

# They Do Not Belong to Us



WORKING TO PROTECT ANIMAL KIND

## A Special Thank-You

- We'd like to express our gratitude to the following very important PETA supporters:
- Our members, without whom our vital work for animals would not be possible
  - Our Vanguard Society members, for their compassion and leadership
  - Our Guardian members, for their commitment through regular gifts
  - Our Augustus Club members, for giving animals a future through gifts to PETA in their wills
  - Our activists, for taking a stand against animal abuse by contacting governments, companies, other organisations, and individuals via our online petitions



## PETA Business Friends

We would like to extend our sincere gratitude to the compassionate businesses which support our work through the PETA Business Friends programme.

- Adocks Solicitors
- Baylis & Harding
- Booja-Booja
- Bourgeois Boheme
- Bute Island Foods Ltd
- Cloud Twelve
- Dr Botanicals
- Ecotricity
- Ethical Bedding
- Floral Street
- The Fry Family Food Co
- Jaam J.
- Jamm
- Jana Reinhardt
- Lemon Jelly
- Montagne Jeunesse
- Pacifica Beauty
- Plantil Foods
- Plant Athletic
- Property Finance - Dorset
- Property Hotspots
- Quinesence Aromatherapy
- Raw & Juicy
- Renfound
- Saorsa 1875
- Soni Kaur
- Sweet Freedom
- Tea Cups London
- The Throw Company
- Vegan Design
- Vegusto
- Verdonce
- Watermans
- Wilby
- Will's Vegan Store
- The Wooden Chopping Board Company



Thank You!

To find out how you can become a PETA Business Friend, please contact us at [Info@peta.org.uk](mailto:Info@peta.org.uk).

## Financial Statement

REVENUE	
Donations and Legacies	£ 5,773,333
Other Income	£ 57,787
<b>Total Revenue</b>	<b>£ 5,831,120</b>

OPERATING EXPENSES	
Staff Costs	£ 2,224,321
Education and Prevention of Cruelty -	
Direct Costs	£ 3,639,618
Support and Management Costs	£ 1,143,495
<b>Total Operating Expenses</b>	<b>£ 7,007,434</b>

Net Expenditure Before Gains/(Losses) on Investments	£ (1,176,314)
Net Gains/(Losses) on Investments	£ (152,626)

CHANGE IN NET ASSETS FOR THE YEAR	
Net Assets Beginning of Year	£ 1,328,940
Net Assets End of Year	£ 4,205,357
Net Assets End of Year	£ 2,876,417

OPERATING EXPENSE ALLOCATION	
Direct Programme Support	82.53%
Indirect Programme Support	1.39%
Membership Development	16.08%

The financial information given here is a summary extracted from the PETA Foundation audited financial statements for the year ended 31 July 2023. The auditor's report was unqualified. A copy of the financial statements has been submitted to the Charity Commission and Companies House.

The summarised financial information may not contain sufficient detail to allow for a full understanding of the charity's financial affairs. For further information, the full annual financial statement, the auditor's report on those financial statements, and the trustees' report should be consulted. Copies of these can be obtained by contacting the charity at PO Box 70315, London N1P 2RG or on 020 7837 6327.

People for the Ethical Treatment of Animals (PETA) Foundation - a charitable company limited by guarantee, with its registered office at Cannon Place, 78 Cannon Street, London EC4N 6AF. Registered in England and Wales as charity number 1056453, company number 3135903 +44 (0) 20 7837 6327 • PETA.org.uk

## Donor Testimonials

### GIVING ANIMALS A FUTURE

PETA's Augustus Club is made up of very special people who have chosen to support our work by leaving a gift in their will, ensuring that their compassion for animals will live on.

Here, we introduce two of these wonderful members, who have also chosen to share their stories in their own words.

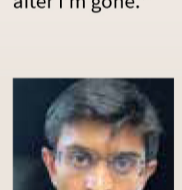


**David - Augustus Club member**

"I support PETA because I believe that PETA is a huge powerhouse for animals. PETA's action alerts help me feel empowered to move animal rights forward, and I like to pass on the PETA Global magazine once I've responded to all the 'Take Action' requests. I leave it in various public places to enlighten others on animal issues.

"Having needed life-saving surgery in 2016, I decided to write my will in case I was ever that unlucky again. I've left the largest percentage of my estate to PETA because animal rights and its philosophy are my passion.

"Nobody likes thinking about a time when they'll no longer be here, but by leaving a legacy gift in your will to PETA, you can decide here and now what your money can do for animals going into the future. I got a great sense of satisfaction knowing that my legacy will be that I will continue to fight the abuse of animals through PETA even after I'm gone."



**Rishi - Augustus Club Member**

"PETA works to end all forms of animal exploitation by working alongside companies, institutions, and governments to stop the abuse of animals. What particularly resonates with me is the group's ability to build a culture of activism, which I find extremely powerful, as it enables people to campaign for animals in their everyday lives. This has proven very effective in creating positive change for animals.

"Leaving a gift in my will to PETA was important to me because the group's excellent work to help animals depends on financial support. Without donations such as gifts in wills, it wouldn't be possible for PETA to expose cruelty through undercover investigations, help to build sanctuaries, pressure companies and governments to end animal abuse, and carry out all the other vital work required to end the suffering of animals.

"I would encourage others to consider leaving a legacy gift to PETA because I really believe that the scale of its efforts to help animals suffering for human entertainment, research, clothing, and food is unmatched."



Thank you.

We are grateful to every kind-hearted, compassionate, and loyal PETA member and supporter who speaks up for animals and shares our vision of a kinder world.

### PETA's Legacy of Kindness CHALLENGE

PETA's Legacy of Kindness Challenge, a unique opportunity for supporters to unlock a gift for animals from the legacy challenge fund by sharing their intention to include PETA in their will, ended in March 2023. The challenge was a great success, providing us with funds in the present as well as security into the future that we can continue helping animals through legacy gifts. We would like to offer a special thank-you to everyone who took part.

## Remembering Augustus Club Members Who Have Passed Away

We fondly remember those members who passed away this year and extended their compassion for animals with a gift in their will.

- Colleen Adams
- Marlene Ambler
- Heather Ansboro
- Beryl Benjamin
- Sheelagh Black
- Anthony Blakemore
- Clive Blezard
- Gordon Blythe
- Bryan Brabry
- June Brigham
- Violet Britton
- Evelyn Brown
- Roy Brown
- Françoise Budd
- Tom Caswell
- Averil Celar
- June Chatton
- Dora Clayton
- Anita Cranswick
- Sheelagh Davenport
- Frances Dean
- Enid Ellershaw
- Noreen Elliott
- Lauren Evans
- Suzanne Eward
- Lindsay Foord
- Lila Forrester
- Janet Fry
- Margaret Graham
- Rosemary Hawkins
- Mandy Hocking
- Mary Hodson
- June Hogan
- James Innes
- Glady's Joines
- Keith Joseph
- Shirley King
- Elisabeth Lusk
- Ruth Marley
- J Mason-Martin
- Brian McCarthy
- Wendy Mitcham
- Sheila Newberry
- Norah Nowell
- Maureen Peacock
- Marjorie Pickup
- Susan Pollard
- Cynthia Potter
- Pamela Pratt
- Lois Roy
- Michael Shai-On Zuulan
- Jean Shepherd
- Brian Smith
- Susan Stevens
- Alan Treanman
- Elizabeth Turner
- Patricia Turner
- Nina Watkins
- Eileen White
- Patricia Wilkinson
- John Wills
- Carol Yates

If you would like further information about leaving a gift in your will, please contact [Legacies@peta.org.uk](mailto:Legacies@peta.org.uk).

## Dear Friends,

We've triumphed in many ways this year, despite the challenging fact that humans can be very cruel to other animals. We persuaded luxury travel company Scott Dunn to stop promoting camel rides worldwide, and it became the first tour operator to do so. After hearing from PETA, travel company On Site Events stopped its tours to the Running of the Bulls event in Pamplona, Spain, where bulls are tormented and killed. Both those activities are horrifically cruel, and we are determined to see them out the door.

Speaking of bulls, years of PETA campaigning paid off when Telefonica's paid TV platform Movistar Plus+ shut down its bullfighting channel. The channel was vital in sustaining this monstrous blood sport, and its demise deals a major blow to the industry.

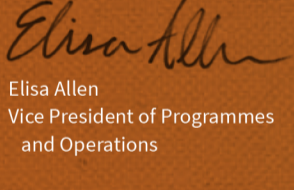
After PETA drew attention to the fact that promoting breathing-impaired dog breeds normalises their suffering from numerous respiratory ailments, among other problems, popular greeting card provider Moonpig pledged to stop selling cards featuring images of pugs and French bulldogs.

And proving that there is nothing royal about torturing ducks, PETA received official confirmation that King Charles will not serve foie gras at Buckingham Palace or at any other royal residence.

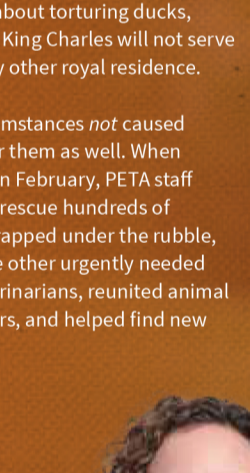
Sometimes animals suffer in awful circumstances not caused by human cruelty - and PETA is there for them as well. When devastating earthquakes struck Turkey in February, PETA staff travelled quickly to ground zero to help rescue hundreds of frightened animal survivors who were trapped under the rubble, distribute dog and cat food, and provide other urgently needed supplies. We got injured animals to veterinarians, reunited animal companions with their worried caregivers, and helped find new homes for animals whose humans could not be found.

These are just a few examples of our work that made a big difference for animals in 2023. The following pages provide many more. We are most grateful for your dedication and support. When we stay vigilant, we can do remarkable good for animals.

Kind regards,



Elisa Allen  
Vice President of Programmes and Operations



## Groundbreaking Victories for Animals

Among PETA's highest priorities is ending experimentation on animals. After years of campaigning by PETA entities, the European Commission announced that it will be taking steps to phase out tests on animals for all regulated chemicals - including pesticides, biocides, and human and veterinary medicines! In its announcement, the European Commission acknowledged the pressure from a European Parliament resolution, which came after PETA shared its Research Modernisation Deal with members of Parliament, and from the "Save Cruelty Free Cosmetics" European citizens' initiative, which was launched by PETA entities alongside other animal protection organisations, gathering an unprecedented 1.2 million signatures.

Our work to end the use of monkey labour in the coconut trade scored two big victories. First, after hearing from PETA, ASDA became the first retailer in the world to agree not to source its own-brand coconut milk from Thailand. Also, following several PETA Asia investigations, an intense three-month campaign, and nearly 100,000 e-mails from supporters of PETA entities around the world, HelloFresh removed Thai coconut milk from its supply chain.

We got people talking about fish: a PETA lenticular billboard in Grimsby that showed a fishmonger holding a limp fish from one angle and a "dead" cat from another urged onlookers to see fish as intelligent, sensitive individuals - and refuse to eat them! The billboard prompted debates on ITV's *Good Morning Britain*, *BBC*, *LBC*, and elsewhere about the ethics of eating fish.

Companies continue to turn their backs on cruelly obtained animal-derived materials, thanks to decades of relentless campaigning by PETA. In 2023, French fashion group SMCP confirmed it would remove items made of down and other feathers; luxury fashion group Kering - owner of Gucci, Saint Laurent, Balenciaga, and other brands - confirmed its ban on angora and rabbit felt; and popular Danish brand Stine Goya confirmed a sweeping ban on fur, exotic skins, and angora. High-end department store Harvey Nichols is finally returning to its no-fur policy, and Frasers Group, whose brands include House of Fraser, Flannels, and Sports Direct, announced that its future is fur- and angora-free!

We're making progress towards a world where humans don't abuse animals for entertainment. After PETA persuaded travel company Thomas Cook to cut ties with facilities that hold orcas captive in

2018, the company extended its policy in 2023 to include captive dolphins. Meanwhile, Clacton Pier shut down its SeaQuarium after hearing from PETA about how marine animals suffer in captivity. All the fish and other aquatic animals who were confined there have been rehomed.

Insurance company Marsh confirmed that it is no longer a sponsor of the UK's most dangerous horse race, the Grand National, after three years of sponsorship and promotion of the abusive and often deadly event. The announcement followed the death of four horses at this year's Grand National Festival and over 70,000 e-mails from PETA supporters.

And after nearly a decade of campaigning by PETA, the Moulin Rouge confirmed that its shows will no longer feature any animals at all, wild or domestic!



## Educating, Persuading, Liberating

We're changing the way people think about animals - and saving animals' lives in the process.

We distributed over 10,000 copies of our vegan starter kit to help people transition to a healthy, humane life. We launched a video commercial inviting viewers to have a vegan Christmas and plastered adverts across St Pancras International train station urging travellers to Paris to forgo foie gras. In addition, a group of celebrities - including Miriam Margulies, Mark Rylance, and Twiggy - sent a letter to the prime minister asking him to ban the import of foie gras.

the Red Card" at the FIFA World Cup in Qatar.

Our video showing the genuine reactions of celebrities watching our wool trade exposé has been seen more than 2.2 million times, and our short film *Red River Farm*, featuring a gang of puppet singers about the skins industry, won a prestigious Silver Lion Award at the Cannes Lions International Festival of Creativity.

We took our "Changing the World with Your Wardrobe" presentation to more fashion and design students at leading universities and colleges, and we teamed up with popular UK TV star Emily Miller to create social media content urging fans not to purchase mink eyelashes.

PETA is known for attention-grabbing protests, and this year was no different. A PETA supporter dressed as a "bloodied" and "bruised" sheep urged Urban Outfitters

## Direct, Hands-On Help for Animals

PETA's Global Compassion Fund helps teams provide vital resources to animals in dire situations around the world.

As thousands of Ukrainians fled the destroyed Kharkivka dam, rescuers supported by PETA's Global Compassion Fund headed into the danger zone to save desperate animals. This urgent rescue was on top of the ongoing work rescuing animals and distributing food for dogs, cats, horses, and donkeys in war-torn Ukraine. Since Russia invaded the country in late February, PETA Germany and its partners have rescued over 12,000 cats and more than 1,400 tonnes of provisions.



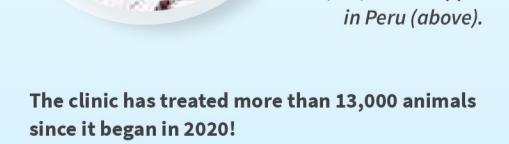
Cats were freed from the rubble in Turkey (left) and "snipped" in Peru (above).

The clinic he began in 2020!

- In Romania, PETA Germany and its Romanian partner group sterilised more than 2,000 dogs and cats this year.
- More than 4,000 cats and dogs were sterilised in the Philippines in 2023, all with no charge to their guardians.
- PETA India sterilises dogs and cats rescued by its emergency response team. In the past three years, PETA India has spayed or neutered more than 2,400 cats and 250 dogs.
- In Mexico, teams sterilised hundreds of dogs and cats over the course of a few days in impoverished communities. Since April 2021, more than 2,700 dogs and cats have been sterilised in Cancún and Chichimila in the Yucatán.
- In Peru, in the aftermath of Cyclone Yaku, teams provided low-cost and free spay/neuter surgeries under way around the world:

When earthquakes rocked Syria and Turkey, PETA's Global Compassion Fund was a lifeline for dogs, cats, and other survivors - helping teams rescue over 300 dogs, cats, birds, and fish.

In Petipa, Jordan, PETA supports a free veterinary clinic for animals forced to carry tourists on their backs as well as living in or around Petra.



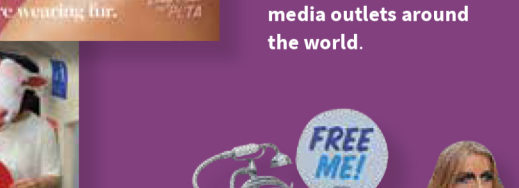
instead of confining animals into transport and forcing them to be poked and paraded.

PETA's "pig" mascot handed out free vegan bacon in Bath, and supporters in hen costumes flooded to Lincoln to demand out free vegan eggs. A herd of "sheep" and "cows" rode the

hot London Underground to highlight the horrifying journeys animals endure on their way to slaughter. "Dinosaurus" took to the streets of London to remind people that eating animals is prehistoric. And a PETA "referee" called on football fans to "Give Meat and Dairy

to ban wool. Love Island star Faye Winter, body-painted as an orca, confined herself to a cramped bathtub in Piccadilly Circus to protest marine parks, and our powerful tabeau in Pamplona, Spain, calling for an end to the city's annual Running of the Bulls, was featured in newspapers and media outlets around the world.

We are all animals. If you're wearing mink lashes, you're wearing fur.



as well as food and clean water to about 200 animals. Since 2014, they've sterilised more than 1,500 animals in Peru.

In India, PETA supported Animal Rahat works to the trust of animal owners and turn the conversation towards mechanisation - replacing animals forced to pull heavy loads with eco-friendly vehicles or tractors. Animal Rahat mechanisation projects have saved 57,442 bullocks and 284 donkeys from forced labour.

Animal Rahat opened a new sanctuary for cats, horses, mules, and other animals in Karnataka. Through its three sanctuaries, the organisation cares for nearly 400 rescued animals.

