

from the CEO

I recently spent a week in DC, meeting with Senate staffers on behalf of animals. **There's so much happening on Capitol Hill right now, and our work to defend animal protection laws is paying off thanks to YOU.**

Here's what has me fired up: the anti-animal language in the Farm Bill has become so politically radioactive that most senators no longer want to risk including it. The "Save Our Bacon" Act—which would gut landmark farm animal protection laws like California's Prop 12—was left out of the Senate's base draft. When the draft was officially released, your impact was clear. The anti-animal provisions included had been completely stripped away. Lawmakers are now running from a provision Big Pork poured millions into, because your calls and emails flooded their offices. **You did this.**

Of course, the fight isn't over. Big Pork will try to slip this language back into the final bill, and the House version still carries it. So in the months ahead, your generosity will help us hold the line right to the end.

I'm also excited to share that **for the first time in factory farming's history, a record-breaking number of US hens live cage-free, translating to millions of living beings out of cages.** We're on the edge of a 50% majority the industry once called impossible, and in this report you'll read how our national campaign against Kroger is the catalyst to crack it wide open.

I am incredibly proud to partner with you. Your determination as a dedicated advocate lies behind every single breakthrough we secure against factory farming. Thank you for helping us build a kinder world where sensitive, feeling individuals are finally treated with basic decency.

Talk soon,

Dan Shannon
Chief Executive Officer



Q2 2026

Progress Report

taking on the giants: SIGHTS SET ON KROGER

In May, fresh off our shared victory against Ahold Delhaize, **your momentum fueled the launch of a campaign against the second-largest egg seller in the US: The Kroger Co.**

As one of the world's biggest retailers, it operates over 2,800 grocery stores under brands like Kroger, Harris Teeter, Fred Meyer, Ralphs, and Mariano's. Behind those doors are millions of individual animals counting on us to act.

A decade ago, Kroger promised that 100% of the hens in its supply chain would be spared from cages by 2025. The company had years to prepare, but it failed to take the steps necessary to meet its own deadline. Instead, it chose corporate backsliding, downgrading its target to a weak 70% cage-free and leaving the remaining 30% of hens in limbo.

Investigations at Kroger's suppliers in Ohio and Indiana, conducted by our allies at the International Council for Animal Welfare (ICAW), exposed birds living in some of the cruelest conditions imaginable. This is the cost of Kroger's moral bankruptcy, but hidden cruelties cannot remain.

Backed by your investment, our teams are weaponizing this evidence and putting these gruesome findings directly in front of Kroger's executives and consumers.

The scale of this battle against Kroger is massive, but the potential impact for animals is staggering.

Kroger's sourcing decisions dictate the fates of an estimated
**15 MILLION
HENS ANNUALLY**

Moving this giant will trigger a definitive structural shift across the entire retail sector, and **this multi-billion-dollar titan could never be challenged without you.**

Kroger

Fred Meyer

MARIANO'S

Harris Teeter

Ralphs



Image on the right: Our mobile billboard driving by the Kroger Company's headquarters in Cincinnati, Ohio.



MISSED OUR RECENT TOWN HALL?

Watch an exclusive behind-the-scenes briefing from Ellie Ponders, Sr. Associate Vice President of Corporate Engagement, on how our strategy with Kroger will move the entire retail sector.

Q2 spotlights

GLOBAL TRANSITION MILESTONE

Your support drove a global wave of corporate follow-through, with **65% of cage-free commitments due by 2025 now fully met**. Corporate sustainability transformations typically have a success rate of only 2%, but your investment in relentless accountability forces companies to actually deliver. While the industry claimed a shift of this scale was impossible, millions of sensitive hens are now permanently spared from a lifetime behind bars because 1,648 companies officially transitioned away from cages.

RAISING THE BAR AT TARGET

Your unwavering investment pushed Target (the nation's fourth-largest grocery retailer) to publish one of the **most transparent cage-free roadmaps in history**. Driven by private negotiations and the strategic threat of a public campaign, Target committed to sparing 100% of the hens in its supply chain from cages by 2030. By forcing this giant to accept public benchmarks, you have set an accountability standard rivals can no longer ignore.

EXPOSING CORPORATE LAGGARDS

Your gifts are launching an unprecedented three-part Eggsposé series to hold industry giants accountable now that their deadlines have passed. We just dropped the first report, forcing Food Service Providers into the spotlight and ranking them on whether they kept their promises. This data-driven, cost-effective report's impact was immediate, pushing Oak View Group to report a 96% cage-free global egg supply. By moving to manufacturers and restaurants next, you are sustaining unyielding public pressure all year long.

LOCAL POLICY TRIUMPHS

Your commitment to justice is winning legislative victories at the state and local level through the Animal Policy Alliance. Pro-Animal Future passed a landmark foie gras ban in Portland, while Voters for Animal Rights and Woodstock Farm Sanctuary passed an octopus-farming ban in New York. You're proving we can codify animal protection into permanent, binding law.



65%

CAGE-FREE COMMITMENTS

due by 2025 fulfilled globally.

1,648 COMPANIES
OFFICIALLY TRANSITIONED
AWAY FROM CAGES BY
THL AND THE OWA,
THANKS TO YOU



UNITING ADVOCATES, ENDING CAGES

Your generosity is bridging borders and uniting international advocates in person to build an unstoppable global front against animal cruelty. Open Wing Alliance members gathered at the OWA Summit in Bucharest to align strategy across borders, and grantees completed the first Latin American pressure-campaign training. You are equipping advocates worldwide with the strategy needed to force multinational giants to abandon cages.

Photo: OWA Summit attendees protest in Romania during the summit.



YOUR 2026 IMPACT

January - June

140M

HENS WILL BE SPARED
from cages every year when
the **90 COMPANIES** we've
held accountable this year
fulfill their commitments
to eliminate battery cages

72

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

352,597

MESSAGES SENT
to decision-makers on
behalf of all animals

3,316

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



financial UPDATE

As of July 30, 2026

RAISED
\$12,978,000

PLEDGED
\$5,220,000

STILL NEEDED
\$5,392,000

MAKE A GIFT TODAY

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

THANK YOU FOR BEING THE BEATING HEART OF THIS MOVEMENT.

Every multi-billion dollar giant held accountable, every state animal protection law defended, and every individual bird spared from a wire cage is a testament to your generosity. Your partnership, your grit, and your unwavering commitment are dismantling factory farming for good.

Introducing our Summer Legacy Challenge

SHAPE A KINDER TOMORROW.

Your compassion can protect animals for generations to come.

In this report you've seen firsthand what happens when this community comes together for animals, and the incredible progress you made possible this quarter.

But true change takes time, which is why we want to share a special opportunity to sustain this momentum far into the future through the 2026 Summer Legacy Challenge. As one of our most committed supporters, naming THL in your will, trust, or future intentions is one of the simplest ways to ensure that this vital work never slows down.

SUPERCHARGE YOUR IMPACT THIS SUMMER!

We want to celebrate your vision for a kinder tomorrow—today! If you have already included The Humane League in your estate plans, or choose to do so this summer, please let us know. To honor your dedication, **a generous donor will make an immediate matching gift of up to \$2,500 to help protect animals right now.**

YOUR LEGACY PROTECTS ANIMALS, RAIN OR SHINE.

To honor your commitment, the first 25 people who share their legacy plans will receive a limited-edition THL umbrella!



Explore legacy giving and how you can secure a kinder future for animals.

ACTIVATE YOUR MATCHING GIFT 