




CELEBRATING 10 YEARS

OPEN WING ALLIANCE®

Q3 2026 PROGRESS REPORT



a special video message
FROM OUR CEO
WATCH NOW

10 YEARS *of change for chickens*

10 YEARS AGO, 6 ORGANIZATIONS CAME TOGETHER TO ASK A BOLD QUESTION: *What if we could end the suffering of chickens worldwide by uniting across countries, continents, and cultures?*

The answer became the Open Wing Alliance (OWA)—a coalition that has grown to **more than 80 organizations across 70+ countries,** working together to share resources, close skill gaps, and free millions of hens from battery cages.

Founded by The Humane League (THL) in 2016, thanks to donors like you, the OWA was built on a simple conviction: **Local advocates know their communities best.** When they have access to global strategy, funding, and training, their power multiplies.

Before 2016, grassroots activism was growing, but groups were competing for resources and fighting isolated corporate battles. Big food companies promised to spare hens from cages, but there was no unified force to hold them accountable.

With your partnership, the OWA provided that way forward.

One of our first donor-funded grants helped founding-member group Anima secure pledges from every major supermarket chain in Denmark. That same year, advocates from 22 countries gathered in Warsaw for the first Global Summit to End Cages. They soon launched a coordinated campaign against General Mills, **winning a commitment to spare all its hens from cages just two weeks later.**

Your dedication turned that initial conviction ten years ago into an unprecedented global movement.

OPEN WING ALLIANCE®

OWA'S IMPACT SINCE 2016



3,500+
COMMITMENTS SECURED
to end the worst abuses chickens experience on factory farms.



35+
INTERNATIONAL SUMMITS
bringing advocates together to learn, connect, and strategize.



MILLIONS
OF HENS SPARED
every year from life in cruel battery cages.

"Atomization was sapping our collective power. We wanted to find a different way to move forward based on collaboration, openness, and a shared goal."

David Coman-Hidy
The Humane League
President 2013 to 2022



YOUR IMPACT *across the world*



OVER THE PAST DECADE,
your generosity fueled the OWA's growth, equipped local advocates, and turned regional efforts into unstoppable global action.

YOU'VE PROVIDED:

$14M+
IN GRANTS
to advocates worldwide to advance animal protection.

740+
MEMBERS
from over 100 countries with access to in-person trainings and OWA summits.

NONE OF THESE BREAKTHROUGHS HAPPENED IN ISOLATION.

In Asia, OWA members secured landmark commitments from Carrefour Taiwan, Yum! Brands, Jollibee, and Kewpie. In Africa, member groups helped Famous Brands fulfill its commitment three years early**. And in Latin America, more than 95% of fresh eggs at McDonald's now come from hens living free of cages.**

Best of all: Thanks to you, the movement is still growing. After a decade of international momentum, we're now on the brink of a historic US milestone: **50% of egg-laying hens living free of cages.**

The OWA's work is just getting started. **The past decade proved what your investment can do—now let's see how far we can take it.**

"The OWA has the drive and dedication to become stronger than ever in the next decade. We will be more focused, more united, and more driven than ever to fight for animals who can't defend themselves. And we couldn't do it without our donors' support and belief in us."

Carley Betts
Director of the Open Wing Alliance











Q3 *spotlights*

HOLDING A GROCERY GIANT ACCOUNTABLE

Back in 2016, Kroger promised its supply chain would be battery-cage free by the end of 2025. When it fell short, **you powered innovative, on-the-ground demonstrations** at Harris Teeter locations, a Washington Nationals game, and the Cincinnati Open—holding the second-largest seller of caged eggs in the US accountable for animal suffering.

CRUISING TOWARD COMPASSION

Following pressure starting in 2024, MSC cruise line committed to **100% cage-free fresh eggs across all 23 ships** in its fleet, with a 2026 timeline for its luxury Explora Journeys ships. Because of your compassion, **over 100,000 hens will be spared from cages** each year. This commitment affects 31 million eggs annually.

BANNING FORCE-FEEDING & FORCE-FED PRODUCTS IN DC

Your backing provided vital campaign capacity to help Animal Policy Alliance (APA) member Pro-Animal Future **secure Initiative 86 on the ballot**, aiming to ban the force-feeding of geese and ducks and prohibit the sale of force-fed foie gras products in the nation's capital. **You are strengthening a growing movement that has empowered APA members to pass 3 foie gras sales bans in the past 3 years.**

SAFEGUARDING EXISTING PROTECTIONS

In July, members of our Public Policy team and staff across THL met with Senate offices in DC to urge them to keep the harmful Save Our Bacon Act out of the Farm Bill. If passed, this language would roll back protections for millions of animals raised for food. Your support helped secure public statements in opposition to this language from four Senators, including Democratic Senate leader Chuck Schumer. Last month, **you helped the Farm Bill advance without this anti-animal language—**protecting decades of progress for animals.

YOUR 2026 IMPACT

January - September



241M

HENS WILL BE SPARED from cages every year when the **125 COMPANIES** we've held accountable this year fulfill their commitments to eliminate battery cages

122

NEW CORPORATE COMMITMENTS TO END CAGES secured by the Open Wing Alliance

1.2M+

MESSAGES SENT to decision-makers on behalf of all animals

4,551

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

financial UPDATE

As of October 28, 2026

RAISED	PLEDGED	STILL NEEDED
$21,489,000	*$220,000*	*$4,191,000*

MAKE A GIFT TODAY

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

THANK YOU FOR POWERING THIS MOVEMENT FORWARD.

Your support is holding companies accountable, defending animal-protection laws, and sparing millions of hens from life in a tiny wire cage.

We're deeply grateful for your commitment to a kinder, more compassionate world. **Thank you for working to end the abuse of animals raised for food and dismantle factory farming—for good.**