the fulfilment of pledges is what really makes a difference for animals and you help keep the pressure on. BCC progress reporting is underway, with fast food giants KFC and Papa John's already reporting on the implementation of their policies.



TAKING THE GOVERNMENT TO COURT

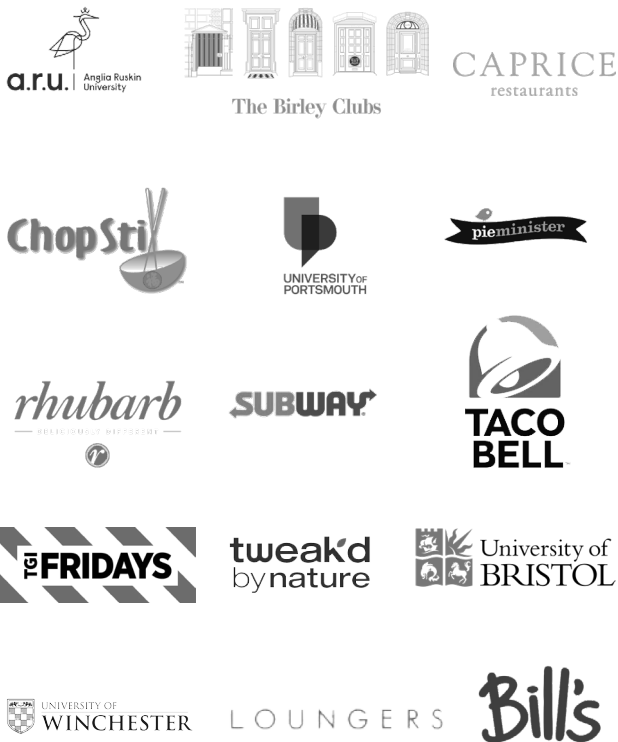
The law clearly states that animals should not be farmed if their genetic makeup causes them to suffer. Despite this, billions of chickens are bred to grow so fast their bodies simply can't keep up - resulting in a life of pain and misery. Backing from supporters enabled us to file a Judicial Review challenging the Government's failure to prevent the widespread use of these fast-growing breeds. The final decision could have monumental implications for chickens in the UK, building a foundation for the future. The challenge has enabled us to reach millions of people with our message that chickens deserve better, with coverage in The Express, The Times, and The Observer.

EXPOSING MORRISONS MISERY

In March 2021, we launched the Supermarkets Sell Suffering campaign, in partnership with naturalist Chris Packham, and charities Open Cages and the RSPCA. Within weeks, our petition calling on UK supermarkets to adopt the BCC amassed tens of thousands of signatures. Chris Packham told Sky News and Talk Radio that this issue is one of the **'single biggest causes of animal cruelty in Britain'**, and we secured campaign coverage in The Mirror.

A month later, we honed in on Morrisons, exposing the contrast between their claims of deeply caring about animal welfare and the way they raise their chickens. 'People power' has made big waves with this campaign across the year with regular national media coverage, protests, and digital actions. And we've reached almost a quarter of a million signatures on our petition, sending a clear signal that the public wants change, fast.

BCC COMMITMENTS

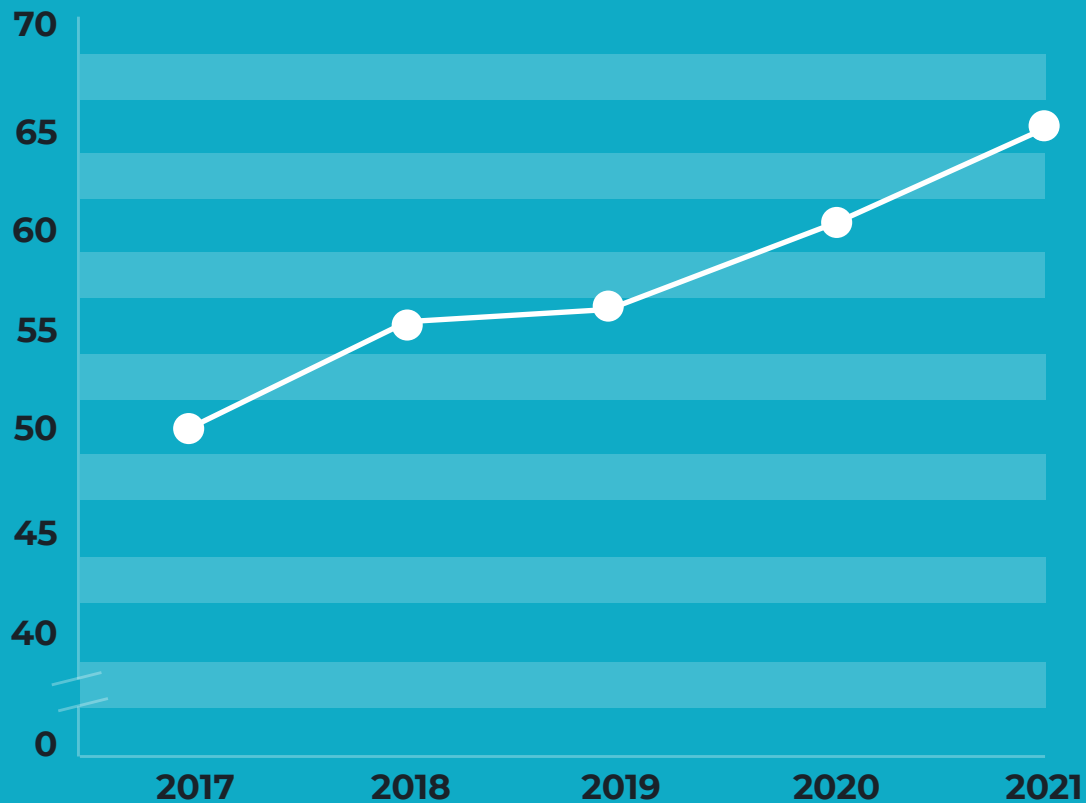


YOU MADE IT POSSIBLE!
Thank you for every petition signed, post shared, action taken, and donation made.

HEROES *for hens*

Since the day THL was set up in the UK, we've been advocating on behalf of egg-laying hens. Many of you have joined us throughout this journey, and helped us take on big and small companies, always with the same goal: to make them cage-free across all of their supply chain.

UK CAGE-FREE PRODUCTION OVER TIME



Beatrice advertisements in Westminster tube

Thanks to your relentless support,

65%

of UK egg production is
NOW CAGE-FREE

THESE COMPANIES PREVIOUSLY COMMITTED TO GOING CAGE-FREE.

This year, they've fulfilled their commitments, and their future is 100% cage-free.

wagamama

CAPRICE
restaurants

THE IVY
COLLECTION
SINCE 1917

Bill's



The Birley Clubs

rhubarb
— DELICIOUSLY DIFFERENT —

WILDWOOD
PIZZA PASTA GRILL

dilm t
Authentic. Traditional. Delicious.
真正传统美味

ROSSOPOMODORO
cucina e pizzeria napoletana

MOTEL ONE

Nisa



PIZZA
PAPA JOHN'S

PREMIER
FOODS

CAFFÈ
NERO

VAPIANO®
PASTA | PIZZA | BAR

Domino's

D&D
LONDON

ATALIAN
GLOBAL SERVICES

NOW, WE WANT THE GOVERNMENT TO FOLLOW SUIT.

In September 2021, Henry Smith MP introduced Beatrice's Bill to the House of Commons, a proposed law banning cages for egg-laying hens in the UK. In March 2022, we ran a successful Parliamentary reception together with Conservative Animal Welfare Foundation and the RSPCA. This was attended by 29 Members of Parliament, and celebrity supporters Peter Egan, Kirsty Gallacher, Lucy Watson, and Marc Abraham. In the lead up to the reception, tube ads went up in Westminster station in support of the campaign.



As well as signing and sharing the petition for Beatrice's Bill to ban cages for egg laying hens, I met with my MP on this issue over Zoom with the support of the Campaigns team. **THIS WAS QUITE A BIG STEP FOR ME BUT I WAS ALSO EXCITED ABOUT IT.**

ADAM,
THL UK Volunteer



meet BEATRICE!

Beatrice was a caged hen. She was rescued by our Animal Welfare Specialist, Mia, and now lives a happy life free of suffering. Because we want all 14 million UK hens to be spared from the horrors of cages, we've dedicated this important campaign to Beatrice herself.

95,000
SIGNATURES
COLLECTED



CELEBRITIES BACKING BEATRICE'S PETITION



Marc Abraham (right)



Peter Egan



Lucy Watson and James Dunmore



Kirsty Gallacher



Bill Bailey



Jason Gardiner



how your support HELPS HENS around the world



The Open Wing Alliance (OWA) is a union initiated and supported by The Humane League. Formed of 80 animal protection organisations from 63 countries, it is a supportive network which works together to end cages for hens around the world. Over the years, OWA has taken on major hotels, restaurants, and retailers, and won meaningful cage-free policies for chickens everywhere.

THIS YEAR, WE SECURED OUR MOST IMPACTFUL COMMITMENT TO DATE: YUM! BRANDS, THE WORLD'S LARGEST RESTAURANT COMPANY, WHICH OWNS:



Social media activism, protests, and a successful petition finally pushed Yum! Brands to publish its new global cage-free policy.

... AND THIS WAS JUST ONE OF MULTIPLE VICTORIES THIS YEAR.



18

GLOBAL POLICY VICTORIES

OVER

165

REGIONAL CAGE-FREE POLICIES

from major retailers, restaurants, and manufacturers

OVER

165k

PETITION SIGNATURES

YOUR SUPPORT HELPS BUILD OWA MEMBERS' CAPACITY TO DRIVE LONG-TERM CHANGE ACROSS THE GLOBE:

8

GROUPS TRAINED
for corporate campaigning

32

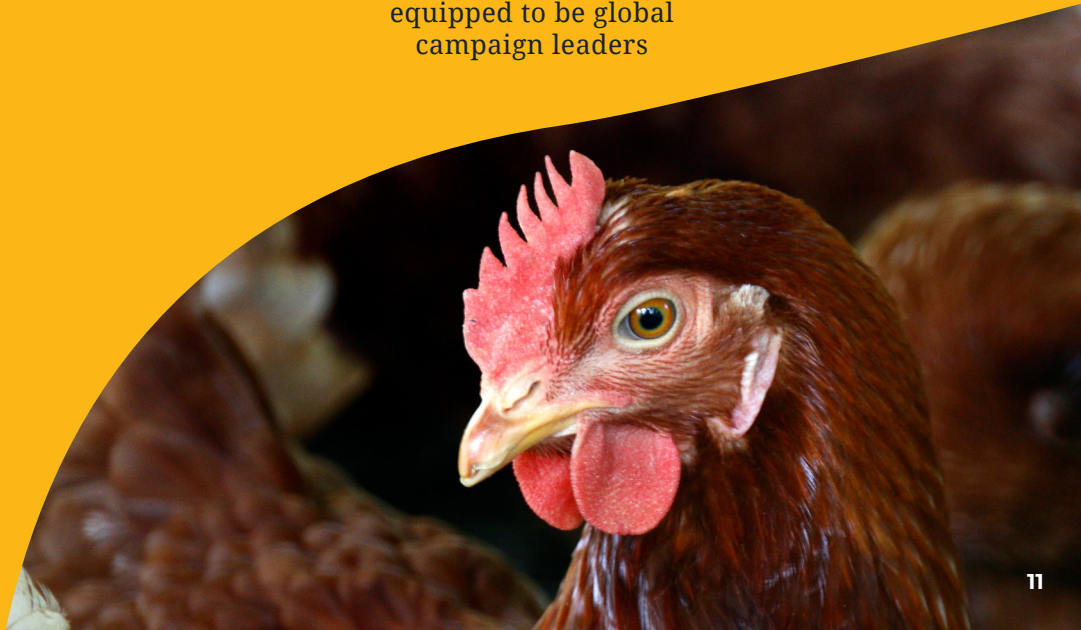
MEMBERS WELCOMED
to peer mentorship programme

16

WEBINARS HOSTED

7

INDIVIDUALS FROM 5 REGIONS
equipped to be global campaign leaders



GIVING FORGOTTEN FISH *a voice*

OUR CAMPAIGN FOR FISHES HAS BEEN MADE POSSIBLE THANKS TO THE GENEROSITY OF DONORS AND GRANT-MAKERS.

Based on extensive research into what messaging inspires people to take action for farmed fishes, we developed a powerful campaign: The Forgotten Fish Campaign. We're asking the English and Scottish Governments to give fishes the same legal protections as other farmed animals, from which they're currently excluded, so that they are protected from the worst forms of suffering during slaughter.

BUILDING FOUNDATIONS FOR THE FUTURE

With our first ever public affairs staff member in post, we continued meeting with Parliamentarians to secure their support, and encourage them to write to the Government asking them to improve fish slaughter laws. We also made several Government policy submissions to consultations and reviews, and presented the Forgotten Fish campaign to several Scottish politicians.

Our research, through Freedom of Information requests to the Government, showed that no welfare inspections were routinely happening at slaughter for farmed fishes. We are currently waiting for an official report to be published with recommendations for the Government, and holding it accountable to accepting its findings and improving the law.



OVERALL, I HAVE ALWAYS FELT VALUED BY THE HUMANE LEAGUE and it always feels like an environment of trust. I also have lots of confidence in what I am asked to do because they always explain the rationale!

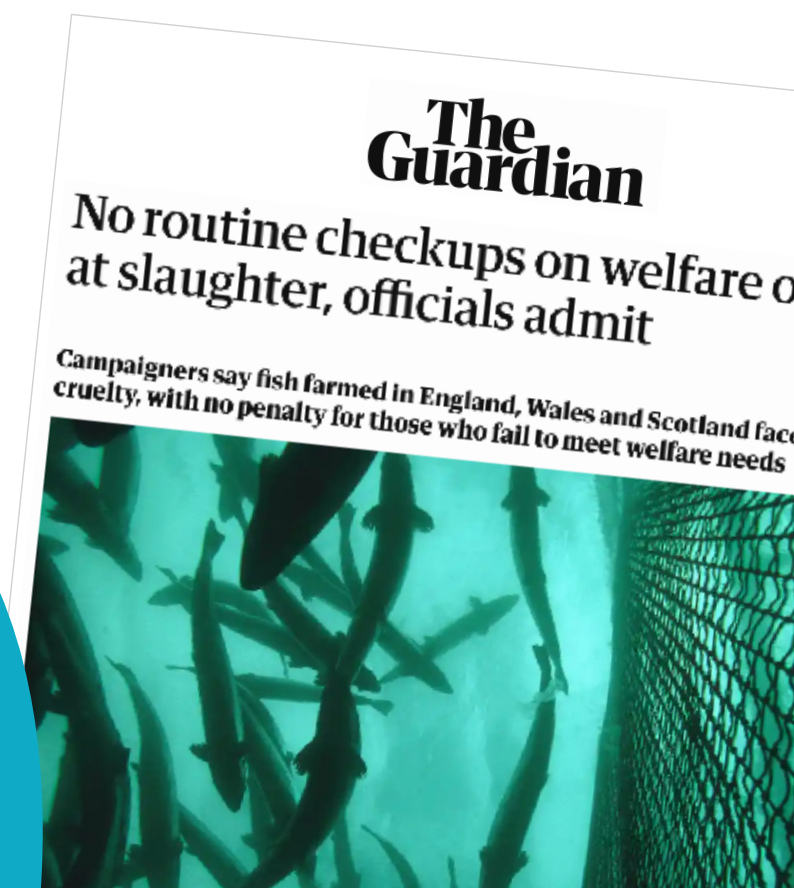
ADAM,
THL UK Volunteer

THE CAMPAIGN IN NUMBERS:

10,000
PEOPLE SIGNED OUR PETITION
calling on the UK Government to stop painful killing of fishes

100s
OF TWEETS SENT
to the Scottish Government and Defra calling for change

71%
OF THE UK PUBLIC AGREE
fishes should have the same legal protections as other farmed animals, according to a YouGov poll we conducted



BUILDING A STRONG MOVEMENT *of animal advocates*

The hours that volunteers give to our campaigns are what empowers change for animals.

Each and every one of our volunteers is vital to the success we achieve together.

Whether that's holding protests, taking social media actions, sending emails, making phone calls or writing to the media, the time and effort our volunteers put in have been the lifeblood of our campaigns.

We are committed to **equipping our volunteers with crucial advocacy skills**, from how to organise a protest, through to getting the attention of their MPs for campaigns.

We also held our second **Global Changemaker Festival** for International Volunteer Appreciation day, in collaboration with our colleagues across the US and Mexico.

Our monthly Activist Meet-ups continued online to provide space for volunteers to connect with each other, as well as take actions to support our campaigns.



5500+ HOURS
given by volunteers towards our programs

600+ PEOPLE JOINED
our Week of Action against Morrisons

10 EDUCATIVE TALKS
delivered by trained volunteers to university groups

26 PROTESTS & GRASSROOTS
actions to support our corporate campaigns
- led by trained volunteers from Dundee to Dorset and everywhere in between

100 ACTIVIST
Bootcamp trainees





WE ARE COMMITTED *to creating an equitable and inclusive workplace*

THIS YEAR, WE'VE MADE MORE STRIDES TOWARDS THAT BY:

- Signing up to become a Disability Confident employer
- Continuing our monthly all-staff learning and discussion sessions
- Continuing to refine our hiring practices
- Implementing more inclusive practices internally and externally, including provisions for introverts and those who are neurodivergent
- Reviewing our compensation structure
- Reviewing and implementing a new salary framework that seeks to remove gender and other biases from the marketplace
- Researching external consultants to partner with in developing a robust action plan for the future



CORE VALUES

At the heart of our mission and strategic principles are our core values. They guide how we work to end the abuse of animals raised for food every single day.

TOGETHER WE ARE:



EFFECTIVE

We strategically focus our energy, resources, and talent toward impactful actions that will reduce, and ultimately end, the abuse of animals for food.



RELENTLESS

We are an indomitable force—with an unwavering commitment to our mission and endless determination to succeed.



NIMBLE

We quickly and efficiently embrace whatever change is needed to be most effective in achieving our mission.



INNOVATIVE

We constantly seek opportunities to improve, creating forward-thinking strategies and solutions to grow as a team and a movement.



INCLUSIVE

We welcome, respect, and empower others, appreciating the value that every individual brings to our organisation and our movement.



COLLABORATIVE

We are a league of team players who lift each other up, share our knowledge, resources, and passion with others, and find strength in building an impactful and positive movement for all.

Stronger together

**OUR WORK TO REDUCE
ANIMAL SUFFERING IS
MADE POSSIBLE BY OUR
SUPPORTERS.**

Farmed animals are often overlooked, so our sincere thanks go to every individual and grant-maker who has chosen to donate.



We'd like to add an extra thank you for the donors who give anonymously and those who have pledged a gift in their Will. We're grateful to those who donate through their workplace giving and everyone who has taken part in an event to support us. To all those who recommend The Humane League UK and help donors around the world make an impact in the UK,

THANK YOU
*for everything you do to
advocate for animals.*

thehumaneleague.org.uk/donate



THANK YOU!



GET IN TOUCH!
[@humaneleagueuk](https://twitter.com/humaneleagueuk)



The Humane League UK
Gemini House
136-140 Old Shoreham Road
Brighton
BN3 7BD

info@thehumaneleague.org.uk
0800 014 8081

[thehumaneleague.org.uk](https://www.thehumaneleague.org.uk)



Registered with
**FUNDRAISING
REGULATOR**

