



Annual Review



Dear Friends,

It's obvious when you think about it: All conflict stems from the idea of “us vs. them.” Our family vs. theirs. Our country vs. theirs. Our religion vs. theirs. Our *species* vs. theirs.

Homo sapiens has ranked itself not just at the top of the list of all species but also in its own category separate from the rest of the animal kingdom—a ranking that was invented in the 1700s by a European biologist who also classified humans into racial subspecies, with white people ranked highest. Obviously, the ranking of *races* was an arbitrary hierarchy based on the one doing the ranking rather than on anything rational. In 2019, we launched our “End Speciesism” campaign to point out that the same bias is evident in the ranking of *species*.

We may not fully understand how all beings think—or what they think about—but dismissing their mental world as less deserving of consideration than our own is just vanity.

Take donkeys, for example—some of the most abused animals on Earth, whose suffering PETA affiliates around the world are working to end. When we look into a donkey's eyes, the entity looking back at us is not an automaton that has no feelings about being forced to carry heavy loads. There's *someone* inside that body who feels hunger, thirst, pain, fear, joy, loneliness, grief, jealousy, and love and who has preferences, makes decisions, experiences anticipation, overcomes challenges, and communicates with others. Animals' lives matter to them.

We know that every living being deserves freedom from abuse and exploitation—beings of all ethnicities, religions, genders, and species. While every struggle for equality is unique, several common themes emerge when we talk about the underlying structures of every form of societal oppression. But we often overlook the role that these same

oppressive structures play in our relations with other animals and in enabling exploitation and abuse.

The victories on the following pages reflect our dynamic campaigns to revolutionize the way people think about animals and to challenge the human-supremacist view that we're superior to other animals in any way that can justify disrespecting, abusing, and slaughtering them.

We thank all our supporters—especially our Vanguard Society, Augustus Club, and Investigations & Rescue Fund members—for helping to make this important work possible and for 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

Honorary Board of Directors

Nanci Alexander
Pamela Anderson
James Cromwell
Alan Cumming
Edie Falco

Anjelica Huston
Bill Maher
Alicia Silverstone
Lily Tomlin



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, industrial 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 pressuring designers and retailers to stop selling fur, leather, down, and wool. We're pushing 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 view 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.

Deborah DiMare

VANGUARD SOCIETY MEMBER

I am proud and honored to be affiliated with PETA and will always continue to support them and the people who make up this outstanding organization. Their passion for improving animals' lives is humbling and inspiring. It takes a village to create change, and PETA is the town center. Their endless encouragement of others and businesses like mine not to lose the momentum of our purpose in saving the lives of animals is tireless. PETA is professional, organized, and, in my opinion, one of the most meaningful animal rights organizations in the world.



Sarah and Mark Taylor

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS

We support PETA because it's important to us to make sure our money is having a big impact for animals. There are many great organizations out there helping animals, but PETA is among the best at making landmark change with our money. PETA has such a strong track record of making a major impact for animals, it has amazing leadership, and we know our money will have a direct impact on the welfare of animals.

Reichen Kuhl

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER

We live in a world where so many people are tragically raised to feel that they are superior to animals—or, worse, not part of the animal family—and where so few people have spent the minimal time and energy required to merely peer into the absolute hell that humans have created for other living, breathing, feeling beings. This ignorance and the suffering it causes keep me up at night. I only sleep easier knowing that I have partnered with PETA—who I know seeks to be the ultimate champion for every one of these unfairly disregarded and tortured lives. PETA stands for justice.





Animals Are *Not Ours* to Experiment On



© Ispalery | Dreamstime.com

PETA condemns the use of animals in laboratories, which is an example of the harm caused by human supremacism. In 2019, we halted many cruel, worthless experiments in which animals writhed in pain, quaked with fear,

and endured lonely isolation. We also **promoted sophisticated non-animal methods**—with fantastic results. See [PETA.org/AnnualReview](https://peta.org/AnnualReview) for more.

PETA persuaded major companies and organizations—including **The Hershey Company, the Kellogg Company, McCain Foods, Nissui Group (owner of Gorton's Inc.), Kirin Holdings Company, Morinaga & Co., Pernod Ricard, the W.K. Kellogg Foundation, Ball Corporation, and many others—to stop conducting or funding animal experiments.** Such tests included force-feeding rats and mice, injecting them with carcinogens, and stabbing them in the eye with needles, as well as injecting cocaine into dogs' arteries. The companies will now use only *non*-animal methods.

PETA is the largest member of the **PETA International Science Consortium Ltd.**, which awarded tens of

thousands of dollars in cash and equipment to pioneers in the development and use of cruelty-free toxicity tests, presented at the world's largest toxicology conference, and coauthored a paper that led to a policy by the U.S. Environmental Protection Agency (EPA) that will prevent hundreds of birds every year from being poisoned and killed with pesticides.

In 2019, PETA also achieved these milestones:

- We persuaded **AbbVie Inc., Johnson & Johnson, AstraZeneca, Novo Nordisk A/S, Roche, Boehringer Ingelheim, Sage Therapeutics, and DSM Nutritional Products to stop using the meaningless forced swim test**, in which terrified animals paddle frantically in inescapable beakers of water to keep from drowning.
- We added iconic brands **Dove, Dermablend, and Herbal Essences to our list of companies and brands (now totaling more than 4,400) that don't test on animals.**
- After years of pressure from PETA, the **Chinese government approved two more non-animal methods for testing cosmetics** in China.



- After PETA revealed that Louisiana State University had purchased dogs from an animal shelter for use in experiments, **Louisiana banned shelters from selling live animals to laboratories.**
- Following two decades of work by PETA scientists, the **EPA pledged to end toxicity tests on mammals by 2035.**

PETA's powerful campaign tactics—which often include exposés and demonstrations—against Liberty Research in New York (where cats and dogs are bred to be tortured and killed), Colorado State University (where wild animals are captured and infected with diseases), and the

University of Delaware (where rats are force-fed alcohol, electrically shocked, and forced to undergo near-drowning) have **caused public outrage and resulted in license suspensions and restriction of federal funds.** Massive PETA pressure led Texas A&M University to stop breeding dogs to develop muscular dystrophy.

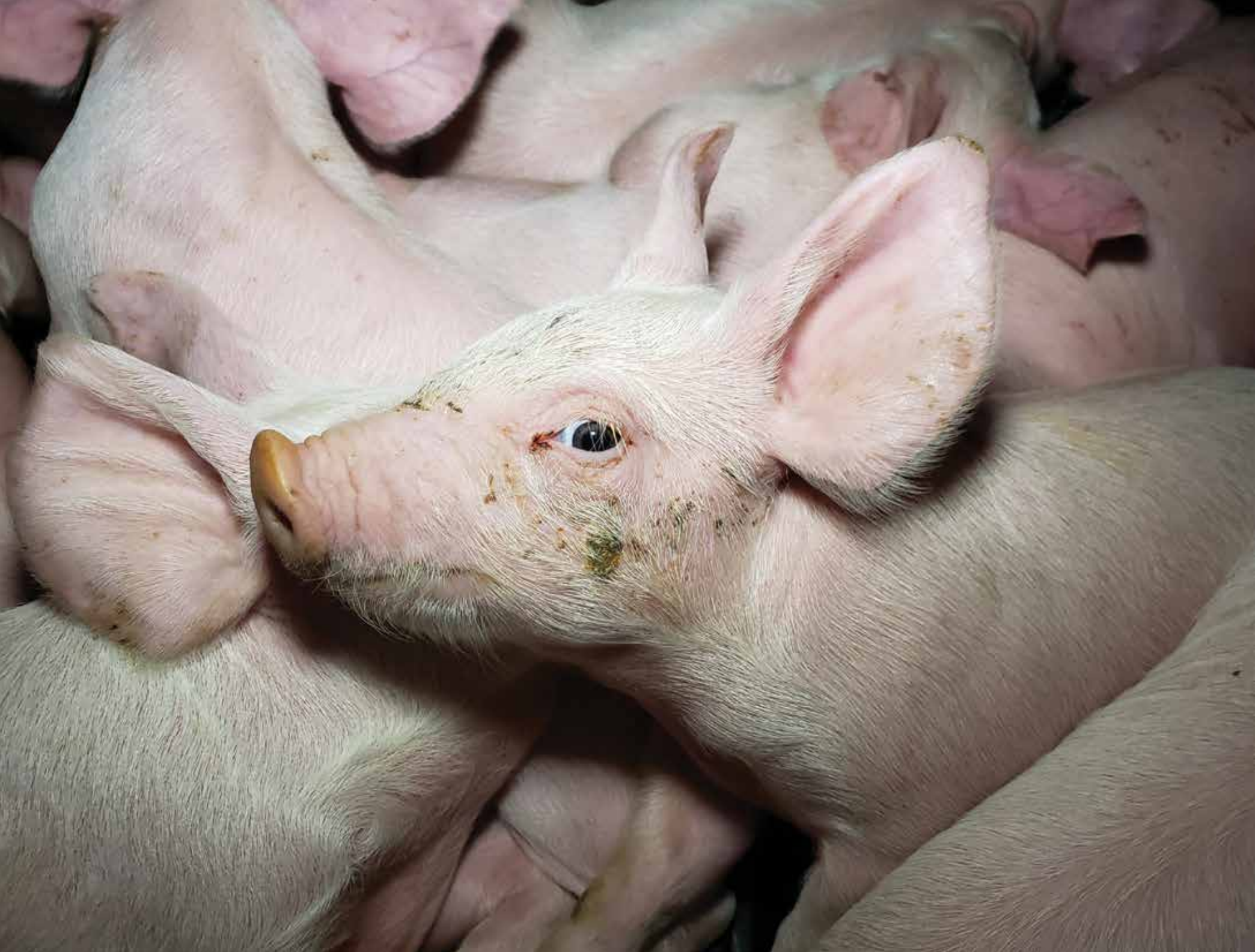
We thank **Sir Paul McCartney, Casey Affleck, Edie Falco, and Floriana Lima** for helping us draw attention to the cruelty and uselessness of experiments on animals.



PETA is the best thing for all the animals of the world. "Animals are not ours to experiment on, eat, wear, use for entertainment, or abuse in any other way"—I love PETA for this beautiful mantra, which it follows religiously. It is the best always, all ways. Viva PETA.

Claudine Erlandson

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



Animals Are *Not Ours* to Eat

PETA pushes society to stop controlling animals' bodies, freedom, and reproduction in order to consume their flesh, eggs, and milk.

We expose what happens to the *billions* of individual animals who are abused and killed by the food industry every year, debunk the “humane farming” myth, and make going vegan easy and hugely popular. To see more of our progress, visit PETA.org/AnnualReview.



Iowa's “ag-gag” law—intended to outlaw investigations into farms and slaughterhouses—was declared unconstitutional as a result of a lawsuit filed by PETA and others.

PETA persuaded **The Save Mart Companies**—which operates more than 200 grocery stores—to **stop selling live lobsters**, sparing countless animals the agony of being boiled alive.

We exposed violations of the Humane Methods of Slaughter Act, leading a Hawaiian **company to stop slaughtering pigs and sheep**.

Among the many companies that PETA persuaded to **add vegan options** were **800 Degrees, Baskin-Robbins,**

Blaze Pizza, Burger King, Carl's Jr., Chobani, Del Taco, Dunkin', Lightlife, Live Nation, MidiCi Pizza, MorningStar Farms, Panda Express, Panera Bread, Pieology, Qdoba, Stewart's Shops, Stumptown Coffee Roasters, Two Boots, Via Rail, and Uno Pizzeria & Grill, whose CEO wrote that “an e-mail from [PETA] got a 75 year old brand to become young again.”

Countless people went vegan after watching our exposés, which revealed the plights of many animals:

- Pigs and their piglets at East Fork Farms in Indiana who were so ill or injured that they could barely move and were left to die amid backed-up waste and corpses teeming with maggots
- Hens in conditions so crowded and filthy that they couldn't spread their wings or escape their own waste at Hilliker's Ranch Fresh Eggs in California—proving that the egg industry's switch from cages to cage-free housing isn't enough to alleviate hens' suffering
- Lobsters who were dismembered while still conscious at Maine Fair Trade Lobster

- Pigs forced to live alongside their dead and rotting littermates in dungeon-like conditions at Excelsior Hog Farm in British Columbia
- Calves who cried out in agony as their horn buds were burned out of their heads with hot irons at Heifer Solutions, LLC, in Wisconsin
- Cows with painful grapefruit-size masses that oozed blood and pus at Reitz Dairy Farm in Pennsylvania

PETA lit up social media and newsfeeds around the world with **pro-vegan ads, eye-catching demonstrations, and other creative actions**. Among others, we thank **Joaquin Phoenix, Woody Harrelson, Cloris Leachman, Marco Borges, Gaby Moreno, Lucy Davis, Roy Choi, Kimberly Elise, Patricia Manterola, Jade Novah, Elizabeth Turner, GloZell Green, Krystal Bee, and Michelle Renaud**, who all helped us draw massive media attention to the suffering of animals in the meat, egg, and dairy industries.



Photo: Robert Sebree



As a public relations professional, I am impressed with how PETA helps animals by making creative and effective use of all forms of media, from traditional news releases to the latest in social media channels.

Dean Case
VANGUARD SOCIETY MEMBER



Animals Are *Not Ours* to Wear

Reducing a living, feeling being to a coat, collar, pompom, or shoe is the epitome of speciesism.

So we're pushing society to evolve past the era of using materials stolen from the bodies of animals.

For more news on this campaign, please visit [PETA.org/AnnualReview](https://peta.org/AnnualReview).



As revealed in a landmark PETA exposé of the cashmere trade in Mongolia and China—which supply 90% of the world's cashmere—goats screamed in terror as workers pinned them down and roughly sheared them or yanked their hair out with sharp metal combs, leaving many with bloody wounds. Eventually, workers slaughtered them by bludgeoning them and slitting their throats. PETA and our international affiliates have since persuaded Lochaven of Scotland, Mavi Company, Oasis, Onia, Warehouse, H&M—the second-largest clothing retailer in the world—and dozens of other companies to ban cashmere.

In the wake of discussions with PETA, more than 355 brands have banned mohair, including Lacoste, Michael's, Qurate Retail Group (which owns QVC,

HSN, and Zulily, among others), Sundance Catalog, VF Corporation's 24 brands (which include The North Face), and Williams-Sonoma (which owns Pottery Barn and West Elm). This will prevent countless goats from being mutilated by shearers, who cut off swaths of skin, crudely stitch up wounds without providing any pain relief, and leave animals cut and bleeding from the face and ears.

Following the release of PETA's eyewitness exposé revealing that badgers confined to cramped cages on Chinese farms were beaten with crude instruments, cut open, and left to die, more than 85 brands have banned badger hair, including Bevel, Bob Ross, Morphe, Procter & Gamble's The Art of Shaving, Royal Brush Manufacturing, Sherwin-Williams, and UncommonGoods.

With the release of four new exposés of the wool industry in Australia, England, and Scotland by PETA and our international affiliates,

millions more consumers learned that workers routinely cut swaths of skin off the hindquarters of lambs who writhe and cry out in pain and that shearers often strike sheep in the face with sharp metal clippers. After hearing from PETA, Alternative Apparel brand stopped producing wool items and Avocado Green Mattress added a vegan mattress to its previously all-wool line.

After decades of pressure from PETA, many high-end designer holdouts—Chanel, Coach, Jean Paul Gaultier, and Prada—announced that they were going fur-free. Chanel also banned exotic skins, as did Victoria Beckham. PETA also persuaded Bearpaw to drop fur. And with the support of PETA members, Los Angeles banned the sale and manufacture of fur. These victories will prevent countless animals from being trapped, electrocuted, bludgeoned, or skinned alive.

We thank Anjelica Huston, Bill Maher, Tim Gunn, Morrissey, RZA, Kaley Cuoco, Brad Goreski, Sarah Jeffery, Sofia Sisiniega, and Meagan Duhamel, who,

among others, helped PETA inform millions of people about the cruelty hiding in animal-derived materials.



Photo: Robert Sobree



No entity encapsulates my sense of what is right for animals in a better, broader, and more passionate way with greater determination and tenacity than PETA. The relentless, inspiring, and educational nature in which PETA pursues its goals is what drew me to PETA's legacy society.

Abel Kahn
AUGUSTUS CLUB MEMBER



Animals Are *Not Ours* to Use for Entertainment

Animals are feeling, thinking beings whose lives shouldn't be ruined for the sake of human amusement. That's why PETA works hard to stop human supremacists from chaining, caging, whipping, and beating animals and forcing them to race or perform. Visit PETA.org/AnnualReview for more victories.

Following PETA's vigorous actions, California, Hawaii, and New Jersey effectively banned circuses with wild animals, as did Cincinnati, Ohio, and numerous venues and organizations nationwide.

PETA's scathing eyewitness exposé of Alaska's dogsledding industry revealed that dogs were kept constantly chained in the bitter cold and biting wind with only dilapidated boxes or plastic barrels (if anything at all) for shelter and were denied medical care for arthritis and other ailments, such as spinal cord injuries. Coca-Cola and the Seattle Mariners joined the long list of companies that PETA has persuaded to cut ties with the thousand-mile Iditarod dogsled race, in which dogs are beaten and forced to run with bleeding paws and have even died.

When horses started dying by the dozens at Santa Anita racetrack in California, PETA's horseracing campaign shifted into overdrive and brought about the most

significant rule changes in racing history—including bans or limits on whipping, painful shockwave “therapy,” steroid injections, and more than a dozen drugs that keep injured horses running—and a new state law that allows tracks to be closed down if horses' lives are in jeopardy. There are now fewer racing days, races, and horses in races. Lasix—the industry's most controversial drug—will be phased out at all the nation's biggest tracks. PETA also released an exposé of the slaughter of U.S.-born Thoroughbreds and their offspring for meat at South Korea's largest slaughterhouse, where the horses trembled in fear and were beaten in the face. As a result, Korean authorities have filed charges and pledged to implement a program in which horses formerly used in racing will be retired instead of sold for meat.

A PETA lawsuit against a Maryland roadside zoo resulted in a precedent-setting order finding



that failure to provide tigers with adequate veterinary care violates the Endangered Species Act.

We also helped end cetacean captivity in Canada, persuade companies—including AAA Northeast, United Airlines, Virgin Holidays, TripAdvisor, and Sunwing Airlines—to sever ties with SeaWorld, and convince the Association of Zoos & Aquariums that it should phase out bullhooks, as well as persuading Airbnb and many travel agencies to stop promoting elephant rides, elephant camps, and other interactions with wild animals.



Photo: Laura Cohen

We thank Alec Baldwin, Pamela Anderson, Michael Keaton, Lily Tomlin, Eric Balfour, Chilli, Daniella Monet, Joel Kinnaman, Eva Gutowski, Christopher von Uckermann, Dulce María, Holly Marie Combs, Kristin Bauer, Pablo Azar, and Juan Pablo Di Pace, among others, for supporting our campaigns against the exploitation of animals for entertainment.



I'm so proud to be affiliated with PETA, who is bringing us out of the Dark Ages and ending speciesism once and for all. Through their exposés and campaigns, they educate the public, challenge us to do more on a personal level, and make things like petition-signing so easy.

Julie Guillen

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



PEIA
ANIMAL RESCUE TEAM

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



Our Emergency Response Team received more than 250 cruelty reports every week in 2019 from all over the U.S. (and abroad). We ensured that animals in danger were rushed to safety, harmful policies were changed, and abusers faced legal consequences.

Cases included rescuing cats who had been stuck in trees or atop utility poles for days, getting wildlife-killing programs (e.g., those intended to kill geese, foxes, or coyotes) canceled in favor of nonlethal solutions, persuading schools and businesses to stop using fish (or any live animals) for decorations or prizes, and getting animals seized from and cruelty charges filed against abusive owners. See more at [PETA.org/AnnualReview](https://peta.org/AnnualReview).

A PETA eyewitness exposé of Hemopet—a sham “rescue” in California—revealed that 200 greyhounds who were dumped by the racing industry were confined for up to 23 hours a day to cramped crates and barren kennels for months or years and used for blood collection. Our findings prompted the introduction of legislation that would permit veterinarians to collect

blood from animals who live comfortably in homes with loving families instead of from dogs in factory farm–like blood banks.

PETA’s fieldworkers are out every day, even in extreme weather conditions, in impoverished regions where animal protection services are scarce or non-existent. Here are just three of the many animals we rescued in 2019:

- Missy, an elderly Labrador mix with heartworm disease, lived alone in a cramped outdoor pen for 10 years. We persuaded her owner to surrender her and found her a loving home with a wonderful family.
- Crystal, an American Eskimo mix puppy, was running loose with a massive wound from an embedded collar. We got her the veterinary care she needed, fostered her while she healed, and placed her with a family who adores her.
- Herman, a duckling, was confined to a rusty wire crate caked with feces and rotting food and teeming with flies and maggots. We were able to gain custody of him and found him a lovely new home on a

vegetarian farm, where he now swims in a beautiful pond with lots of duck friends.

PETA’s mobile clinics have now sterilized more than 170,000 companion animals at low cost or free of charge.

Other victories include releasing a video exposé that revealed rampant, systemic neglect of betta fish at more than 100 Petco stores, which led to a ban on the sale of fish tanks by UncommonGoods, and persuading Canadian retail chains FIELDS, Red Apple, Rossy, The Bargain! Shop, and Jim Pattison Group (PriceSmart Foods, Save-On-Foods, and Urban Fare) to stop selling glue traps.

We enlisted the help of Kate del Castillo, Tyrann Mathieu, Lonnie Walker, Devin Funchess, Fred Willard, Dean Winters, Mark Ballas and BC Jean, Elena Delle Donne, Jencarlos Canela,

Nick Bateman, CNCO, Luis Gerardo Méndez, and Ignacio Serricchio in our anti-cruelty campaigns.



Photo: Darin Holiday



I support PETA because I believe they are responsible for the dramatic improvement in the way we think about, talk about, and treat animals. Their work extends from the poor dog chained in the backyard without shelter to multinational companies and even governments.

Victoria Cohen

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



Animal Rights: *The Next Generation*

Our youth division is the **number one force** inspiring young people to reject the human-supremacist worldview. To learn more, please visit [PETA.org/AnnualReview](https://peta.org/AnnualReview).

PETA's "Share the World" humane education curriculum kit and classroom video for kindergarten through fifth-grade students is now featured on Discovery Education's streaming service, which is used in 50% of U.S. schools and reaches more than 35 million students. After the tragic school shooting in Parkland, Florida, one of the largest school districts in the country accepted PETA's offer to conduct an anti-bullying, violence-prevention training program and considered "Share the World" so valuable that it ordered 1,000 kits, added our materials to its website's list of violence-prevention resources, and is partnering with us to teach students to be sensitive to individuals of all races, religions, and species.

In 2019, we cosponsored historic legislation—the Replacing Animals in Science Education (RAISE) Act—to replace animal dissection in California with superior teaching tools such as virtual dissection software. It was prevented from moving out of committee by just



Photo: Rebecca Cabage

one vote and will be reintroduced. Our anti-dissection campaign was given a huge boost by actors **Mayim Bialik, Faithe Herman, and Aubrey Miller** and social media influencer **Teala Dunn**.

Carly, our life-size animatronic cow (voiced by Alicia Silverstone), embarked on her tour of elementary schools in which more

than 12,000 kids learned how much cows suffer in the dairy industry and clamored for our free samples of vegan ice cream. Another animatronic ambassador, Ellie the elephant, explained to over 4,000 students how speciesism denies animals their fundamental rights.

PETA's Campus Rep network—the largest student leadership program of any animal protection organization—had a huge impact, with more than 1,300 actions taken at more than 100 colleges from coast to coast. The students hosted jam-packed animal rights film screenings, held anti-animal experimentation protests outside campus laboratories,



campaigned to end SeaWorld ticket sales, and hosted vegan food and drink giveaways that gave tens of thousands of college students their first taste of vegan living.

Other achievements include launching our Students United for Animal Rights nationwide network of high school animal rights groups; creating our interactive web feature "Failed Tests," which ranks U.S. colleges and universities by exposing their use of animals in experiments; engaging thousands of young people with vegan cooking demonstrations and presentations at schools throughout Southern California; and spreading the animal rights message at concerts and conventions, including High School Nation, Breakaway Music Festival, Prime Festival, Common Ground Music Festival, Vans Warped Tour, Playlist Live, Disrupt Festival, Beautycon, and many others.

Many stars who are popular with young people—including actor **Vivien Lyra Blair** and YouTubers **Alison Henry** and **Joo Skellington**—helped us spread our anti-speciesism message to the next generation.



I support PETA because they tackle big issues—AND WIN! When I donate to PETA, I'm proud because I feel like I'm right there with them helping animals. And the truth is, I am. I couldn't make such a powerful impact for animals without PETA.

Terri Lynas
VANGUARD SOCIETY MEMBER



The Year in Numbers

- **PETA** now has more than 6.5 million members and supporters.
- Our websites received more than 84 million page views, and our videos, which include hard-hitting investigations and celebrity ads, received over 500 million views.
- Our social media posts were seen an average of 142 million times each month.
- **PETA** sent e-newsletters to more than 2 million subscribers.
- **PETA** Latino's social media posts reached about 15 million people a month, and its videos netted more than 85 million views.
- We sent out over 53 million letters through our online advocacy campaigns, urging companies and individuals to make changes that would help animals.
- **PETA's** text message program, which has more than 585,000 subscribers, drove 4.5 million actions in our online advocacy campaigns.
- We added more than 600 new names to our list of companies that don't test on animals—bringing the total to over 4,400.
- We secured free advertising space worth over \$1 million.
- Our Communications Department handled more than 3,500 interviews and interactions with the media.
- Our International Grassroots Campaigns Department helped organize more than 3,000 demonstrations.
- Our youth division reached over 222,000 young people at colleges, music festivals, and other events.
- We filled requests for more than 320,000 free copies of our vegan starter kit.
- We handled over 15,200 calls and e-mails regarding cruelty to animals.
- Our Mobile Clinics Division sterilized more than 12,000 cats and dogs, including nearly 600 feral cats and over 1,000 pit bulls at a reduced cost or free of charge. We've now spayed or neutered a total of more than 170,000 companion animals.
- We built and delivered more than 230 free sturdy doghouses and bagged more than 1,455 bales of straw, providing dogs who are forced to live outdoors with some comfort and protection. To date, we've delivered a total of over 7,300 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 over 440 letters to the editor and 760 opinion pieces posted on websites and printed in various newspapers and magazines.
- **PETA** was mentioned by many major print and online media outlets, including Agence France-Presse, AOL, The Associated Press, *The Atlanta Journal-Constitution*, *Billboard*, Bloomberg News, *Breitbart News Network*, *Business Insider*, *Bustle*, *BuzzFeed*, The Canadian Press, *Car and Driver*, *Cosmopolitan*, *The Daily Beast*, *Daily Mail*, *Deadline*, *Entertainment Weekly*, *Fashionista*, *Financial Times*, *Food & Wine*, *Forbes*, *The Guardian*, *The Hill*, *Hollywood Life*, *The Hollywood Reporter*, *The Independent*, *The Inquisitr*, *Inside Weddings*, *InStyle*, *International Business Times*, *In Touch Weekly*, *Los Angeles Times*, *MarketWatch*, *Maxim*, *Men's Health*, MSN, *National Geographic*, *National Post*, *National Review*, *Newsday*, *Newsmax*, *Newsweek*, *New York Post*, *The New York Times*, *O, OK!*, *Page Six*, *Parade*, *People*, *Politico*, *Quartz*, *Radar Online*, *Reader's Digest*, *Refinery29*, *Reuters*, *Romper*, *RT*, *Salon*, *Science*, *Sports Illustrated*, *StarTribune*, *Time*, *United Press International*, *USA Today*, *U.S. News & World Report*, *Vogue*, *Vulture*, *The Wall Street Journal*, *The Washington Post*, *The Washington Post Magazine*, *The Washington Times*, *Women's Health*, *Women's Wear Daily*, *The Wrap*, Yahoo! News, and Yahoo! Sports.
- **PETA's** work received television and radio news coverage from many media outlets, including *ABC News*, *ABC News Radio*, *BBC News*, *CBC News Network*, *CBS News*, *CBS Sports Radio*, *CNBC*, *CNN*, *CNN en Español*, *CTV News Channel*, *Entertainment Tonight*, *Entertainment Tonight Canada*, *ESPN*, *FOX Business Network*, *FOX News*, *The FOX News Rundown* podcast, *FOX Sports Networks*, *Good Morning America*, *HLN*, *Inside Edition*, *NBC News*, *NBC News Radio*, *NPR*, *The Talk*, *Telemundo*, *TMZ*, *Trish Regan Primetime*, *Tucker Carlson Tonight*, *Univision*, *Voice of America*, *The Weather Channel*, and *Whistleblower*.
- As of this year, **PETA** and the PETA International Science Consortium Ltd. have provided more than \$6.4 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	\$ 49,066,007
Gross Merchandise Sales	\$ 107,869
Interest, Dividends, Royalties, and Other Income	\$ 1,697,436
Total Revenue	\$ 50,871,312

OPERATING EXPENSES	
Programs	
International Grassroots Campaigns	\$ 13,548,157
Public Outreach and Education	\$ 10,873,780
Research, Investigations, and Rescue	\$ 20,039,560
Cruelty-Free Merchandise Program	\$ 440,633
Supporting Services	
Membership Development	\$ 10,507,935
Management and General Expenses	\$ 564,880
Total Operating Expenses	\$ 55,974,945

CHANGE IN NET ASSETS	\$ (5,103,633)
Net Assets Beginning of Year	\$ 13,536,553
Net Assets End of Year	\$ 8,432,920
Purpose Restricted	\$ 2,065,863
Endowment	\$ 3,288,063
Board-Designated Legal Matters	\$ 1,000,000
Undesignated	\$ 2,078,994

OPERATING EXPENSE ALLOCATION	
Direct Program Support	80.22%
Membership Development	18.77%
Management and General Operations	1.01%

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 80.22% of our operating expenses went directly to our programs fighting animal exploitation. We expended only 18.77% on fundraising efforts that drive our operations and 1.01% on management and general operations.

Seventeen percent of PETA's dedicated staff earn only \$23,000 to \$34,999, 42% earn \$35,000 to \$49,999, and the remaining 41% make more than \$50,000. Our president, Ingrid Newkirk, earned \$23,660 during the fiscal year ending July 31, 2019.

The financial statement shown here is for the fiscal year ending July 31, 2019, and is based on our independently audited financial statements.



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 Essentials
- 7AM Enfant
- 7th Heaven
- 100% Pure
- Act of Being
- AdvoCATE
- Alchimie Forever
- Assuaged
- Aurora Lampworks Inc.
- *Awesome Vegans* Podcast
- Balance for Life
- BAYDOG
- B BAR
- Beauty Without Cruelty
- Better Nature
- Better World Club
- bliss
- Borboleta Bag
- Boycemode
- Cavi-art
- Chlorophyll Water
- Clear Conscience
- The Compassionate Closet
- corkor
- Couch Guitar Straps
- cowfreecars
- CoyoteVest
- CykoChik Custom Handbags
- Cynthia King Vegan Ballet Slippers
- Defend Animals
- DelniceBrand
- Deux Lux
- DEVA Nutrition
- DE-VESI
- The Dharma Store
- DiMare Design
- Divine Treasures
- Doshi Vegan Bags & Accessories
- Dr. Spray's
- DrTung's
- Eco Supreme
- Endless Summer Design by JJ

- Equality Wear
- Espapor, S.L.
- Eve Cork
- Face It Natural Cosmetics
- Fake Meats
- Falken Design Corporation
- FinalStraw
- Food Revolution Summit
- *The Friendly Vegan Cookbook*
- FrogLog Co.
- FurHaven Pet Products
- FURious Fur
- Global Media Group
- GOOD GUYS DON'T WEAR LEATHER
- Green Friday Shop
- GUNAS Luxury & Ethical Handbags
- Hampton Domestics
- Employment Agency
- Harbor Candy Shop
- Healing Natural Oils
- Herban Cowboy
- Herbivore Mood
- Hero Pet Supplies
- Holistic Holiday Cruise
- Home For Dancers
- House of Ava London
- House of Fortune Vegetarian
- Humane Travel
- Humble Bundle
- i love tyler madison
- Jaan J. Non Silk Ties & Bow Ties
- Jen & Co.
- Jivamukti Yoga School
- J.L. Fields Consulting
- Karner Blue Capital
- LaBante London
- Laguna Lodge Eco-Resort & Nature Reserve
- Laird Superfood
- LEKITHOS

- Linden & London
- Madam Glam
- Magic Diary
- Main Street Vegan
- Makai & Makai Cares
- MamaSezz
- Marei1998
- Maui Soap Company
- Max Green Alchemy
- May Wah Vegetarian Market
- MDacne
- MeDusa
- Memorials.com Animal Memorials & Urns
- Modern Picnic
- MO Nails
- MozzaRisella
- Mr. Peanut's
- nae
- Naomi Vegan Meets
- Native Shoes
- Nevele11
- Next Leap Design
- Noize Original
- Nomadic State of Mind
- N'ONAT
- Number 4 High Performance Hair Care
- Nuzest
- One & Another
- PAWJ California
- Pelush
- PETA Catalog
- PETA Visa Rewards® Credit Card
- PINKSTIX
- Pixie Mood
- Plant Based Foods Inc.
- Plant Miami
- Plant-Powered Dog
- PupSaver
- Purple Carrot
- Qualerex Beauty

- RawBar
- REDI-PEDI
- Regnskov Company
- Rise Brewing Co.
- Rungg
- The Sacred Space Miami
- Sakroots
- Schokolat
- Sip to Life
- Siscom de Argentina SA
- SKIN&CO ROMA
- Sommers Plastic Products
- St. Tropica
- Sunflower Family
- Tearojoy
- Tinderbox of a Heart
- Tokyo Bags
- Treadlight Ventures
- T.U.K. Footwear
- Urban Expressions
- v-dog
- VEERAH
- Veestro
- VeganDesign.org
- *Vegan Health & Fitness Magazine*
- VeganNation
- Vegan Stokes Cheese
- The Vegetarian Site
- Vegetaryn
- Veg Jaunts and Journeys
- VegReady
- VegVoyages Vegan Adventure Tours
- Visions of the World Inc.
- WAMA Underwear
- Wharton Financial Group
- Wild Earth
- Wingme Cosmetics
- Y3K Tutor In Your Home
- Yapa Beauty
- ZolaTerra

PETA's Tree of Life is on permanent display at 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:

- Albert Witt, from Barbara Tanzosh-Witt
- A. Lee McDonald, from Dr. and Mrs. Ronald Portadin
- All animals, from Bernard Bessieres
- All my horse and cat companions, from Michael Nevin
- All the factory-farmed animals who were killed to provide food at the Port Moody, British Columbia, RIBFEST, from Cathy Morton
- Ally, from Holly Reynolds
- Alyssa Easton, from Renie Easton
- Amazing animals, from Kateryna Androshchuk
- Amelia Armstrong, from Carol L. Armstrong
- Anne Horne, from Louis Ponick
- Audrey Ruth Levington, from Leon Slotin and Joan Stone
- Barbara Fulp, from Nancy M. Barnes, Julia Stevens, Beth Shubin-Stein, Heidi Skolnik, and Michael Wall
- Benjamin Stone, from Linda Stone
- Betsy Winship, from Pam Worthington
- Beverly Maszden, from Noreen Mastro
- Bill Elliot, from Peggy Elliot
- Bill Owens, from Donna Roff
- Brigitte, Chloe, Darby, Dexter, Druzchok, Koro, Rogan, Rowdy, Sarah, Shandy, Sophia, Sunny, and Theresa, from Karen Porreca
- Brinkley and Gabby, from Josh Bethea
- Caroline Azous, from Pauline Litchfied
- Charlie and Mandy, from Tim Meeks
- Daisy, from Claudine Erlandson
- Daisy, Edie, and Button, from Linda Hawkins
- David Gooding, from James Gooding
- Debbie Meier, from Joanna Bumpus
- Debra Gay Bean, from Hines-Rinaldi Funeral Home and your friends
- Denise Righetto, from Graziano Righetto
- Elizabeth, from George Marshall
- Elizabeth, from Marcee Shafer
- Ellen B. Gray, from Peter Gray
- Emily, from Linda J. Lavinson
- Gabby, from Virginia Bodnar
- Gene and Lester Trausch, from Debra Thornburg
- Geneva Florence Lane, from Dana Flaum
- Geoffrey Wheatley, from the MG Owners' Club
- Geraldine K. Freehling, from Julie Freehling
- Gloria Feldseker, from Gilbert S. Cohen
- Gurti, my brother, from Anuradha Shenoy
- Gus (daughter Rachael Hendon's dog), from Cile Holloway
- Harry Greenbaum, from Rob Greenbaum
- Heather's dog, Clayton, from Holly S. Pearson
- Holland M. Ware, from anna
- Ilse Hartmann, from Rolf Hartmann
- Jaymie B. Creitz, from Eileen Creitz
- Jeanette Lynn Rohrssen, from IHMA Inc.
- Jelly, from Rachel Hall
- Jenny, from Anonymous
- Jerry Young, from Patrice Green
- Joan, from Wendell Kilpatrick
- John J. Brunetti Sr., from the Brunetti Foundation
- Joseph Slattery, from Susan Diglio-Verdee
- Joseph W.R. Parks, from Laurie McCulloch
- Judith Z. Clark, Ph.D., from Dona Claesgens
- Juliet Altun, from Janet Lindemann
- Katherine Parham, from Mission Edge San Diego
- Kevin Gill, from Penelope A. Gill
- Kim Ghering, from Bradley Baum and Terry Baum
- Kiwanis, from your PETA family
- Leonore, from Douglas Waters
- Lionel, from Elizabeth Abbott
- Lucas Kaempfer, from Joseph W. Kaempfer
- Lucky LuLu Belle, from James D. Spates
- Maggie Moon, from the Taylor family
- Marvin Brager, from Samuel Benner and Maryann Benner
- Mehboob and Dashka, from Kiran Joshipura, Megha Joshipura, Neil Joshipura, Poorva Joshipura, and your friends at PETA and PETA India
- Michèle Lacroix, from Claude Brunet
- Missy, from Mary Ellen Chabot
- Mollie Wetter, from Timothy Suzewitz, Tina Suzewitz, and Mary Wetter
- Monsignor James McGarry, from Leane Rafalko
- My Buddy, from John W. Cunningham
- Nancy Aspaturian, from Jenny Marino
- Nancy Attwell, from Mr. and Mrs. Khleber Attwell Jr.
- Naomi Retchin, from Mark Shavitz
- Nellie Gladden, from Patricia A. Schindhelm
- Nicole Allison Nees, from Victor Dzirasa
- Nicole O'Connor, from Marc O'Connor
- Olive, from Michele Veiga
- Patsy, from Jacqueline A. Avery
- Phyllis Barusch, from Lawrence Barusch
- Pogo and Grady, from Richard E. Signorelli
- Pushok, from Brandon and Alena Fuchs
- Roberta, Luz, and Marcelo Dias, from Chloe Ekelem
- Roberta Wright, from Claudine Erlandson
- Rocky and Coco, from Stanley and Martine Fleishman
- Roxy Fuchs, from Brandon and Alena Fuchs
- Ruth Lentz, from Rose Devine
- Sandra Lynne Dugan, from Kathleen Dugan
- Shamus, from Dawn D'Amico
- Shayna Moss, from Scott Notowitz
- Tala and Missy, from Mojdeh Tabatabaie
- Tenaya, from your friends at PETA
- Theodore Baker Jr., from Nancy M. Barnes
- Tiger Lily, from Linda Sherman
- Timothy Woodman, from Helen Wilson
- Travis Lowe, from Deborah Yapachino
- Trini, from Louis Ponick
- Valentina Perez, from Matthew Degjaimo
- Zetta Bryant Hearin, from Robert Hearin

Greyhound Kept Caged for Years at a Canine Blood Bank

When **Bodhi** was discarded by the greyhound-racing industry, it should have meant the start of a well-deserved life of leisure with a loving family. But instead of being put up for adoption, he continued to be exploited as part of a shameful arrangement between the racing industry and a canine blood bank in California called Hemopet.

There, a PETA eyewitness documented that Bodhi and some 200 other dogs were kept caged for up to 23 hours a day in cramped, barren kennels and crates. Some of them couldn't even fully extend their long legs while lying down. Workers extracted 10% or more of their blood every 10 to 14 days, a stressful cycle that posed "a threat to [their] health and psychological well-being," according to a consulting veterinarian. PETA's eyewitness observed that dogs were often left bruised and lethargic.

This wasn't PETA's first investigation into a canine blood bank. We also exposed one in Texas, in which neglected dogs were imprisoned in squalid conditions inside a dirt-floored shed. A massive public outcry led that facility to shut down within weeks and prompted the National Greyhound Association to bar its members from sending dogs

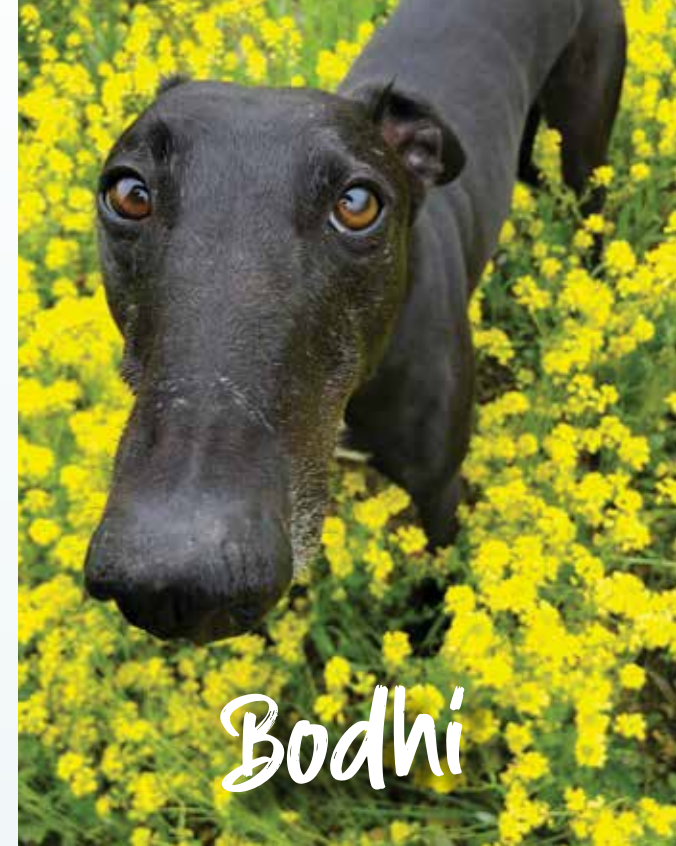


to blood banks. However, Hemopet deceitfully took advantage of a loophole by claiming to be a "rescue" while only *eventually* putting the dogs up for adoption and only after caging and repeatedly bleeding them for months or even *years*, profiting off their misery.

Bodhi has escaped his prison at Hemopet and been adopted by a lovely family that's determined to give him all the wonderful things he's missed, including dips in the ocean, games of chase at the dog park, and naps on the sofa with his plush bunny toy.

We're working hard to free the remaining animals at Hemopet and other such miserable places. Warehousing dogs as blood reservoirs is cruel and unnecessary—other, ethical canine blood banks use networks of dog guardians who take their dogs in periodically for a quick blood draw, after which they go back to their comfortable homes.

PETA's cruelty-busting investigations and campaigns and its lifesaving rescues of animals like Bodhi are possible only because of generous donations from PETA members and supporters. Thank you for helping Bodhi win the greatest prize of all: a safe, loving home.



Bodhi