

THE HUMANE LEAGUE 
UNITED KINGDOM

2019-2020 IMPACT REPORT

thehumaneleague.org.uk

Registered Charity Number 1177926

from the managing director

Friends,

As I write this report we are experiencing an unprecedented event in our living history that will have repercussions for years to come. Nevertheless we continue to work relentlessly for animals and I invite you to take time to reflect on the momentous achievements of the last year. Because of you, millions of animals will be spared from suffering every year.

We are now entering our third year as THL UK and with it I reflect on just how far we have come in such a short time. Honing in on skills that our colleagues in the US developed in corporate campaigning we have helped change the landscape of the food industry in this country and beyond. Whereas previously the proportion of cage-free laying hens stagnated around 50%, since getting commitments from all major companies in the UK in the past 2 years we have seen an increase of 8%, reducing birds in cages to 42% of the market - and it is shrinking every month.

We are part of a global force. We are advocating for animals here and around the world and empowering more people than ever to leave animals off their plates. Between April 2019 and March 2020 we gained 75 new commitments from major companies to phase out the worst and most widespread forms of cruelty faced by animals on factory farms. Thanks to you, companies like Hilton and Interserve publicly committed to end the use of cages in their supply chains. KFC, arguably the most famous chicken fast-food restaurant on the planet, signed up to the Better Chicken Commitment to end the worst abuses of chickens reared for meat in Europe.

We ensure commitments turn into reality and over the last 12 months we have had 10 companies fulfil their promises to go cage-free, including Morrisons, one of the largest retailers in the UK, who switched all their whole eggs to free-range as a minimum. This proves that these companies know we are watching them and we will hold them accountable.

But the fight is far from over. As abuse of animals continues every day on factory farms we must keep our conviction. While the current Covid-19 outbreak might briefly hamper our ability to campaign for institutional change it doesn't prevent us getting ready for what will prove an even more important year than ever before. The risk from disease is real, be it from wild animals or animals reared for food, and this crisis shows us we need change now more than ever. We know that every animal deserves a life free from disease, suffering and abuse and we are ready to fight harder than ever to ensure this happens. With the continued backing from compassionate supporters like you, we are ready for the momentous years ahead.

Thank you for your unwavering support in the last 12 months and we can't wait to achieve even more with you in the year ahead!

For the animals,

Vicky Bond

Managing Director





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

STRATEGIC PRINCIPLES

The Humane League's work is grounded in our strategic principles. They are our guiding force and outline our approach to achieving our mission.

1 CREATE BIG SOCIAL CHANGE THROUGH MEANINGFUL, INCREMENTAL STEPS.

- We work to make the greatest difference by focusing on achievable goals that impact the greatest number of animals.
- We embrace change and evolve our tactics and short-term strategy to maximise our impact.
- Our interventions are based on sound science. We invest in measuring our progress and act on relevant research. Our policy decisions are guided by expert insight.

2 BUILD A GLOBAL COALITION THAT IS BIGGER THAN OURSELVES.

- Animal abuse is a global crisis that must be addressed globally. We work within coalitions to multiply our power. And we serve as a member of a united, worldwide team.
- We share resources and aspire to be generous, always putting the greater good first.
- We are committed to learning from others, listening, and being open to feedback.

3 DEVELOP A MOVEMENT THAT'S STRONGER EACH YEAR.

- Within our organisation and our coalitions, we take a people-centric approach. We strive for a sustainable, operationally efficient, and culturally strong organisation.
- We are committed to good governance, equity and inclusion, and responsible leadership.
- We invest in expanding the support of our cause and developing skills within the movement to gain long-term capacity and momentum.



WINS

around the world

The abuse of animals raised for food is a global crisis.

Throughout the world, and in partnership with Open Wing Alliance members in more than 60 countries, we're driving transformative progress for animals.

During 2019/2020 THL UK secured 75 commitments to end the worst forms of abuse on factory farms including:

15 COMMITMENTS
WITH A GLOBAL IMPACT

33

COMMITMENTS
IN THE UNITED
KINGDOM

27

COMMITMENTS
IMPACTING
EUROPE



DRIVING *progress*

2019 saw us wrap up a campaign push to secure cage-free commitments from companies that had not yet publicly pledged. Thanks to this tireless work, all major companies have committed to go cage-free by 2025, and 58% of eggs in the UK are now produced cage-free. This includes leading supermarket Morrisons, who now only sell free-range eggs.

We also made significant progress on a global level, gaining 23 cage-free commitments impacting Europe and around the world. And, we ramped up our work to pressure companies throughout Europe to sign onto the Better Chicken Commitment, resulting in 52 commitments from companies to improve the lives of chickens in their supply chains. With these commitments, we're creating a momentum that is completely transforming the landscape of the industry.

23
*cage-free
commitments*

- **15 INTERNATIONAL**—11 of which were Hotel chains—including Tesco, Best Western, and Radisson.
- **8 THROUGHOUT EUROPE AND THE UK**—including Kesko, Tchibo, and Lindt.
- **10 COMPANIES FULFILLING THEIR COMMITMENTS**—including Costa Coffee, Wasabi, and Dorchester Collection.

TESCO

BW | Best Western.
Hotels & Resorts

Radisson



KraftHeinz

52
*broiler chicken
commitments*

- **31 THROUGHOUT THE UK**—including Itsu, YO! Sushi, and Bella Italia.
- **21 THROUGHOUT EUROPE**—including KFC, Papa John's and Kraft Heinz.



With KFC signed up to the Better Chicken Commitment,

OVER 72 MILLION CHICKENS

WILL LEAD BETTER LIVES EVERY YEAR.

The Better Chicken Commitment asks companies to improve the welfare of broilers by requiring more space, enrichment, natural light, higher welfare breeds and improved slaughter conditions.

Often, commitments result from positive dialogue between companies and our Corporate Relations Department, but when companies fail to show progress, the Campaigns Department steps in. Strategic, hard-hitting public awareness campaigns are our effective tool to highlight this lack of progress. In the past year these campaigns enabled us to secure commitments from franchises like *Wagamama*, *YO! Sushi*, and *Le Pain Quotidien*.

The team were able to carry out new tactics including launching the Corporate Cruelty Awards, which asked the public vote for the companies they most wanted to see improve. Learn all about it in the Case Study below!



**55% OF THE TOP
40 CATERING
COMPANIES**

*with operations
in the UK have
committed
to the BCC.*

CASE STUDY

McDonald's brand-damage campaign

During the summer of 2019 we took our campaign against McDonald's to the next level, leading a large-scale collaborative 'brand-damage' project with The Humane League's US team to attack McDonald's brand as a wholesome, family-friendly establishment, and expose them for the irresponsible and unethical company they have shown themselves to be when it comes to broiler chicken welfare. We launched a hard-hitting campaign film which secured 827,000 views by the public including 8 fast food company CEOs targeted via LinkedIn. 284 senior fast food executives clicked through to the campaign website and 134 watched the film in full-screen. The campaign film also secured 166 items of media coverage in the UK, US and further afield.

While we did not secure a policy from McDonald's, we know that our campaign had a significant impact on dialogues with other major restaurant chains, allowing other far-reaching policies to be secured.

in the media...

The Drum

ADWEEK





Some restaurants just weren't budging on adopting the Better Chicken Commitment, so it was time to increase the pressure. Enter: the Corporate Cruelty Awards, asking the public to vote for which companies they most want to see crowned the cruellest of the cruel.

PRELAUNCH

Companies are privately alerted about their nomination and given a chance to dialogue with THL

9 ————— **4**
companies alerted *companies cooperate*

10 restaurant brands
commit to the BCC

PUBLIC CAMPAIGN

Public voting platform launched and started engaging the general public to get involved with the campaign

————— **5** ————— **2**
companies remain *front runners*

3 additional
commitments

13 NEW BRANDS COMMITTED

The top two spots continuously shifted between YO! Sushi and Subway. So we ramped up the pressure with protests, social media ads, and online activism. With just one week left YO! Sushi committed, leaving Subway as the clear front-runner. On January 23rd, Subway was crowned the worst of the worst and given the Corporate Cruelty Award. Alongside other organisations in Europe we are collaborating on campaign efforts pressuring Subway to tackle the terrible animal suffering in its supply chain. We won't stop until they do the right thing.

COMMUNICATING

to change the world

In March 2019, we unveiled a completely transformed look and feel, alongside an emboldened mission statement: to end the abuse of animals raised for food. With this updated mission statement and aesthetic we set out to take a bolder, clearer, and more focused stand than before.

We were also able to launch a brand new website with amazing new features to keep you up to date with all the latest news about our campaigns for animals.

At the end of 2019, we were proud to partner with Veganuary as part of our commitment to promoting plant-based diets. As a result of the partnership, 3,500 people signed up to Veganuary and to hearing more about our campaigns, out of the incredible 400,000 total sign-ups.

STAY UP TO DATE

Join our newsletter!

[Subscribe here!](#)

65
media mentions

including articles in mainstream media

The Guardian **BBC**
INDEPENDENT

...and coverage in a number of industry outlets including Food Manufacture, New Food Magazine, and Public Sector Catering.



BUILDING

a movement of activists

We know it will take each and every one of us to break down the walls of factory farms. THL UK is committed to building a movement that is stronger every year, and together with THL US, Mexico, and Japan, developing a global force that is bigger than ourselves.

In 2019/2020, we grew our National Volunteer Network and Regional Rep Program in order to expand our reach and impact in local communities all across the UK. We provide robust training and mentorship to engage activists in our campaigns to end the abuse of animals raised for food, and empower Regional Reps to grow the network of changemakers in their own communities.

JOIN US TODAY! EMAIL

volunteeruk@thehumaneleague.org.uk

57

ACTION PARTIES

to deliver campaign actions

30

STALLS AT EVENTS

4,000+

HOURS IN TOTAL

contributing to campaigns research, representing THL UK, and more

60

NEW RECRUITS,

including 56 National Volunteers and 4 Regional Reps



COLLABORATION — *is the key to success*



We work within the Open Wing Alliance (OWA) and with other organisations in the animal protection movement and beyond, united in a common goal: to end the abuse of chickens worldwide. We help lead global corporate outreach, provide support and mentorship, and hold in-person training to foster collaboration to end the abuse of chickens.

We are not just limited in our collaboration within the UK but work with groups around the world. Last year we helped deliver the OWA training for groups in Russia, empowering them with the tools and resources to begin corporate campaigning. We will not rest until all hens are freed from their cages and through collaboration and shared learnings we can accomplish this goal together.

Through our work companies are changing the way they treat animals and setting global standards that impact many different countries around the world.



MAX'S STORY

I am one in one billion.

One billion chickens, known as broilers, who are raised for meat in the UK each year. Almost all of us live out our short lives on intensive factory farms, crammed into barns with no fresh air or sunlight. The law - and industry norms - say that it is acceptable for me to live in a space smaller than one A4 piece of paper. To the food industry, I am just a number - a product.

But I am not just a number. I am Max.

I was hatched in an incubator, and born into a body designed in such a way that it will cause me pain. It is genetically selected to grow so fast I am ready for slaughter by the time I've reached just five to six weeks old; in the wild, I would still be under my mother's wing.

Consumers demand more of my breast meat, so I am bred to be top-heavy - so heavy that I spend much of my life debilitated, struggling under the weight of my own body. My friends around me suffer painful hips, too. Ammonia burns from living on our own waste, and diseases affecting our hearts and other vital organs are rife. We exist on a conveyor belt of illness and abuse.

I am not immune to pain, and I am not an emotionless, faceless commodity. I am capable of recognising more than 100 individual faces; I dream in my sleep, understand when my friends are happy, or in pain, and see in full colour - just like humans.

I am Max, and I do not deserve to suffer.



THE HUMANE LEAGUE UK

supporter charter

At THL UK, we are committed to spending every penny on ending the abuse of animals raised for food.

We are entirely reliant on donations and believe that we have a responsibility to ensure they are used where they have the greatest impact. We are committed to sound research to ensure effectiveness. By operating a remote organisation and aiming to keep costs as low as possible we reduce our overheads and allow our staff to live in the area that is best for them. This also allows to widen our pool of applicants and we benchmark salaries against other animal protection organisations in the UK so we can attract and retain great staff.

We are so grateful to those kind individuals who chose to support us through a regular or one-off donation. Your kindness enables better protections for animals every day.

- We are committed to being open and honest about our fundraising activities
- We will use your gift where it will have greatest impact
- We'll always thank you for your support (in accordance with your preferences)
- We'll let you know what your donation has made possible
- We protect all your personal data and will never share it
- We respect your contact preferences
- We are registered with the Fundraising Regulator and adhere to their guidelines
- We recognise the value of every supporter, no matter how big or small the donation.

THANK YOU!

We'd also like to thank all the trusts, companies and foundations that have so generously supported THL UK's work, including:



— *looking* FORWARD —

All of these achievements happened because of generous supporters like you.

Since we launched as a charity in 2018, our impact for animals has grown every year. And yet, our resources pale in comparison to the scale of factory farming.

With additional funding, THL UK will scale our most effective programs, explore emerging tactics, and strengthen operational support to build up our team. We are now recognised by the Netherlands' tax system to be tax deductible on donations from Dutch citizens. We are looking forward to continuing to build our international support and laying down strong foundations for the future.

THIS YEAR, YOUR GENEROUS SUPPORT WILL

- Hold companies accountable to their cage-free commitments
- Build momentum to end intensive confinement for egg-laying hens around the world
- Fight to raise baseline welfare standards for chickens raised and killed for meat
- Push for legislation to protect animals
- Inform millions of people about the importance of leaving animals off our plates
- Scale our core teams to support our growing international campaigns

“

We find THL to be an excellent giving opportunity because of their strong programs & evidence-driven outlook.

Animal Charity Evaluators



2019 TOP CHARITY
ANIMAL CHARITY EVALUATORS



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.



THE HUMANE LEAGUE

UNITED KINGDOM

CALL **0800 014 8081**

EMAIL **info@thehumaneleague.org.uk**

Find out about how leaving a gift in your will can help make possible a better future for animals. Visit **thehumaneleague.org.uk/legacies**.

Registered Charity Number 1177926

financial report

The Humane League UK is a registered charity in the UK who is proud to be funded by individuals and foundations. We have been rated a Top Charity by Animal Charity Evaluators for every rating period in part because of our cost-effectiveness and efficient use of your generous funding.

INCOME AND ENDOWMENTS

DONATIONS	UNRESTRICTED	RESTRICTED	TOTAL
Donations and legacies	£ 593,838	£ 39,937	£ 633,775
REVENUE			
Merchandise	£ 408		£ 408
TOTAL INCOME AND ENDOWMENTS	£ 594,246	£ 39,937	£ 634,183

EXPENDITURE

SUPPORT COSTS	
Management	£ 578,092
Charitable activities cost	£ 92,826
Governance costs	£ 11,887
TOTAL EXPENDITURE	£ 682,805
NET INCOME/(EXPENDITURE) £ (48,622)	
Total funds brought forward	£ 247,088
TOTAL FUNDS CARRIED FORWARD	£ 198,466

For a full overview of our income and expenditure, please refer to the [Charity Commission](#).

