

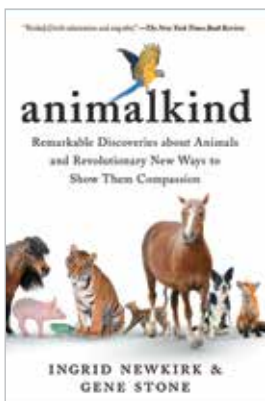
They Do *Not* Belong to Us

Working to Protect Animalkind





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Dear Friends,

In 2020, we celebrated PETA's 40th year of making historic progress for animals.

In the midst of the coronavirus pandemic, we forcefully and conclusively hammered home the fact that raising and killing animals for food is the source of a litany of deadly diseases—including COVID-19, avian flu, swine flu, SARS, MERS, and even Ebola—and that the filthy, severely crowded conditions in which animals used for clothing, experimentation, and entertainment are kept are also likely breeding grounds for the next pandemic. Our incisive exposés of live-animal markets around the world and here at home—and our demand for them to be shut down—resounded in international headlines.

With the help of Mayim Bialik, Kim Basinger, and Joanna Krupa, I talked to over 40 million people about my latest book, *Animalkind*, in which I describe how gobsmackingly wonderful animals are and how we must therefore treat them as such. To that end, PETA drove a bulldozer into the very foundations of animal experimentation. We published our Research Modernization Deal, spared thousands of animals painful and deadly tests, helped put “Tiger King” Joe Exotic behind bars, won precedent-setting advances in our work to end the big-cat cub-petting industry, became the first group ever to expose the cruelty in the international alpaca trade and send its major buyers fleeing, rendered North Carolina’s “ag-gag” law toothless, imploded the market for products made from coconuts picked by captive monkeys, rescued 37 animals from hideous roadside zoos, got groundbreaking legislation passed banning the chaining of dogs in extreme weather throughout Virginia, and helped end the government’s blackout of Animal Welfare Act inspection reports.

Our stirring, anti-speciesist commercial “Don’t Stand for Injustice” (which received more than 4 million views and was a top trend on

Twitter) took home the gold in two categories at the Telly Awards. The riveting documentary *Breaking the Chain* about PETA’s fieldwork made an indisputable case for the need to strengthen laws governing the treatment of “backyard dogs.” We showed that we can change a lot if we rise to the occasion, which we have done again and again!

We thank all our supporters—especially our Vanguard Society, Augustus Club, and Investigations & Rescue Fund members—for being part of all the victories on the following pages and for helping us challenge the human-supremacist view that we are somehow superior to other animals in a way that can justify disrespecting, abusing, exploiting, and slaughtering them.

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
Kate del Castillo

Edie Falco
Anjelica Huston
Bill Maher
Alicia Silverstone
Lily Tomlin



The left side of the page features a vertical strip of four photographs of animals. From top to bottom: a brown mouse sitting on a pink decorative box; a black and white cow grazing in a field; a white goose with a red beak sitting on the ground; and a close-up of a brown dog's face.

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 effects 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, wool, angora, mohair, cashmere, and alpaca. 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 provide the roots of the financial support that enables our vital programs to grow stronger.

Bev Kumari, AUGUSTUS CLUB MEMBER AND PETA BUSINESS FRIEND

I have been a PETA supporter for many years and am proud to make sure this vital work happens today as a PETA Business Friend and in the future by being part of PETA's Augustus Club.



Carol Holub, VANGUARD SOCIETY MEMBER

PETA is one of the most effective nonprofit organizations in the world. I have been actively involved with them for over 30 years as a volunteer, philanthropist, and protester, and I have witnessed firsthand their relentless drive to reduce and eliminate animal suffering. This organization never wastes money, gives up, or is intimidated by any animal torturer. PETA will win in the end because they are ethical and right. The tide is turning—be on PETA's side.

Caryn Schall, VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER

My puppy Micci changed my life. My love for her spilled over to all animals because I could see the face of Micci in each of them. I decided I would try to be the voice for all the moos, squawks, barks, oinks, quacks, and cock-a-doodle-dos out there. That's when I discovered PETA. I have been a vocal and a financial supporter of PETA ever since. Micci would be proud.



Marko Zonta and Marco Verrelli, VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS

We were aware of PETA but didn't realize how much incredible work is being done until about eight years ago when we became vegan. Our eyes were opened to animal abuse and environmental and health issues that are largely hidden. People have to begin to realize that some of our lifestyle choices inflict horrible suffering on animals—and we firmly believe that PETA is the best organization to expose those abuses and work with organizations to create meaningful and lasting change for the animals.



Animals Are Not Ours to Experiment On

PETA has halted more animal experiments than all other animal advocacy groups put together.

In 2020, PETA achieved these milestones:

- We persuaded Bayer, Bristol Myers Squibb, GlaxoSmithKline, and Pfizer to stop using the **meaningless forced swim test**, in which terrified animals paddle frantically in inescapable beakers of water to keep from drowning. To date, we've persuaded **14 companies—including seven of the top 10 pharmaceutical giants—to ban this test.**
- After working with PETA, Avon Products, Inc., stopped **all tests on animals** everywhere in the world, and **Suave, Aussie, and Secret** joined our list of companies and brands (now totaling more than 4,800) that **don't test on animals.**
- We persuaded major companies—including **Dole Food Company, Ball Corporation, Barry Callebaut, Strauss Group, Ingredion Incorporated, and Takasago International Corporation—to stop conducting, funding, or commissioning animal experiments.**
- We released the results of an **undercover investigation into the Cleveland Clinic**, from which we **rescued three rat sisters**, revealing the plight of mice living with **their skulls partially removed and bred to develop prolapsed organs** in taxpayer-funded experiments.
- PETA scientists wrote and distributed a detailed

report—"The Research Modernization Deal"—to all federal health-research agencies explaining how and why to redirect funds from useless animal experimentation to humane research methods that hold real promise.

- We released "**Test Subjects**," a searing documentary that profiles three scientists who learned from experience that **animal experimentation impedes good science.**
- Our public records lawsuits against the **University of Massachusetts-Amherst (UMass) and Oregon Health & Science**



University resulted in the disclosure of video footage of taxpayer-funded experiments that involve deliberately terrifying monkeys and intentionally driving them insane from confinement. The institutions are squirming under the resulting media spotlight, and the **UMass experimenter stopped tormenting monkeys and retired.**

- In a pioneering First Amendment lawsuit, we forced **Texas A&M University to stop blocking Facebook comments that criticize the school's cruel, useless**

muscular dystrophy experiments on dogs. It also had to **pay our legal fees.**

- After consulting with PETA, Bolivian engineers **validated a new type of ventilator** for use on COVID-19 patients by **using a human simulator instead of testing it on pigs.**



PETA is the largest member of the **PETA International Science Consortium Ltd.**, which funded research resulting in the creation of an **antitoxin produced without using animals that could be commercially developed to treat diphtheria.** The Science Consortium also helped fund the development of **EpiAlveolar—a first-of-its-kind, human cell-based model of the deepest part of the lungs**—and led the development of an

international guidance document on using non-animal methods for studying the effects of chemicals without forcing animals to inhale them.

We especially thank **Pamela Anderson, James Cromwell, Bill Maher, Anjelica Huston, Kevin Nealon, and Iggy Pop** for helping us draw attention to the cruelty and wastefulness of experiments on animals.



Years ago, I read an interview by an animal rights pioneer named Ingrid Newkirk—and that changed everything. Educating people opens minds. Thank you, Ingrid and everyone at PETA, for being the advocate and protector of all animals. It's an honor being a member.

Jeff Choate

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



Animals Are Not Ours to Eat

PETA makes vegan eating easy and popular and is wiping out the market for flesh, eggs, and milk obtained through the control of animals' bodies, freedom, and reproduction. To see more of our progress, visit [PETA.org/AnnualReview](https://peta.org/AnnualReview).

In 2020, PETA seized every opportunity to drive home the fact that **the ways animals are raised and killed for food can cause the spread of diseases such as SARS, MERS, swine flu, avian flu, HIV, and COVID-19.** We publicized the filthy conditions in New York City's live-animal markets (aka "wet markets") and released exposés of similar markets in six countries, each like a petri dish in which frightened monkeys, birds, dogs, pigs, cats, and other animals cowered in feces-covered cages and floors were slick with blood, guts, and fetid water. We ran **full-page ads in major newspapers** about the fact that deadly pathogens flourish everywhere that sick and stressed animals are crowded together and that the next pandemic could arise from U.S. factory farms. We **bought billboards around the country; held eye-catching demonstrations at the White House, the World Health Organization, and elsewhere; bought stock in leading meat companies to leverage our request that they switch to vegan meat production;** and much more. These actions grabbed international headlines while urging consumers to keep animal-derived products off their plates.

A PETA Asia investigation revealed that in Thailand, monkeys—many of whom are illegally abducted from their homes in nature—are forced to pick coconuts. They are kept chained and isolated and are driven insane by captivity and deprivation. PETA and our affiliates have since persuaded Walgreens Boots

Alliance to stop selling coconut food and beverage products of Thai origin in its 9,027 Walgreens and 250 Duane Reade stores; **Costco and Cost Plus World Market to stop selling Chaokoh products** (a brand that uses monkey labor); and **Giant Food, Food Lion, Stop & Shop, and Hannaford to avoid knowingly selling any products involving monkey labor.**

Among PETA's other accomplishments in 2020 were helping to get critical provisions of North Carolina's "ag-gag" law declared unconstitutional; exposing the abuse of hens by a Walmart egg supplier; persuading Dairy Queen, Denny's, Mooyah, and other restaurant chains to add vegan options; persuading Panera Bread and Pret a Manger to nix their vegan milk surcharge;



Photo: Sharm Dandell



Photo: Nico Bustos

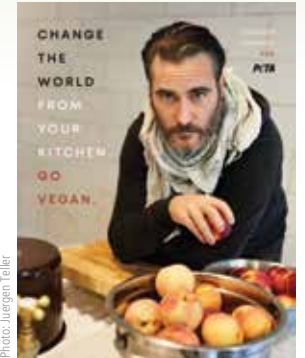


Photo: Juergen Teller

exposing violations of the Humane Methods of Slaughter Act at dozens of U.S. slaughterhouses; and helping to get the sale of foie gras banned in New York City.

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 Paul McCartney, Joaquin Phoenix, Cam Newton, Alan Cumming, Alicia Silverstone, Angela Means, Mark Rylance, Jermaine Dupri, Edie Falco, Belinda Carlisle, Elizabeth Turner, Alba Flores, and Patricia Manterola, who all helped us draw massive media attention to the suffering of animals used for food.



We are so grateful to PETA for changing everything by educating the world! It's now commonplace to be vegan and cruelty-free. Giving generously enables PETA to do the essential, heartbreaking work of liberating animals from suffering on farms, in slaughterhouses, in laboratories, and everywhere else animal abuse occurs.

Andrew and Nancy Rinzler

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS



Animals Are Not Ours to Wear

We're pushing society to **evolve past the speciesist era of reducing living, feeling beings to sweaters, watchbands, and shoes.** For more news on this campaign, please visit [PETA.org/AnnualReview](https://peta.org/AnnualReview).

As revealed in a **landmark PETA investigation of the alpaca trade** in Peru—the world's top alpaca fleece producer—alpacas screamed and vomited in fear as their legs were nearly wrenched out of their sockets while workers tied them to devices that resemble medieval torture racks and roughly sheared them, leaving many with bloody wounds. We have since persuaded numerous companies—including **UNIQLO (the world's third-largest clothing retailer), Columbia Sportswear Company, Esprit, and Overstock.com—to ban alpaca.**

After hearing from PETA, **NARS Cosmetics and Kugo—the parent company of RoyalShave, Pomades, and TheStache.com—banned badger hair,** joining nearly 100 brands worldwide that have rejected an industry that forces badgers to live in cramped, wire cages until workers finally bludgeon them and slit their throats.

Following discussions with PETA, **Tommy Hilfiger, Calvin Klein, Nordstrom, and Jil Sander confirmed that they've stopped using exotic skins—sparing countless alligators, crocodiles, ostriches, kangaroos, lizards, and**

snakes immense suffering. We also helped **stop the sale and import of certain exotic skins in California.**

Following appeals from PETA, **Macy's, the Karl Lagerfeld brand, Rebecca Minkoff, Global Brands Group, Simons, and Nordstrom announced that they were going fur-free and Sephora, Velour, Dermstore, Fashion Nova, Lurella Cosmetics, Coco Mink Lashes, and GladGirl banned mink-fur eyelashes.** A PETA-backed bill was signed into law in California, **banning fur sales in that state.**

As a result of discussions with PETA, **Awake Watches confirmed that it had stopped stocking leather watchstraps, the American Red Cross pledged to replace leather gloves in its kits with leather-free ones, and Ford Motor Company launched its first all-vegan SUV model.**

With the release of PETA's exposé of **Bare Ranch—a Nevada sheep farm that claims to produce wool using “sustainable” methods with “respect” for animals—millions of consumers learned that these**



buzzwords don't protect sheep from incurring bloody wounds and being shoved, hit, jabbed, or kicked. PETA's 13th wool-industry exposé broke with news of **a shearer pleading guilty to cruelty-to-animals in Australia** (the evidence for which PETA Asia supplied)

in the same week that **a Scottish farmer was convicted of cruelty** for punching sheep—as revealed, again, in a PETA Asia investigation. PETA and our international affiliates have now documented cruelty to sheep at 116 operations on four continents.

We thank **Gillian Anderson, Carmen Carrera, Jillian Barberie, Tina Louise, Stephanie Gerard, Amina Blue, Bret Lockett, and Jesse & Joy,** who, among others, helped PETA inform millions of people about the cruelty hiding in animal-derived materials.



Photo: Robert Seltree



As a founding member, I'm proud that PETA has always taken creative, courageous actions in behalf of all sentient beings. Protecting animals is a crucially important human responsibility. I feel blessed that my passion carries on in my family.

Mari Mennel-Bell

FOUNDING MEMBER AND VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



Animals Are Not Ours to Use for Entertainment

In 2020, PETA achieved these stunning victories for animals used for entertainment:

- We released an **investigation revealing that the South African Million Dollar Pigeon Race causes so much suffering that more than 4,200 of the 5,000 pigeons entered in the 2020 race died or were lost** before finishing.
- After years of work by PETA, a **Virginia roadside zoo owner was charged with 46 counts of cruelty to animals** after officials seized more than 100 animals who were denied appropriate care, including water and shelter.
- We helped get the exhibitor license of **Hugo Liebel—abuser of ailing elephant Nosey—terminated, got Nosey confiscated from him and sent to a sanctuary**, and made sure that he lost all his appeals to get her back.
- Following PETA's vigorous actions, young **Thoroughbreds at major U.S. racetracks raced without the controversial drug Lasix for the first time ever.**
- Following pressure from PETA, the **Kentucky Horse Racing Commission implemented rules to prevent horses from running while injured.**
- As a result of our pressure, **SeaWorld will no longer**

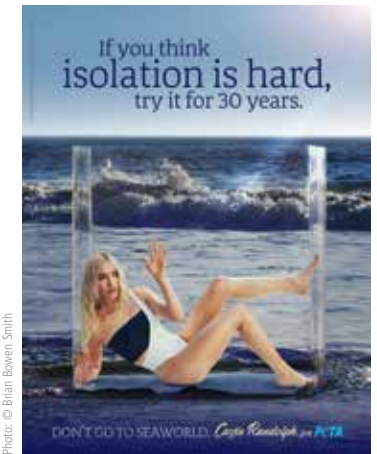


make trainers surf on dolphins' backs and stand on their faces.

- As a result of a PETA lawsuit, **Dade City's Wild Things (DCWT)—a seedy Florida roadside zoo—was permanently banned from possessing endangered tigers.** It subsequently **shut down.** The court's ruling affirms that prematurely separating tiger cubs from their mothers and forcing them into public encounters are violations of the Endangered Species Act.
- We got the **Tri-State Zoological Park of Western Maryland (Tri-State Zoo) banned from possessing endangered or threatened species.**
- To date, PETA has freed **75 big cats and 73 bears** from desolate roadside zoos or decrepit backyard cages. **This year's rescues include an ailing Asiatic black bear saved from life in a cramped cage at a Pennsylvania shooting range, a lion and two tigers from the Tri-State Zoo, and all the tigers remaining at DCWT.** All are thriving at accredited, bucolic sanctuaries.
- In victories against two notorious big-cat exploiters, a PETA Foundation attorney helped get **"Tiger King" Joe Exotic sentenced to 22 years in prison** in part for killing five tigers, and we **won our lawsuit against Tim Stark, which may sound the death knell for the cub-**

petting industry. As a result of the lawsuit, **25 big cats were rescued.** His federal exhibitor's license was also **permanently revoked.**

- After decades of work by PETA, **no more chimpanzees are being used in Hollywood films or television.**
- We published a follow-up exposé showing that despite **supposed reforms, donkeys and mules continue to suffer from wounds and severe thirst in the burning sun while hauling tourists on the Greek island of Santorini.**



We thank **Alec Baldwin, Tommy Lee, Shepard Fairey, Minka Kelly, Dulce María, Miguel Bernardeau, Cassie Randolph, and Fiona Oakes**, among others, for supporting our campaigns against the exploitation of animals for entertainment.



We have been dedicated PETA members for 30 years and have been amazed at the remarkable success that this exceptional organization has achieved worldwide. We support PETA in our estate plans, which fulfills our philanthropic dreams of leaving a lasting legacy of compassion for all animals.

Lori and Don Doherty

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS



Animals Are Not Ours to Abuse in Any Other Way

Our Emergency Response Team received more than **240 reports of cruelty every week** in 2020 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 getting **emaciated dogs confiscated** from a Pennsylvania breeder who kept them housed in filth, forcing a Florida construction company to **relocate gopher tortoises before destroying their habitat, ending the sale of live frogs** at a Colorado supermarket, and providing forensic research that helped lead to **charges against a British Columbia man who filmed himself torturing and drowning hamsters.** See more at [PETA.org/AnnualReview](https://peta.org/AnnualReview).

PETA spearheaded the passage of a **Virginia law that bans the tethering of dogs outside in severe weather.** We also helped pass **ordinances that ban unattended tethering altogether in Newport News, Virginia, and Halifax County, North Carolina.**

PETA's fieldworkers are out every day, despite the coronavirus pandemic, in impoverished regions where animal protection services are scarce or non-existent. Here are just three of the many animals we rescued in 2020:

- Bea, a miniature horse, hadn't received hoof, dental,

or veterinary care for at least six years. We persuaded her owner to part with her, **found her a fantastic home** in New Mexico, and transported her there (which was no small feat during the pandemic).

- **Ziggy, a poodle mix, had lived his whole life in solitary confinement outdoors chained to a cinder block.** We rescued him, and now his new family calls him "the best boy in the world" and lets him claim all the furniture in their house as a "Ziggy bed."
- **Capone, a miniature pinscher, was alternately caged or tethered on a deck surrounded by his own waste, living outdoors 24/7 with almost no shelter.** With much persistence, we were able to **rescue him and place him with a family who adores him.**

We provided families whose incomes were affected by the COVID-19 pandemic with basic companion animal necessities and gave away **hundreds of bags of dog and cat food.**



Photo: © Mandy Goodacre

With immediate adoption of coronavirus safety measures, our **mobile spay/neuter clinics never stopped their crucial work.**

Following pressure from PETA, an **illegal turtle dealer's operation in Virginia was shut down** and he was **convicted** for crimes against wildlife and an Ohio chinchilla farm where chinchillas' eyes were crusted shut and they had embedded collars and open wounds was **permanently shuttered.**

Other victories include persuading **Walmart to stop selling live fish** and Publishers Clearing House to stop selling vile glue traps.

We enlisted the help of **Ozzy Osbourne, Carol Burnett, Tyrann Mathieu, Brian Cox, Nicole Williams-English, Tinsley Mortimer, Raúl de Molina, Ana María Polo, Jencarlos Canela, Ariadne Díaz, and Clarissa Molina** in our anti-cruelty campaigns.

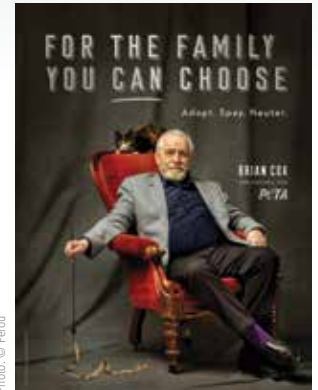


Photo: © Perou



I love PETA because they protect all animals. It gives me tremendous comfort to know they are tirelessly investigating every dark corner where animals are exploited, shining the light on their abuse, exposing their abusers, and then facilitating an end to their suffering using any means necessary.

Deborah Claassen

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



Animal Rights: *The Next Generation*

Our youth division is the **number one force galvanizing young people to reject the speciesist status quo and change the future** for animals. To learn more, please visit [PETA.org/AnnualReview](https://peta.org/AnnualReview).

In 2020, we launched **Students Opposing Speciesism (SOS)**—a PETA-backed revolt led by high school and college students who are challenging human-supremacist norms. SOS mentors young activists and supplies them with kits to compel action for animals in the most effective ways possible. Students are now leading **more than 100 SOS hubs composed of nearly 1,000 members** throughout the U.S. and Canada, and new members are joining every week.

Thousands of students from preschool through high school devoured PETA's message, including through **vegan cooking demonstrations** for health and culinary arts classes, **classroom presentations** (both in person and via webcam) on ending speciesism, and **donations of children's books** to schools, libraries, and low-income families served by our mobile veterinary clinics.



PETA leveraged the massively popular social media influencer convention Playlist Live to spread the animal rights message. Thousands of attendees took our literature and posted photos and videos of themselves escaping our blow-up “fishbowl” prop to support our campaign urging SeaWorld to free the animals imprisoned in its tanks.

PETA's Campus Rep network—the largest student leadership program of any animal protection organization—had a huge impact, with powerful actions taken at 89 colleges from coast to coast. Students hosted **vegan food giveaways** on campus and in areas affected by natural disasters, **protested the use of fur and down** by Canada Goose, drew school administrators' attention to the **link between animal agriculture and climate change**, **got vegan options (even an entirely vegan café)** added to campus dining facilities, **stopped schools from hosting animal circuses**, **organized animal rights demonstrations** in their communities, helped get **student legislation passed restricting animal exhibits** on campus, and campaigned to **end Starbucks' vegan milk surcharge**.

More than **18,000 elementary school students** were riveted by stories presented (both in person and via

the internet) by our animatronic ambassadors, **Ellie the elephant and Carly the cow**, about the ways circuses and the dairy industry harm animals.



TeachKind—PETA's humane education division—provided more than 89,000 teachers with guidance and resources to help students develop empathy for all beings, gave awards to outstanding educators who excel in this regard, presented online lessons for homebound students during the pandemic lockdown, and launched “Challenging Assumptions”—a social justice curriculum kit designed to inspire high school students to recognize and question the systemic “othering” of individuals whose species, race, gender, sexual identity, age, or ability is different from their own.

We also worked with leading surgical training model manufacturer SynDaver to help **fund and develop a hyper-realistic, dissectible synthetic frog, SynFrog™**. This will **prevent students from being desensitized to animal exploitation and frogs from being killed**.



PETA has stood its ground continuously through investigative reports, education, and its unprecedented efforts in behalf of others. I am grateful for this entity, which strives for a high standard of ethics in its work for those who are powerless to fight for themselves.

Diana Blinn

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



The Year in Numbers

- **PETA** now has more than 6.5 million members and supporters.
- Our websites received more than 94 million page views, and our videos, which include hard-hitting investigations and celebrity ads, received over 800 million views.
- Our social media posts across our PETA and PETA Latino channels were seen an average of 141 million times each month.
- **PETA** sent e-newsletters to more than 1.2 million subscribers.
- We sent out over 52 million letters through our online advocacy campaigns, urging companies and individuals to make changes that would help animals.
- **PETA's** text message program drove nearly 2 million actions in our online advocacy campaigns.
- We added more than 400 new names to our list of companies that don't test on animals—bringing the total to over 4,800.
- We secured free advertising space worth over \$1.5 million.
- Our Communications Department handled more than 3,700 interviews and other interactions with the media.
- Our International Grassroots Campaigns Department helped organize more than 700 demonstrations.
- We filled requests for more than 216,400 free copies of our vegan starter kit.
- We handled over 15,000 calls and e-mails regarding cruelty to animals.
- Our Mobile Clinics Division sterilized more than 13,000 cats and dogs, including nearly 500 feral cats and over 900 pit bulls at a reduced cost or free of charge. We've now spayed or neutered a total of more than 186,950 companion animals.
- We built and delivered more than 200 free sturdy doghouses and bagged more than 1,400 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 7,600 free doghouses.
- Our online catalog fulfilled orders consisting of more than 45,000 pieces of animal rights merchandise, including T-shirts, mugs, tote bags, books, stickers, buttons, and companion animal accessories, which raised funds for PETA campaigns and promoted cruelty-free living.
- We had over 200 letters to the editor and more than 1,800 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 Atlantic*, Barstool Sports, *Billboard*, the *Bleacher Report*, Bloomberg News, *The Boston Globe*, *Breitbart News Network*, *Business Insider*, *Bustle*, BuzzFeed, The Canadian Press, the *Chicago Tribune*, *Cosmopolitan*, *Country Living*, *The Cut*, *The Daily Beast*, *The Daily Caller*, the *Daily Mail*, *Elle*, *Entertainment Weekly*, E! Online, *Esquire*, *Forbes*, *The Globe and Mail*, *Good Housekeeping*, *GQ*, *The Guardian*, *Harper's Bazaar*, *The Hollywood Reporter*, the *Houston Chronicle*, *HuffPost*, *International Business Times*, the *Los Angeles Times*, *Marie Claire*, *Men's Health*, MSN, *National Geographic*, the *New York Daily News*, *Newsday*, *Newsweek*, the *New York Post*, *The New York Times*, *OK!*, *The Onion*, *Page Six*, *People*, *Politico*, *Quartz*, *Refinery29*, Reuters, *Rolling Stone*, *Salon*, *Science*, *Sports Illustrated*, *StarTribune*, *Teen Vogue*, *Time*, *USA Today*, *U.S. News & World Report*, *Us Weekly*, *Vanity Fair*, *Vice*, *Vox*, *The Wall Street Journal*, *The Washington Post*, *The Washington Times*, *Woman's Day*, *Women's Health*, *Women's Wear Daily*, and Yahoo! News.
- **PETA's** work received television and radio news coverage from many media outlets, including *60 Minutes*, *ABC News*, *ABC News Radio*, *Access Hollywood*, *BBC News*, *BBC Radio Networks*, *CBC News Network*, *CBC Radio One*, *CBS News*, *CBS News Radio*, *CBS Sports Network*, *CBS This Morning*, *CNBC*, *CNN*, *CNN en Español*, *CTV News Channel*, *Entertainment Tonight Canada*, *ESPN*, *FOX Business Network*, *FOX News*, *FOX Sports Networks*, *Global News*, *Global Television Network*, *Good Morning America*, *HLN*, *Inside Edition*, *Morning Express with Robin Meade*, *NBC News*, *NBC News Radio*, *NBC Sports*, *NPR*, *PBS*, *Real Time with Bill Maher*, *Telemundo*, *TMZ*, *Today*, *Tucker Carlson Tonight*, *Univision*, and *The Weather Channel*.
- As of this year, **PETA** and the PETA International Science Consortium Ltd. have provided more than \$7 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, instruction for scientists in their use, and raising awareness of their benefits.

Financial Statement

REVENUE

Contributions	\$ 63,804,688
Gross Merchandise Sales	\$ 56,452
Interest, Dividends, Royalties, and Other Income	\$ 2,416,727
Total Revenue	\$ 66,277,867

OPERATING EXPENSES

Programs	
International Grassroots Campaigns	\$ 12,157,145
Public Outreach and Education	\$ 16,869,378
Research, Investigations, and Rescue	\$ 19,903,446
Cruelty-Free Merchandise Program	\$ 461,979
Supporting Services	
Membership Development	\$ 9,478,100
Management and General Expenses	\$ 721,229
Total Operating Expenses	\$ 59,591,277

CHANGE IN NET ASSETS

	\$ 6,686,590
Net Assets Beginning of Year	\$ 8,432,920
Net Assets End of Year	\$ 15,119,510
Purpose Restricted	\$ 2,380,638
Endowment	\$ 3,294,368
Board-Designated Legal Matters	\$ 1,000,000
Undesignated	\$ 8,444,504

OPERATING EXPENSE ALLOCATION

Direct Program Support	82.88%
Membership Development	15.91%
Management and General Operations	1.21%

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 82.88% of our operating expenses went directly to our programs fighting animal exploitation. We expended only 15.91% on fundraising efforts that drive our operations and 1.21% on management and general operations.

Twelve percent of PETA's dedicated staff earn only \$16,000 to \$34,999, 41% earn \$35,000 to \$49,999, and the remaining 47% make more than \$50,000. Our president, Ingrid Newkirk, earned \$31,348 during the fiscal year ending July 31, 2020.

The financial statement shown here is for the fiscal year ending July 31, 2020, 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 Essentials
- 786 Cosmetics
- 7AM Enfnt
- 7th Heaven
- 9tro CARES
- Absolute Green
- Act of Being
- Alchimie Forever
- *Awesome Vegans* Podcast
- B BAR
- Beauty Without Cruelty
- Benevolent Skin
- BHCosmetics
- Boycemode
- bü
- Busch Systems
- Cavi-art
- Chef Tanya's Kitchen
- Chicago Vegan Foods
- Clear Conscience
- Coming Copenhagen
- The Compassionate Closet
- corkor
- COSPHERA
- Couch Guitar Straps
- CoyoteVest
- CykoChik Custom Handbags
- Cynthia King Vegan Ballet Slippers
- Defend Animals
- Deluxe Checks
- DE-VESI
- The Dharma Store
- DiMare Design
- Divine Treasures
- Doshi Vegan Bags & Accessories
- Dr. Botanicals
- Dr. Spray's
- DrTung's
- e.l.f. Cosmetics
- Eve Cork

- Evelyn Prelonge
- Everydaze Corp.
- Fake Meats
- Falken Design Corporation
- FinalStraw
- Follow Your Heart
- Food Revolution Summit
- Founders Beauty
- FrogLog Co.
- FURious Fur
- Gal Go Green
- Genuinely Not Leather
- GOOD GUYS DON'T WEAR LEATHER
- Green Faith
- Green Friday Shop
- GuineaDad
- GUNAS Luxury & Ethical Handbags
- Hampton Domestics
- Healing Natural Oils
- Herban Cowboy
- Hero Pet Supplies
- Holistic Holiday at Home
- Home For Dancers
- HOZEN
- i love tyler madison
- Instinct Copenhagen
- Ivy & Fig
- Jaan J.
- James&Co.
- Jen & Co.
- Jillian Dempsey
- Kallie & Co.
- Karner Blue Capital
- Kinder Beauty
- LaBante London
- L.A. Girl Cosmetics
- LBLC the Label
- Lulu Dharma
- Madam Glam
- Main Street Vegan

- MamaSezz
- Marei1998
- Maui Soap Company
- Max Green Alchemy
- Maya's Cookies
- May Wah Vegetarian Market
- MDacne
- Michele Paiva
- Mixed Chicks
- Modern Picnic
- MODEVIV Organic Beauty
- Mona Lisa Healing
- MozzaRisella
- nae
- Nevele11
- NOAH Italian Vegan Shoes
- Noize Original
- Nomadic State of Mind
- N'ONAT
- No Pressure Roof Cleaning
- Number 4 High Performance Hair Care
- Nuzest
- O2 Monde
- Passion Placement
- Pas Une Marque
- PAWJ California
- Pets&Brands
- PINKSTIX
- Pixie Mood
- Plant-Based on a Budget
- PLNT Burger
- Polestar
- Poochy Pawz
- Prima
- Purple Carrot
- Qualerex Beauty
- Rise Brewing Co.
- Rogue Llama Art and Puppetry
- Sarvaa Superfood
- She Goes Vegan

- Sirius Joy
- SKIN&CO ROMA
- Soil Science Products
- So Long Marianne
- Sommers Plastic Products
- The Straw
- St. Tropica
- SUPA Naturals
- Surface Hair
- Tandem LLP
- Tearojoy
- TheRealFaux
- TisBest Charity Gift Cards
- Tofurky
- Très Spa
- T.U.K. Footwear
- Urban Expressions
- v-dog
- VEERAH
- Veestro
- Vegan Design
- Vegan Stokes Cheese
- Vegan Tote
- The Vegetarian Site
- Vegetaryn
- Veg Jaunts and Journeys
- Vegky
- Viviane Woodard
- Walk Your Dog With Love
- WAMA Underwear
- Waxxxie
- Wharton Financial Group
- Wild Earth
- WODA European Natural Skin Care
- Wuxly Movement
- 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 757-692-1286. 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](https://www.petamemorial.org).

In loving memory of the following true friends:

- **A. De Jager**, from Peter De Jager
- **Alan Winslow**, from Mike T. Winslow
- **Alexander W. Blackstock III**, from Joe and Maria Pacio
- **All the animals in our lives**, from the Dutta-Matsubara Family Fund
- **Amanda**, from David Milner
- **Amelia Armstrong**, from Carol Armstrong
- **Andrew Hovanec**, from Ruth Berman
- **Ann Ceneviva**, from Mark Ceneviva
- **Aphrodite**, from Trisha Gilbert
- **Bailey and Sohki**, from Diana Artemis
- **Bear**, from Loretta Selinger
- **Belle**, from Linda Hawkins
- **Betsy Rock Dioro**, from Ray Diorio
- **Bina Robinson**, from Jeanie Robinson-Pownall
- **Bo**, from the Mullins family
- **Bobcat**, from Claudette Stulz
- **Bradford Louis Tiffany**, from Lars Tiffany
- **Bruno**, from Cathy Damazio
- **Bugsy**, from Roddy Wong
- **Button**, from Linda Hawkins
- **Camille Storm**, from Henry Bowen
- **Carol Gail Hopkins**, from Thomas Hopkins
- **Carol Tuschman**, from Bob Craig Tuschman
- **Ciara Collins**, from Lisa Mazzeo
- **Coco and Rocky**, from Stanley and Martine Fleishman
- **Cookie**, from Alyne Fortgang
- **Daisy**, from Linda Hawkins
- **Danny the cat**, from Frank Miller
- **Debra Kahn Freeman**, from Christopher Morris, Rob Payne, Susie Kahn, and Timothy Abare
- **Dennis**, from J. Blaney
- **Dion**, from Tim Meeks
- **Dona Eley**, from Anonymous
- **Double Trouble and Molly**, from James Stilwell
- **Edie**, from Linda Hawkins
- **Elizabeth**, from Marcee Shafer
- **Eloise**, from Susan Aburn DeFazio
- **Emma Tavana**, from Karen Tavana
- **Favideh Bahman**, from Haldeh Vincent
- **Fluffy**, from Julia Martinez and Sara Martinez
- **Fran**, from Charlene Wynne
- **Francesca Baroni**, from Suzanne Lawlor
- **Frisky, Jasper, Princess, and Sasha**, from Megan Ayrom
- **Gene Closterman**, from Wendy Pugh and Jackie Pugh
- **Georgina Poier-Hartling**, from William Hartling
- **Gnarly**, from Betty Ward
- **Gracie**, from Victoria Dimella
- **Gracie and Pudding**, from Eleanor Farrant and Rhonda Stevenson
- **Grady and Pogo**, from Richard E. Signorelli
- **Gregory Crigler**, from Alex Coutrakon
- **Gregory Demas**, from Adrienne Hernandez
- **Happy**, from Patty Bowers
- **Henryk Chetnik**, from Bozena Chetnik
- **Henry Selinger**, from Loretta Selinger
- **Honey Bun**, from Laura Legant
- **Ilko Stefanov Metchkanski**, from Mark DaSylva
- **Irene Williams**, from Donald Rappaport
- **Isaac Z. De La Rocha**, from Helen De La Rocha
- **James Donald Jones**, from Mary Combs
- **Jaymie**, from Eileen Creitz
- **Jean Curran**, from your friends at Frankford
- **Jeanette M. Pontacq**, from Richard Cohn
- **Jenny**, from Zoltan G. Turi, M.D.
- **Jenny Woods**, from Bruce Wieland, Cody Ammerman, Daphna Nachminovitch, Hollie Wood, Jannette Patterson, Jennifer Perich, Jennifer Tucker, Jerry Eppinga, Jessica Sandler, Karen Porreca, Susan C. Rich, Tracy Reiman, and your PETA family
- **Jerry Young**, from Patrice Green
- **Jessie**, from Barbara Mallon
- **Jim Skirha**, from Rose Ann Skirha
- **Jim Steiner**, from Rose Ann Skirha
- **Joan Milne**, from Madeleine Brenden-Brady
- **John Rouse**, from Madeleine Brenden-Brady
- **Joyce Ducky (Baron) Shapiro**, from Stanley Spink
- **Kara and Pelinita**, from Constance Jong
- **Karen Colman**, from Linda Healy
- **Karen E. Colman**, from Olga O. Mili
- **KC**, from Charles Rosenman and Dan Klimczak
- **Kelly Respass Kercheval**, from Alysoun Mahoney and your PETA family
- **Koro, Druzchok, Rogan, Shandy, Darby, Sunny, Dexter, Rowdy, Sophia, Sarah, Theresa, Brigitte, and Chloe**, from Karen Porreca
- **Lee McDonald**, from John Varallo
- **Linda Dudine**, from Carol Richter
- **Linda Trepanier**, from Bank of America
- **Lucas Kaempfer**, from Joseph Kaempfer
- **Lucie**, from Vicki and Gilles Fecteau, Mommy, and Momo
- **Lucila Kit-Pen Tang**, from Helen Mauchi
- **Lucky**, from Tim Meeks
- **Lucky Lulu Belle**, from James D. Spates
- **Lynda Lynch**, from Barbara Poakeart
- **Marguerite Chesterman**, from Sarah Chesterman
- **Marjean Gillis**, from Katie Gillis
- **Marjorie Nelson**, from Nancy Girardi and Nick Girardi
- **Marty Zellweger Rosenthal**, from Anonymous
- **Mike Roehm**, from Mary Ryland
- **Missy and Tala**, from Mojdeh Tabatabaie
- **Monty**, from Joe Cardinal
- **Mr. Smitty**, from Tom Winemiller
- **My Mother and Father, Betty and Eugene**, from Terry Sponseller
- **My Wife**, from William Stirling
- **Nancy Hartman**, from Rosie and Sharon
- **Niccolò Facchini**, from a friend
- **Oakie Howard**, from Kimberley Bohlmann
- **Para**, from Barbara Detwiler
- **Parkell**, from Paula Bakalar
- **Pat Binder and Dorothy Berman**, from your loving family
- **Patricia Gilmore**, from Elizabeth Gilmore
- **Pooff**, from Susan Kamps
- **Princess**, from Jacques Salain
- **Professor Arabinda Bhattacharya**, from the Bhattacharya Charitable Fund
- **Pumpkin**, from Ellen Hamilton
- **Regan Russell**, from Anonymous
- **Rhonda**, from Karen Olson
- **Rocky**, from Mary Sutherlands
- **Rocky Guy**, from Jennifer Guy
- **Roger**, from Linda Hawkins
- **Rosemary "Rosie,"** from the Rackham family
- **Rosie**, from Charles Rosenman and Dan Klimczak
- **Roz**, from Nicole Martins
- **Runda Gunnison**, from S. Bell
- **Sam**, from Susan Gore
- **Shiloh Plumlee**, from Sally Curry
- **Sidney Miller**, from Joy Miller
- **Smootch**, from Michael Bandler
- **Stanley Abrams**, from David Abrams
- **Steve Bing**, from Janie Greenspun Gale
- **Sunny**, from Susan Gore
- **Surrah De Almeida**, from Stephen Way
- **Susan Whalen Gask**, from Robert Wayne Harris
- **Suzanne Gaudino**, from Charles Ferguson
- **Sydney**, from Sherry Brock
- **Teresa Stein**, from Katherine Kidwell
- **Tillie**, from Karen Demasters
- **Tyler**, from Gary Hopson
- **Vahe Duncan Johnson**, from Diana L. Johnson
- **Vinny**, from Holly S. Pearson
- **Wade Crowder**, from Carolyn Crowder
- **Wallie Ray**, from Dr. Gordon Ray

Saved! The New 'Rat Pack'

Frank, Sammy, and Dean got nothin' on **Sarah, Siri, and Peggy**, three engaging rat sisters rescued from the Cleveland Clinic by a PETA undercover investigator.

Experiments conducted at the world-famous Cleveland Clinic were sickening. Experimenters performed grisly brain experiments on rats and mice. They cut open mice's skulls and suctioned out portions of their brains then glued a glass pane over the gaping wound to create a "cranial window." Others were injected with a chemical that caused a neurological disease, leaving many of them paralyzed and forced to drag themselves to their food.

Some mice were bred to have pelvic organ prolapse, which causes the uterus, bladder, rectum, or other tissue to bulge outside the body. One mouse, who was named Daisy by PETA's investigator and had a painful rectal prolapse, was denied pain relief for at least 10 weeks.

Mice and rats are intelligent, curious, sensitive individuals. Doting mother rats dip their paws into cool water and gently smooth the fur around the faces of their infants, who put their arms around their mothers' necks. Rats and mice are commonly used and abused as living test tubes—they're chosen not for scientific reasons but simply because they're cheap, small, and easy to handle.



Thanks to PETA's investigator, this triple-threat girl group escaped. Today, they enjoy snuggling in soft bedding, snacking on fresh fruit and veggies, and building nests in a loving home with a PETA staffer who appreciates their unique personalities.

Sarah is the nurturer. While her sisters are playing with toys, she can be found stuffing her nest with tissue and timothy hay. She generously shares any treats she's offered with the others.

Playful and inquisitive Siri loves having her tummy tickled—sticking her feet in the air, squirming, and giggling. Peggy is the star athlete, a talented acrobat who can pull herself up like a gymnast.

With your help, we can end cruel tests on animals and save more sensitive souls like Sarah, Siri, and Peggy.