



Annual Review

PETA | 2018

PETA 2018 | Annual Review



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Dear Friends,

In 2018, we spread our message far and wide—that every animal is unique and has the right not to be abused. And here's just a glimpse of some of the progress that we made:

- We persuaded more than 20 international food and beverage conglomerates—including **General Mills, Nissin Foods, and Sapporo Holdings—to stop testing on animals.**
- Thanks to PETA, **22 countries have ended the use of live animals in trauma surgical training,** following our **donations of 119 TraumaMan simulators,** worth nearly \$3 million, since 2012.
- We demolished the mohair industry with an exposé showing extreme cruelty to angora goats and persuaded **more than 320 retailers to stop selling mohair.**
- Our evidence that **gravely ill animals at PetSmart stores** in two states were being **deliberately denied veterinary care** resulted in **cruelty convictions** for several store managers.
- We **sterilized more than 11,600 companion animals** and **rescued many animals from the Hurricane Florence flooding.**
- Our multipronged campaign paid off when **Nosey—an arthritic elephant with many medical problems, who was hauled around the country and forced to give rides—was seized by law enforcement and transferred to a beautiful sanctuary while legal cases proceed against her owners.**
- We **found new homes for 39 tigers, 10 bears, and four chimpanzees from miserable facilities.**
- We **exposed the violent beating deaths of hens** at a Kroger egg supplier, and we **shot more holes in the “free-range” myth** by revealing terrible living conditions for hens at a **Nellie’s Free Range Eggs** supplier.
- After discussions with PETA, numerous major corporations—including **Baskin-Robbins, Shake Shack, TGI Fridays, and White Castle—added vegan options to their menus.**
- We persuaded more major **airports to stop using inhumane glue traps.**



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Our progress is because of our **wonderful members and supporters who promptly respond to our calls to action.** This year, our online advocacy campaigns resulted in **more than 35 million letters urging companies and individuals to make big changes to help animals.** As the most engaged-with advocacy organization on social media, our highly effective **videos were viewed more than 560 million times** in 2018, including our **Spanish-language videos,** which netted **more than 200 million views.**

You may notice that we've rearranged our motto. This is because, while vegan choices in food and clothing are everywhere and circuses are going out of business—thanks to decades of PETA's work—cruel experiments on animals imprisoned in laboratories continue unabated. We must emphasize this issue so that public pressure to replace them with non-animal methods will grow.

We owe special thanks to our Vanguard Society, Augustus Club, and Investigations & Rescue Fund members for helping to make the victories for animals on the following pages possible, and we thank everyone for caring, sharing, and working with us toward animal liberation.

With kind regards,



Ingrid E. Newkirk
President

Board of Directors and Officers

Ingrid E. Newkirk, Secretary • Michael P. Rodman, Chair
Jeanne Roush, Treasurer





The *PETA* Way

We believe that animals have an intrinsic worth of their own, quite apart from their utility to humans, and should not be treated as commodities. Therefore, PETA's motto is "Animals are not ours to experiment on, eat, wear, use for entertainment, or abuse in any other way."

The greatest cause of animal suffering is not malice. It is ignorance.

The places in which the largest numbers of animals suffer the most intensely for the longest periods of time are inaccessible to most people: laboratories, factory farms, slaughterhouses, fur farms, the entertainment industry, the pet trade, and the backyards and homes of abusive animal owners.

The ally of ignorance is silence.

Just as mold thrives in the dark, animal abuse thrives in a climate of secrecy. Just as sunlight is the best disinfectant, public awareness is PETA's most effective weapon against animal abuse.

No one does more to raise awareness of the plight of animals than PETA. The video footage and other findings from our eyewitness investigations of facilities in which animals are neglected and abused draw millions of web viewers each year. Our media campaigns—and especially our recruitment of celebrity spokespeople—put animal issues in the headlines of major media outlets every single day. Our grassroots outreach is second to none, with demonstrators and leafleters on the streets all over North America seven days a week.

At a time when all but the most controversial voices are drowned out in a media din, our willingness to be cheeky and provocative when necessary ensures that the plight of animals does not go unnoticed.

Awareness is the first step. Change is the second.

PETA also creates change for animals through shareholder activism, corporate negotiations, internet marketing, scientific research and analysis, funding the development of non-animal test methods, lobbying, humane education, youth involvement, outreach to the courts and law enforcement, and rescue work.

With these tools, we're getting animal tests replaced with sophisticated and humane non-animal methods. We're persuading grocery and restaurant chains to require their meat, milk, and egg suppliers to make sweeping reforms. We're persuading designers and retailers to stop selling fur, leather, down, and wool. We're persuading the film, television, and advertising industries to replace the use of live great apes and other wild animals with computer-generated imagery or animatronics, and we're turning people away from live-animal shows and exhibits.

We're saving animals' lives through hands-on rescue work. We're successfully urging law-enforcement authorities to take cruelty to animals seriously. We're persuading the courts to give animal abusers stiffer penalties, sentence them to anger-management training, and prohibit them from owning animals. We're engaging young people and revolutionizing the way future generations will regard animals. And we're inspiring countless people to go vegan, to buy only cruelty-free products, and to make animal-friendly choices in all aspects of life.

Ultimately, PETA strives to achieve a world in which animals are respected and humans are aware of and concerned about the ways in which their daily decisions affect the lives of other sentient beings.

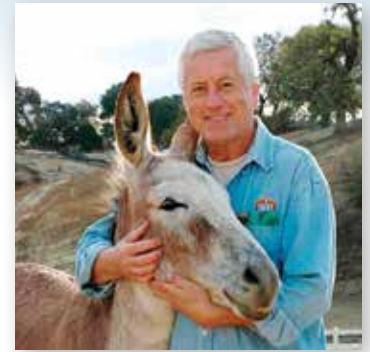
The Dedication and Generosity of *PETA* Members Make Our Work Possible

Vanguard Society and Augustus Club members such as those below serve as the roots of financial support that enable our vital programs to grow stronger.

Ugo Sap

VANGUARD SOCIETY MEMBER

I've been a longtime supporter of and believer in PETA. No one is more devoted and fights so vehemently for the rights of animals all over the world. I've dedicated my life to rescuing wild donkeys, and PETA has been an indelible partner in this mission. PETA President Ingrid Newkirk and her colleagues are such passionate educators and leaders. Now more than ever, donkeys need our help, and PETA is at the forefront of bringing awareness and action to this cause and is a tireless advocate for those beings who need it most. They are the guardian angels for animals.



Wendy Kelman Neu and Jackie Kelman Bisbee

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS

PETA inspires us each and every day to do more to end the exploitation and suffering of animals. Like all great leaders, they inspire us to take action. With her moral courage and vision, Ingrid Newkirk has shown us the path forward in this just and noble cause by opening our eyes and showing that meaningful change is possible. It is up to us by joining with PETA to make that vision a reality for all sentient beings.

Suzanne Ericsson, CEO, Plant Based Foods, Inc.

VANGUARD SOCIETY MEMBER AND PETA BUSINESS FRIEND

PETA helps me get active for animals and do what I can to help reduce their suffering. They have an amazing social media presence that I keep up with and follow on a daily basis, sharing many posts along the way. I have supported PETA and their efforts both in the U.S. and around the globe for many years and will continue to do so. I am proud to partner with them currently through the PETA Business Friends program.





Animals Are **Not Ours** to Experiment On

PETA condemns the use of animals in laboratories, where they are kept in barren metal cages, scared out of their wits, subjected to painful procedures, and denied any happiness or comfort. In 2018, we **halted many cruel, wasteful experiments on animals** and **promoted more sophisticated non-animal methods**, with fantastic results. See [PETA.org/AnnualReview](https://peta.org/AnnualReview) for more.

PETA persuaded major food, beverage, and supplement producers—including California's **Strawberry and Table Grape commissions**, **General Mills**, **Nissin Foods Holdings** (owner of **Top Ramen**), **Riken Vitamin**, **Suntory Holdings** (owner of **Jim Beam** and **Maker's Mark**), **T.Hasegawa Co.**, **Toyo Suisan Kaisha** (owner of **Maruchan**), **Yakult Honsha Co.**, **Asahi Group Holdings**, **Sapporo Holdings**, **Meiji Holdings**, **NH Foods**, **Ensuiko Sugar Refining Co.**, and more—to **stop conducting or funding animal tests**. Such tests included force-feeding and poisoning rats and mice, forcing them to run on treadmills and jump from hot plates, and electrocuting them. The companies will now use only non-animal methods.

In 2018, PETA also achieved these milestones:

- We persuaded the **Japanese and South Korean governments to stop requiring a yearlong pesticide**

poisoning test on dogs, saving hundreds of them every year from being poisoned and killed.

- Together with PETA Germany, we persuaded **Volkswagen—which had been forcing monkeys to inhale diesel fumes—to end all tests on animals not required by law.**
- We added **Iraq and Sudan to the list of countries (now totaling 22) that have ended the use of live animals for trauma surgical training**, following our **donations of 119 TraumaMan simulators**, worth nearly \$3 million, since 2012, and we helped pass language in a federal law requiring the Department of Defense to mandate the use of simulators first over animals in trauma skills training.
- PETA scientists **spearheaded an article detailing ways to replace animals in inhalation tests** and **co-authored a paper with Harvard University on the replacement of animals in trauma surgery training.** Both were published in leading science journals.
- PETA scientists played a pivotal role in the publication of a **“strategic roadmap” by 16 federal agencies for the replacement of animal tests with non-animal methods.** This has the potential to prevent millions of animals from suffering and dying in toxicity tests.

- Following intensive PETA campaigns, **St. Mary's University in San Antonio ended its starvation experiments on rats, mice, toads, geckos, birds, and fish;** and **federal funding ended for painful sepsis experiments on mice** at University of Pittsburgh as well as for **drug-induced fighting experiments on hamsters** at Northeastern University.



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- Our **eyewitness investigation into dissection specimen supplier Bio Corporation** showed school clients that animals were killed in hideously painful ways, including drowning, freezing, and being injected with latex dye while fully conscious.

We thank **Lily Tomlin, Evanna Lynch, Richard Linklater, and Diane Warren** for helping us draw attention to the uselessness of experiments on animals.



Among all of PETA's amazing work, its use of the courts to stop the injustices perpetrated against animals ranks high on my list. PETA gets the most in my annual giving as well as the lion's share of my estate. Roar!

Alyne Fortgang

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



Animals Are **Not Ours** to Eat



Animals are not burgers, nuggets, or milk machines. They have unique personalities and feelings, just as we do. PETA exposes what happens to the **billions** of individual animals who are abused and killed by

the food industry every year, debunks the “humane farming” myth, and makes going vegan easy and hugely popular. To see more of our progress, visit PETA.org/AnnualReview.

PETA exposed violations of the Humane Methods of Slaughter Act at dozens of U.S. slaughterhouses, prompting investigations by law enforcement and media scrutiny that informed millions of people about commonplace atrocities, including that cows and pigs were beaten, electroshocked, and shot multiple times in the head; their throats were slit while they were fully conscious; and they were skinned alive.

After our video footage of Mahard Egg Farm revealed that **thousands of hens were gassed and beaten to death**, a criminal investigation was opened against the company, and Kroger announced that it would **take steps to suspend its ties** with the farm. PETA’s video footage of a supplier to **Nellie’s Free Range Eggs** (sold at Costco, Walmart, and other chains) revealed that **hens could rarely go outdoors and had only 1.2 square feet of floor space each**.

Our video exposé of the **ejiao** (donkey-skin gelatin) industry, which revealed that donkeys were being killed with sledgehammers for traditional Chinese “medicine,” prompted retailers—eBay, Jet.com, and Walmart and others—to stop selling items containing it.

Among the many companies that PETA persuaded to **add vegan options** were Bahama Breeze, Baskin-Robbins, Ben & Jerry’s, The Habit Burger Grill, IKEA, Panera Bread, Pret a Manger, Rapid Fired Pizza, Shake Shack, Sun Basket, Umami Burger, and White Castle. At PETA’s urging, **Postmates stopped delivering foie gras**—which is made from the diseased livers of force-fed ducks and geese—and pulled an ad that mocked vegan eating.

In a heavy blow to those attempting to stop PETA from recording conditions on factory farms and in slaughterhouses, our earlier victory in **getting key provisions of Idaho’s “ag-gag” law struck down was upheld** in the U.S. Court of Appeals for the Ninth Circuit.

After an investigation by PETA, Anonymous for Animal Rights, and Let Animals Live exposed “**shackle and hoist**” slaughter, one of the cruelest industrial cattle slaughter methods on Earth, the **Orthodox Union, which is the largest kosher certifying agency in the U.S., stopped accepting flesh from animals killed in this manner**.

We plastered the Staten Island Ferry, the Toronto subway, and other busy venues with **dozens of ads featuring animals who declared, “I’m ME, Not MEAT.”** Among others,

we thank **James Cromwell, Natalie Portman, Beau Bridges, Moby, RZA, Jermaine Dupri, Amanda Cerny, and Erika Tymrak**, who all helped PETA draw massive media attention to animals suffering in the meat, egg, and dairy industries.



I have been a PETA member for more than 20 years, and I have never seen an organization that delivers results more successfully than PETA or that influences change in a better way. I am so proud to be involved with them!

Nicole Brown
VANGUARD SOCIETY MEMBER

Bas: © Shutterstock.com/Caimando
Hook: © iStock.com/vefstock

Jermaine Dupri photo: © Allen Cooley • Barber: Corey Finney
Stylist: Renaldo Nehemiah • Makeup: Zoë Simone • Beets: © iStock.com/illetus



Animals Are **Not Ours** to Wear

It is an abomination to reduce a living, feeling being to a coat, collar, pompom, or shoe. So we're pushing society to evolve past the use of materials derived from animals' skin, fur, down, and wool. For more news, please visit PETA.org/AnnualReview.



A first-of-its-kind PETA exposé revealed abuse on 12 angora goat farms in South Africa, the world's top mohair producer, and resulted in the world's first-ever cruelty-to-animals charges in the mohair industry. Shearers left goats cut and bleeding from the face and ears, cut off swaths of skin, and crudely stitched up wounds without providing any pain relief. Robbed of their natural insulation, reportedly up to 80 percent of goats die of exposure on some farms. PETA has since persuaded more than 320 companies to ban mohair, including Anthropologie, Banana Republic, Calvin Klein, Gap, H&M, Ralph Lauren, Tommy Hilfiger, UNIQLO, and Zara. Diane von Furstenberg banned mohair as well as fur, angora, and exotic skins.

After decades of pressure from PETA, many high-end designer holdouts—Michael Kors, Donna Karan, Donatella Versace, John Galliano, Burberry, and Gucci—announced that they were going fur-free. PETA also persuaded Alpha Industries, BCBG, Burlington Coat Factory, Furla, J.McLaughlin, and others to drop fur. These victories will prevent countless animals from being trapped, electrocuted, bludgeoned, or skinned alive. At PETA's urging, BCBG, Burberry, Burlington Coat Factory, Gucci, and others joined more than 300 companies that have stopped selling angora wool, sparing rabbits the terror of being tied down while their hair is yanked out by the fistful.

This year, two more men pleaded guilty to cruelty-to-animals charges as a result of another PETA exposé of shearing sheds in Australia—which showed that sheep were punched, kicked, and otherwise abused. A prior exposé led to the first-ever such guilty pleas of six shearers, in 2016 and 2017. Student inventors of Woocoo—a vegan wool made from hemp and coconut fibers—won the PETA Prize for Animal-Free Wool at the 2018 Biodesign Challenge. The prize includes a weeklong learning experience at designer Stella McCartney's London headquarters.

Footage shot by PETA eyewitnesses at a Canada Goose down supplier revealed that terrified geese suffocated as they piled on top of one another while frantically trying to evade workers who grabbed them by their necks and shoved them into cramped transport cages, where they remained without food or water for up to 24 hours before they were shackled and hung upside down and their throats slit. After hearing from PETA, the Pantone Color Institute confirmed that it had ended its partnership with Canada Goose and Bed Bath & Beyond added even more down-free options.

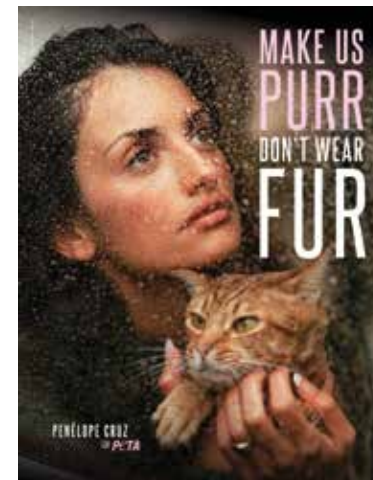


Photo: © Bruce Weber

We thank Anjelica Huston, Penélope Cruz, Alicia Silverstone, Mena Suvari, Gillian Anderson, Ayelet Zurer, Mýa, DAWN, and Ireland Basinger-Baldwin, who, among others, helped PETA inform millions of people about the cruelty hiding in animal-derived clothing.



I have been a supporter of PETA for more than two decades because it is the most effective animal rights organization in the world. PETA always puts the interests of animals first, and they never give up. I am a proud supporter for life!

Sonia Swartz

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



Animals Are **Not Ours** to Use for Entertainment

Animals are feeling, thinking beings who are not here to amuse humans. That's why PETA works hard in behalf of those held captive and chained, caged, whipped, beaten, and forced to perform, often while sick or injured. Visit PETA.org/AnnualReview for more victories.

Following PETA's vigorous actions, the **Royal Canadian Family Circus went wild animal-free**, **Kelly Miller Circus stopped using animals**, **Circus Pages closed**, **Stardust Circus dropped its elephant act**, **Hawthorn Corporation (which had supplied animals to circuses) closed**, and numerous entities—including the **Arkansas National Guard**, **Jerusalem Shriners**, and **DP Management—banned wild-animal acts (joining more than 620 retail venues that have done so)**.

We persuaded more travel agencies (now totaling nearly 50) and a travel-guide publisher to stop promoting captive-elephant events. PETA and our affiliates persuaded **Banfi Vintners**, the **Campari Group**, **Ecolab**, **IBM**, **Johnnie Walker**, and other companies to stop sponsoring the **King's Cup Elephant Polo tournament in Thailand**. Following PETA's multiyear campaign to rescue **Nosey from her owners**, who forced the arthritic, limping elephant to give rides, she was seized by law-enforcement authorities and is

now at a wonderful sanctuary, hopefully permanently, while legal proceedings against her abusers continue.

PETA persuaded **Jack Daniel's and other companies to stop sponsoring the Iditarod**, in which dogs are beaten, chained, and forced to run while sick, sometimes dying on the trail. Our pressure helped bring about a **new rule to disqualify mushers whose dogs die** during the race.

We gained ground in courtroom battles against two roadside zoos—Dade City's Wild Things and Wildlife in Need—bringing us closer to our goal of ending big-cat cub encounters, a primary cause of the overpopulation crisis among captive big cats in the U.S.



© PETA

PETA found new homes for 10 more bears as well as 39 tigers, four chimpanzees, and two baboons from roadside zoos, traveling acts, and private homes in which they were kept caged and denied almost everything that's natural and important to them. They are now in reputable sanctuaries, able to explore and enjoy naturalistic habitats. Additionally, we persuaded the **North Carolina Black Bear Festival to stop displaying captive bears**.

Following PETA's shareholder activism, demonstrations, pressure on corporate sponsors, creative ads, and social media campaigns against **SeaWorld's abuse of orcas**, **the company agreed to pay a proposed \$4 million to settle allegations that it had violated federal securities laws**, **plans for a new SeaWorld park were scrapped**, **hundreds of employees were laid off**, and its **CEO stepped down**.

The **New York State Gaming Commission adopted sweeping anti-doping and medical rules** proposed following PETA's investigation of horse trainer **Steve Asmussen**, who routinely drugged injured Thoroughbreds in order to mask their pain and make them run faster.

We thank **P!nk**, **Bob Barker**, the **B-52s**, **Juan Pablo Di Pace**, **Dulce María**, **Bella Thorne**, and **Marjorie de Sousa** for supporting our campaigns against the exploitation of animals for entertainment.



Creative director: Nim Shapiro • Photoshoot artist: Shire Horovitz
Photo: Brian Bowen Smith • Hair: Castillo Baraille • Design: Roe Shani



If I could, I would go on TV and be a PETA evangelist. The number of animal rights battles PETA has won, out in the field and legislatively, is so impressive—I appreciate their relentless, all-encompassing approach. PETA does important, lifesaving work.

Kelly Hensley

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



Animals Are **Not Ours** to Abuse in Any Other Way

Animals are often treated cruelly by people who neither understand nor care about them. PETA handled approximately **318 cruelty reports each week** this year, working day and night to alleviate suffering and **make sure abused animals are seized and their abusers prosecuted**. Through our mobile veterinary clinics, we helped alleviate the homeless-animal crisis by **sterilizing nearly 1,000 cats and dogs per month**. See more rescue stories at PETA.org/AnnualReview.

PETA uncovered and exposed systemic neglect and animal suffering at three PetSmart stores in Arizona, Florida, and Tennessee. **Three PetSmart managers in Nashville pleaded guilty to cruelty-to-animals charges** based on our evidence that—in part to keep costs down so *they would receive bonuses*—they refused to provide sick, injured, and dying animals with veterinary care, including a guinea pig with an infection that had caused bacteria to spread to his heart and brain. The offenders were ordered to perform community service and repay more than \$16,000 that officials had spent on caring for the sick and injured animals seized from the store.

After hearing from PETA, Canadian dollar-store chain **Buck or Two Plus! banned the sale of glue traps**—vile devices that cause mice, rats, and other little

animals to sustain severe injuries as they struggle to free themselves before succumbing to shock, dehydration, asphyxiation, or blood loss. We also **persuaded more airports (now totaling 100)**—including O’Hare International, Miami International, and Louis Armstrong New Orleans International—to **join hundreds of companies and municipal facilities that have banned glue traps**, too.

PETA’s fieldworkers are out every day—even in extreme weather conditions like 2018’s “bomb cyclone”—in impoverished regions where animal-protection services are scarce or nonexistent. As just one of hundreds of examples, we saved **Princess, a severely neglected pit bull mix** who was confined to a filthy, dilapidated pen and whose canine companion was found dead as a result of chronic, persistent neglect. Following our complaint, **their owner pleaded guilty to cruelty to animals, received a jail sentence, and is banned from owning animals for life**. Princess was adopted into a wonderful home.

PETA’s rescue team raced to hurricane-ravaged North Carolina and spent days wading and boating through the filthy

floodwaters, rescuing animals—including cats found clinging to tree branches and dogs trapped in houses, in pens, and on porches with no escape as the water surrounded them. All were brought to safety.

We persuaded **Kimpton Hotel & Restaurant Group to stop using live fish as decorations**.



© PETA

We enlisted help for animals from **Christian Chávez, Edie Falco, Kate del Castillo, Laurie Metcalf, Liev Schreiber, Alicia Machado, Luis Gerardo Mendez, Nicholas Gonzalez, José Pablo Minor, George Lopez, T-Pain, Sixx Mann, Dr. Drew Pinsky, Paulina Rubio, Alex Morgan, and Jesse & Joy**.

Photo: © Mike Ruiz • Hair: Christopher Marrero • Makeup: Mariko Arai



As an SPCA officer, an animal-charity president, an educator, a wildlife rehabilitator, and a PETA supporter since 1991, my life is 24/7/365 animal-oriented. I sleep better knowing that PETA is on the move worldwide, educating the public, enforcing laws, and protecting and saving animals' lives daily.

Barbara Magin

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



Animal Rights: The Next Generation

PETA is determined to see the next generations grow up with a deeper understanding of who animals are and why their rights matter. With nearly 190,000 members and 285,000 mobile subscribers, our youth outreach division—**peta2**—is the launchpad for hundreds of thousands of budding animal rights activists. To learn more, please visit PETA.org/AnnualReview.

We joined forces with social media influencers—many of whom have tens of millions of followers—and presented at major events, such as **Playlist Live**, **DigiTour**, and **CVX Live**. We also released a series of influencer roundtable videos featuring vegan game-changers **Daniella Monet**, **Sophia Esperanza**, **Jenné Claiborne** (Sweet Potato Soul), **Alexandra Beth** (AlexandrasGirlyTalk), **Cammie Scott**, **Yovana Mendoza** (Rawvana), and **Kalel**.

peta2's Campus Rep network—the largest student leadership program of any animal-protection organization—had a huge impact, with more than 1,500 actions taken at more than 100 colleges from coast to coast. The students held vegan food giveaways that introduced tens of thousands of their peers to animal-friendly food, persuaded school officials to expand vegan options—including the addition of all-vegan dining stations—on campus, stopped cruel animal

exhibitors from coming to campus, and screened hard-hitting documentaries, such as *Dominion* and *What the Health*. Our five-day Campus Rep Summit and other intensive, hands-on training sessions helped prepare students from all over North America to be the vanguard of the animal rights movement.

Our college speaking tour, “**How Bigotry Begins**,” about the links between racism, sexism, and speciesism, had a big influence on students at 74 colleges and universities, including Harvard, Columbia, and Cornell.



PETA Kids and **peta2** enthralled tens of thousands of young people with innovative touring exhibits. **Ellie**, our life-size animatronic elephant, completed her tour of elementary schools in which 75,000 kids in 48 states learned

what's wrong with holding animals captive. This year, we debuted “**I, Calf**,” an immersive virtual reality experience that shows what it's like for a mother to be separated from her calf by the dairy industry—a message

bolstered by our latest animatronic ambassador, **Carly the cow**, who visited elementary schools around California.

Other achievements include captivating tens of thousands of young people with our animal rights exhibit at the **USA Science & Engineering Festival** in Washington, D.C.; persuading the **Drew League**—a hugely popular youth basketball program in South-Central Los Angeles—to offer **vegan hot dogs and burgers** for the first time ever; and spreading the animal rights message at concerts and conventions, including **Warped Tour**, **High School Nation**, **Fish Fest**, **Contact Winter Music Festival**, and **Self Help Fest**.

Many stars who are popular with young people—including actor **Violett Beane**, singer **Skylar Stecker**, and social media star **Wes Tucker**—spoke out for animals through their participation in **peta2** campaigns.

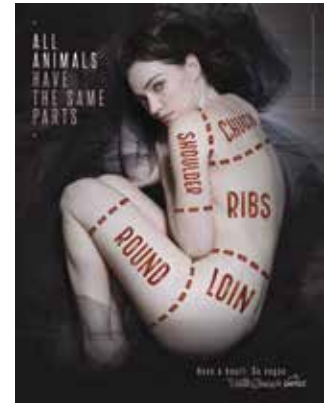


Photo: © Elisabeth Caren • Makeup: Aaron Barry • Hair: Bradley Leake



Before PETA, we were blind to all the cruelty we were supporting every day. Thanks for the awakening and for fearlessly being the voice of animals while teaching people how to eat, shop, and live cruelty-free!

Bob and Martha Falkenberg
VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS



The Year in Numbers

- PETA's ranks grew to more than 6.5 million members and supporters.
- Our websites received more than 111 million page views, and our videos, which include hard-hitting investigations and celebrity ads, received more than 560 million views.
- Our Facebook posts were seen an average of 142 million times each month.
- PETA sent e-newsletters to more than 2.3 million subscribers.
- Our blog received more than 6 million page views, and the PETA Living blog received more than 18 million page views.
- PETA Latino's Facebook posts reached about 26 million people a month, and its videos netted more than 200 million views.
- We sent out more than 35 million letters through our online advocacy campaigns, urging companies and individuals to make changes that would help animals.
- We added 730 new names to our list of companies that don't test on animals—bringing the total to more than 3,750.
- We secured free advertising space worth more than \$325,000.
- Our Communications Department handled more than 3,500 interviews and correspondence with media.
- Our International Grassroots Campaign Department helped organize more than 3,600 demonstrations.
- Our youth division, peta2, reached more than 365,000 young people at colleges, music festivals, and other events, and it now has nearly 190,000 members.
- We filled requests for more than 316,000 free copies of our vegan starter kit.
- We handled more than 16,700 calls and e-mails regarding cruelty to animals.
- Our Mobile Clinics Division sterilized more than 11,600 cats and dogs, including more than 300 feral cats and more than 1,000 pit bulls at a reduced cost or free of charge. We've now spayed or neutered a total of more than 158,600 companion animals.
- We built and delivered more than 250 free sturdy doghouses and bagged more than 1,500 bales of straw, providing dogs who are forced to live outdoors with some comfort and protection. To date, we've delivered a total of more than 7,000 free doghouses.
- Our online catalog fulfilled orders consisting of more than 43,900

pieces of animal rights merchandise, including T-shirts, mugs, tote bags, books, stickers, buttons, and items for companion animals, which raised funds for PETA campaigns and promoted cruelty-free living.

- We had more than 400 letters to the editor and 490 opinion pieces posted on websites and printed in various newspapers and magazines.
- PETA was mentioned by many major print and online media outlets, including AOL, the Associated Press, *The Atlantic*, *Billboard*, Bloomberg News, *Breitbart News Network*, Business Insider, BuzzFeed, CBS MoneyWatch, *The Christian-Science Monitor*, CNNMoney, *Cosmopolitan*, *Country Living*, the *Daily Mail*, *ELLE*, *Entertainment Weekly*, *Food & Wine* magazine, *Forbes*, *Fortune*, *Good Housekeeping*, *The Guardian*, *Harper's Bazaar*, *The Hill*, *The Hollywood Reporter*, *In Touch Weekly*, *The Independent*, International Business Times, *Life & Style Weekly*, the *Los Angeles Times*, MarketWatch, *Maxim*, Mic, MSN, *National Geographic*, *The National Review*, *The New York Times*, *Newsday*, *Newsweek*, *O*, Observer, *People*, Politico, Quartz, *Reader's Digest*, Reuters, *Rolling Stone*, Salon, *Science* magazine, Slate, *Sports Illustrated*, *Teen Vogue*, *TIME*, *TV Guide*, *Us Weekly*, *U.S. News & World Report*, *USA Today*, *The Wall Street Journal*, *The Washington Post*, *The Washington Times*, *W* magazine, *Women's Wear Daily*, *Vanity Fair*, *Variety*, Vice, *VOGUE*, and Yahoo! News.
- PETA's work received television and radio news coverage from many media outlets, including *ABC News*, ABC News Radio, Access, BBC News, CBC News Network, *CBS News*, CBS Radio News, CBS Sports Network, CNBC, CNN, CTV News Channel, *The Daily Show with Trevor Noah*, *E! News*, *Entertainment Tonight*, *Entertainment Tonight Canada*, ESPN, FOX Business Network, *FOX News*, *The Ingraham Angle*, *Inside Edition*, *Megyn Kelly TODAY*, *NBC News*, NPR, *Page Six TV*, *Risk & Reward*, Telemundo, TMZ, *Tucker Carlson Tonight*, Univision, VH1, and The Weather Channel.
- As of this year, PETA and the PETA International Science Consortium Ltd. have provided more than \$5.8 million (including the value of in-kind donations) toward the development of non-animal testing methods, simulators to replace animals in science education and medical training, and instruction for scientists in their use.

Financial Statement

REVENUE

Contributions	\$ 54,285,044
Gross Merchandise Sales	\$ 361,483
Interest, Dividends, Royalties, and Other Income	\$ 1,525,084
Total Revenue	\$ 56,171,611

OPERATING EXPENSES

Programs	
International Grassroots Campaigns	\$ 10,541,738
Public Outreach and Education	\$ 14,930,085
Research, Investigations, and Rescue	\$ 19,887,868
Cruelty-Free Merchandise Program	\$ 803,055
Supporting Services	
Membership Development	\$ 9,133,689
Management and General Expenses	\$ 1,073,146
Total Operating Expenses	\$ 56,369,581

CHANGE IN NET ASSETS

	\$ (197,970)
Net Assets Beginning of Year	\$ 13,734,523
Net Assets End of Year	\$ 13,536,553
Donor Restricted (Permanently)	\$ 3,227,673
Donor Restricted (Temporarily)	\$ 1,798,524
Board-Designated Legal Matters	\$ 1,000,000
Undesignated	\$ 7,510,356

OPERATING EXPENSE ALLOCATION

Direct Program Support	81.90%
Membership Development	16.20%
Management and General Operations	1.90%

PETA is a nonprofit, tax-exempt 501(c)(3) corporation funded almost exclusively by the contributions of our members. We strive to use our funds in the most cost-effective and efficient manner possible, a commitment illustrated by the fact that 81.90 percent of our operating expenses went directly to our programs fighting animal exploitation. We expended only 16.20 percent on fundraising efforts that drive our operations and 1.90 percent on management and general operations.

Twenty-three percent of PETA's dedicated staff earn only \$19,000 to \$34,999, 45 percent earn \$35,000 to \$49,999, and the remaining 32 percent make more than \$50,000. Our president, Ingrid Newkirk, earned \$36,497 during the fiscal year ending July 31, 2018.

The financial statement shown here is for the fiscal year ending July 31, 2018, and is based on our independently audited financial statements.



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Animal-Friendly Businesses

PETA would like to thank the following compassionate companies, which are members of our PETA Business Friends program. These companies are generous PETA and animal rights supporters. To learn more about this program, please visit PETABusinessFriends.com.

- 3rd Rock
- 7AM Enfant
- 7th Heaven
- Absolute Green
- Alchimie Forever
- The Amazing Protein Company
- Beauty Without Cruelty
- bioClarity
- Birch3
- Bliss
- Cavi-art
- Chlorophyll Water
- Clear Conscience
- Colors of Nature
- The Compassionate Closet
- Corkor
- Couch Guitar Straps
- CoyoteVest
- Cykochik Custom Handbags
- Cynthia King Vegan Ballet Slippers
- Deja Vegan
- Deux Lux
- DE-VESI
- DiMare Design
- DIVADI
- Dive the World
- Doshi FCSA
- Dr. Spray's
- Eat Nice
- Elisabetta Franchi
- Erica Sodos
- Fake Meats
- Falken Design
- Fora Foods
- FrogLog
- FurHaven Pet Products
- Furious Fur
- Fuzzy Logic
- Gaffer&Child
- Gem Lounge Jewelry
- Hampton Domestics
- Herban Cowboy
- i love tyler madison
- in Harmony Naturals
- James&Co.
- Jillian Dempsey
- Jordan Design Crew
- Karner Blue Capital
- Kat Mendenhall
- Laird Superfood
- Linden & London
- Main Street Vegan
- Makai and Makai Cares
- MamaSezz
- Maui Soap Company
- Max Green Alchemy
- May Wah Vegetarian Market
- MDacne
- MeDusa
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- MO Nails
- MozzaRisella
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- NOIZE
- Nok Apothecary
- Nomadic State of Mind
- NOX-BRIDGE
- Number 4 High Performance Hair Care
- Nuzest
- Ogee
- PÄIVÄ
- PAWJ California
- PINKSTIX
- Pixie Mood
- Plant Based Foods
- Plant-Powered Dog
- Prose
- PupSaver
- Purity Cosmetics
- Qualerex Beauty
- Redi-Pedi
- RISE Brewing Co.
- ROANDCO
- Rungg
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- SKIN&CO Roma
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- Urban Expressions
- v-dog
- Veerah
- Veestro
- VeganDesign.org
- Vegan Desires
- Vegan Health & Fitness Magazine
- Vegan Stokes Cheese
- The Vegetarian Site
- Veg Jaunts and Journeys
- VegVoyages—Vegan Adventure Tours
- The Wharton Financial Group
- Wingme Cosmetics
- Y3K Tutor In Your Home



PETA's Tree of Life is on permanent display in our headquarters. Each golden leaf on the tree can be inscribed with a special message to honor someone whose commitment to animals is exemplary. Leaves can also be engraved to pay tribute to the memory of a loved one.

For additional information about the Tree of Life as well as other ways to make "in honor of" and memorial gifts, please contact Jessica Johnson at 757-962-8214. For specific information about making memorial gifts, you can also visit our True Friends® Memorial Program website at TFMemorial.org.

A special note of thanks to the following important groups of PETA members:

- Our monthly pledge donors, who support PETA's Investigations & Rescue Fund
- Our Sarah's Circle members, for their generosity and dedication
- Our Vanguard Society members, for their generosity and leadership
- Our Vanguard Society President's Circle members, for their outstanding commitment
- Our Augustus Club members, for giving animals a future through a legacy gift to PETA in their wills and estate plans



PETA's True Friends Memorial Program

PETA's True Friends® Memorial Program honors and preserves the memory of people who were true friends to animals as well as the memory of animals who were true friends to their guardians. For more information about this program, please visit TFMemorial.org.

In loving memory of the following true friends:

- **Agnes Peabody Pearson**, from Holly S. Pearson
- **Amber and Cody**, from John Shama
- **Aspen, Sage, Sarah, & Amy**, from William Vogel
- **Anna Claire Hrtanek**, from Mitchell Sabshon, Steven Meier, Andrew Winer, Lori Sonken, Mary Higgins, Greg Doty, Gwen Henry, James D. Schmelke, James Kelahan, John Kulaga, Kimberly Finnerty, Lee Daniels, Mary Demaria, Nora O'Connor, Robert Silverman, Ulana B. Horealewskyj, All About Kids Dentistry LLC, Jenner & Block LLP, and many friends
- **Archie, Pepper, and Scout**, from Penny Rivers
- **Bejae Marie Daigrepont**, from Kenneth Moore
- **Bina Robinson**, from Jeanine Robinson-Pownall
- **Bobbette**, from Beverly Bozung
- **Bojo**, from Rachael Lyon and Robert Radabaugh
- **Brandy**, from Lori Bowers
- **Brigitte, Darby, Dexter, Druzchok, Koro, Rogan, Rowdy, Sarah, Shandy, Sophia, Sunny, and Theresa**, from Karen Porreca
- **Brodie**, from Carol Kuzdeba
- **Carmela Deal**, from DWA and Lisa Stefani
- **Carol Massey**, from Annette Jiaras
- **Carol Sherman**, from Terry E. Hull
- **Carolyn Hellman**, from Rebecca Graham
- **Casey, Lance, and Tristin**, from Barbara Valicenti
- **Casey Lawlor**, from Jeannine Lawlor
- **Champe Giacalone, Jasmine "Jazzle Rae Bear" Giacalone, and Pookie "River" Clevenger**, from Deborah Giacalone
- **Charlie, Theo, and Trigger**, from Moira Colley
- **Chase**, from Dr. Rodney and Diana Dunetz
- **Cobblepot**, from Janet Sehbai
- **Coco**, from Kathryn Stone
- **Colton Snider**, from Brightz, Ltd., and Ron Finch
- **Cookie**, from Marlene Taylor
- **Danny and Mia**, from Tiffany Worthington
- **David Tenberg**, from Marvin Tenberg
- **Davis Carlson**, from Carla Givens
- **Deuce**, from Seyma Atik-Holmes
- **Dexter and Spot**, from Jeanine M. Figur
- **Dolly**, from Judy Werts
- **Dora Mirels**, from Laurie Dahlstrom-Dey
- **Drafter**, from Daniella and Grandogpa
- **Dr. Isaac Azar**, from Lola L. Chlupsa
- **Dr. Jules Oaklander**, from Lesli M. Oaklander Siegel
- **Dr. Paul and Eloise Bowers**, from Patricia Bowers
- **Dudley**, from Ellen Hamilton
- **Edie**, from Linda Hawkins
- **Edward Baron**, from Veronika Bachmann-Baron
- **Elaine Dolber**, from Debbie Efron
- **Elizabeth K. Raymond**, from the Raymond Family Foundation
- **Europa**, from Sheila Haas
- **Fran Aversa**, from Thomas Johnston
- **Frank M. Bellotto**, from Eleanor Bellotto
- **Frazier and Nyla**, from Suzanne McCamic
- **Frieda, Gretchen, and Trudy**, from Christopher Pedersen
- **Gary Thomsen**, from Teri Whitehair
- **George "Grandfather" Crandell**, from Wendy Forester
- **Happy**, from Patricia Bowers
- **Heather MacEwan Foran**, from Maxwell Foran
- **Hubert F. Mills**, from Richard Lottman
- **Jack**, from Kay Johnson
- **Jack**, from Lauralee Darr
- **Jack Costides**, from Barbara Costides
- **Jack W. Geckeler**, from Cheryl A. Geckeler
- **Jamaica**, from Barbara Fulp
- **Jasper**, from L.A. Mass
- **Jaymie B. Creitz**, from Eileen Creitz
- **Jerry Sparer**, from Kay Marlin
- **Jim Webb**, from the countless cats and dogs he saved on Pine Mountain
- **Joe Wolff**, from Janet Vartuli
- **Jon Bayer**, from Debbie Gubala
- **Josh and Taurus**, from Kyle Z. Bell
- **Kathleen Gamberg**, from Maurine Snider
- **Katie**, from Roger Newman
- **Katie Castelli**, from Louis Ponick
- **Kim Ghering**, from Bradley and Terri Baum
- **Lady**, from Joy C. Farnham
- **Les Inglis**, from Margaret Pennington
- **Lewey, Mona, Reecey, Sam, and Victoria**, from Debra Bekerian
- **Lineke Van Dorp**, from Margaret Houffelaar
- **Lucky LuLu Belle**, from James D. Spates
- **Lucy**, from Lee H. Arwood
- **Lynne Melnick**, from Richard Stout
- **Lynn Oakley**, from Keith Oakley
- **Lynn Townsend**, from Dawn Ebaugh
- **Maggie Fields**, from Rachel and Eran Fields
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- **Marella A. Visek**, from Helen Frederickson
- **Margaret and Gene Traush**, from Debra Thornburg
- **Margaret Sulla**, from Michael Davino
- **Marge Sulla**, from Aaron and Mary Beaufort
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- **May**, from Tim Meeks
- **Melody Spotts**, from Roxy L. Davis and Lynne and Mike Farrell
- **Michael**, from Barbara Ann Benson
- **Miss Willie**, from Janet Schait
- **Molly**, from Rose Schreck
- **Mom and Dad, Betty and Eugene**, from Terry Sponseller
- **Monday**, from Jo Ann Orlando Molna
- **Moose**, from Jean Ann Baker
- **Morris**, from Neil E. Beecher
- **Mother/MeMe**, from Elizabeth Osborne Trtee
- **My father and rescued family**, from Anita Dewester
- **My mother**, from Holly S. Pearson
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- **Rolly**, from Kathleen Murray
- **Ruby**, from Ray Anita Hemphill
- **Rudi**, from Margaret Gert
- **Rusty**, from Katie Blommer
- **Ruth Whiting**, from Linda Giedl
- **Sadie**, from Mike and Sheila Deacy
- **Sadie**, from Theresa Douglas
- **Sam**, from Hakan Bergstrand
- **Sammy**, from H.L. Loser Jr. and Bonita Loser
- **Sammy and Scooby**, from Kalista Barter and Kyle Stephan
- **Skippy**, from Lynne Cerrone
- **Sophie**, from Debra Miller
- **Speckles and JJ**, from Rhoda Christopher
- **Spunkee Vajcovec**, from Nancy J. Vajcovec
- **Stan Tiger**, from Geri Dance
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- **Steven D. Anderson**, from Drue Raylean
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- **Tala**, from Mojdeh Tabatabaie
- **Talat Shaidi**, from Mandana Ahsani
- **Thomas F. Killeen**, from Sherry Fritsch
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- **Viad**, from Elena Flaviani
- **Victor Flipp Lorentzon**, from Per Frisk
- **Virginia and Dominick P. Flarey**, from Dominick Flarey
- **Yvonne Rodriguez**, from Dorothy Rodriguez, Mark Rodriguez, and Scott Seine



PETA'S VANGUARD SOCIETY Partnership Opportunities

We would like to extend a special thank-you to the members of our Campaigner's Circle (\$5,000–\$9,999), Investigator's Circle (\$10,000–\$24,999), Director's Circle (\$25,000–\$49,999), Vice President's Circle (\$50,000–\$99,999), and President's Circle (\$100,000+). You give us hope on the hard days, strength when we're tired, and the resources necessary to make the huge changes that animals need. Animals can't pick up the phone and dial 911—but thanks to each of you, they have a loud voice, and society is listening. Members of our Leadership Council and Executive Committee (President's Circle donors) provide additional invaluable support and guidance, for which we are particularly grateful.

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- Zhao Family Charitable Fund
- Rob Zombie and Sheri Moon Zombie



GIVING ANIMALS A FUTURE: **PETA's** Augustus Club

We would like to express our profound appreciation to the following members, who, in the past fiscal year, joined PETA's legacy society, the Augustus Club, which is named after a macaque monkey discovered by PETA in 1980 at a laboratory in Silver Spring, Maryland, during our first eyewitness investigation. Augustus' dignity and noble image make him a fitting symbol for this very special group. By naming PETA in their will or trust or as a beneficiary of another legacy gift, the following people and the rest of our 7,200 Augustus Club members enable us to protect other animals from experiencing the inexcusable cruelty that Augustus endured—and to do so for generations to come.

- David Abrams
- Kim Adams
- John and Carole Addison
- Anna Alberici
- Jessica Alexander
- Patricia Ampfer
- Linda Presley Anzalone
- Eleanor Bagares
- Antoinette Bagin
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- Delores Baker
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- Hedy Doyle
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- Mary Dunlop
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- Janice Eckert
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- Holly Elke
- Marshall Ellenstein
- Patty Erwin
- Paulina Escudero
- Marisel Estevez
- Olive Evans
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- Cherie Finkelstein
- Gregory Fischer
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- Jenna Foley
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- Louise Zimmer



A Tiny Horse Now Living Large

When a PETA fieldworker first set eyes on Toby, the tiny black-and-white horse looked as if he'd been in a barroom brawl: His little face was hideously swollen and disfigured.

The fieldworker had stumbled upon him—a miniature—while delivering doghouses and straw bedding to neglected “backyard dogs” in rural North Carolina. PETA fieldworkers always keep an eye out for animals who might need help, so when she saw the patchwork fencing behind a ramshackle house, she walked over to investigate. And there was Toby, standing all alone in a cramped, muddy pen littered with broken boards, cinder blocks, scraps of sheet metal, and his own manure. An overturned top to a plastic carrier was apparently being used as a makeshift water trough, but it had no water in it. Nor did he have any food or any way to escape the elements.

The owner admitted that he was unable to care for Toby properly and allowed PETA to take him away. An examination by a veterinarian revealed that the injury to his face wasn't new: He had sustained blunt-force trauma years earlier, and it had left him with partial paralysis and a neurological disability that affects both his face and a hind leg. He was also suffering from a painful eye infection that had simply gone untreated.

A longtime PETA member fostered Toby at her farm, where he started treatment for his eye infection and quickly showed improvement. The facial disfigurement proved permanent, but it causes him minimal discomfort. Despite his slight limp, today he can run like the wind.

When Toby was well enough, he traveled across the country to his permanent home on a New Mexico ranch with another wonderful PETA patron. There, his veterinary treatments and care continued, and he set about charming the other residents, including a playful pig, a gaggle of geese, and some typically curious goats. When he's extra-happy, you will see him drop to his knees, roll over onto his back, and kick his tiny hooves in the air in an equine version of a touchdown celebration.

Toby's rescue was made possible through generous donations from PETA members and supporters. Thank you for giving this disabled little horse a stable future.

