

They Do **Not** Belong to Us



WORKING
TO PROTECT
ANIMALKIND



PETA 2021 | Annual Review



Dear Friends,

PETA does not let a single day go by without making progress for animals. In 2021, despite the challenges posed by pandemic restrictions, we pressed forward with all of our campaigns—because animals needed us to do nothing less.

For animals imprisoned in laboratories, pressure from PETA resulted in an end to the Chinese government's requirement that most imported cosmetics be tested on animals and our vigorous campaign to oust National Institutes of Health Director Francis Collins bore fruit when he resigned.

For animals tormented and killed for food, a Massachusetts slaughterhouse closed after we exposed 11 violations of federal law there, including beating a pig over the head and repeatedly electroshocking and shooting animals in the head up to five times in botched slaughter attempts.

For animals abused for their skins, we scored victories after years of vigorous campaigning when Oscar de la Renta and Canada Goose announced that they would finally go fur-free.

For animals exploited for entertainment, PETA took on oil giant ExxonMobil, persuading it to end its decades-long sponsorship of the horrifically cruel Iditarod dog-sled race.

For all the animals suffering because of humans' disregard for their basic rights, PETA encouraged prosecutors to add cruelty to animals to the charges against an Oregon man accused of causing a devastating wildfire. Officials listened and, in a historic move, charged him with animal abuse. We can't bring back the animals who were killed in the fire, but at least their suffering has been recognized by the judicial system for the very first time in a case like this.



As you will read in these pages, we achieved many victories for animals—from chinchillas to elephants—this year. These vital steps forward would not have been possible without the actions and commitment of our PETA members, staff, and volunteers—our PETA family.

To all of our supporters, *thank you* for standing with us during every cruelty investigation, animal rescue, demonstration, advocacy campaign, and legal effort. I want to offer a special thank-you to our Vanguard Society, Augustus Club, and Investigations & Rescue Fund members for your exceptional dedication to our work.

With kind regards,

Ingrid Newkirk
President

Board of Directors and Officers

Ingrid 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 *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 investigative newsgathering and reporting on facilities in which animals are neglected and abused draw millions of web viewers each year. Our media campaigns—including our recruitment of celebrity spokespeople—put animal issues in the headlines of major media outlets every 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, Augustus Club, and PETA Business Friends members such as those below serve as the roots of financial support that enable our vital programs to grow stronger.

Maya Madsen

FOUNDER OF MAYA'S COOKIES, A PETA BUSINESS FRIEND

As a Black-owned vegan business, we have partnered with PETA for some time now and have always valued our relationship. We know that PETA is one of the most incredible nonprofit organizations in support of eliminating animal suffering, but that's not where their integrity ends. We are always so proud to work with PETA and look forward to many more opportunities to do so.



Laura-Ann Cammisa and Jeff Schloss

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS

We have supported PETA since the Silver Spring monkeys investigation, and we have never been disappointed that we put our trust in them. As PETA continues growing and expanding its focus on different campaigns, none of the existing concentrations or areas of protection suffer. Growth is planned and sustained with stellar and devoted leadership. Whether advocating for “backyard dogs” or elephants in India, promoting veganism, ending testing on animals, or challenging government oversight regarding animal issues, they are there. Because we can trust them to become even better than they are now—if that is possible—we have made PETA the major beneficiary in our wills.

Nancy Powell

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER

The melding of my concern for animals and the law began as a deputy district attorney. Now that I have chosen to mostly retire, I want to advance the legal work that I am not doing myself by supporting young attorneys as they begin their own advocacy career with the PETA Foundation. Its legal staff is second to none, and I am delighted to contribute to their success.





Animals Are *Not Ours* to Experiment On

PETA condemns the use of animals in laboratories, where they're kept in barren cages, scared out of their wits, subjected to painful procedures, and denied any happiness or comfort.

In 2021, we achieved these milestones:

- **We submitted complaints to federal agencies after documenting the abuse of nearly 2,000 monkeys at the Wisconsin National Primate Research Center.** A PETA undercover investigation found that primates were neglected, driven mad by confinement, and attacked by their traumatized cagemates.
- After meeting with PETA scientists, the U.S. Environmental Protection Agency conducted a scientific analysis and announced a policy that the agency says **will spare approximately 750 rats, rabbits, or guinea pigs** the agony of tests in which pesticides are applied to their skin each year.
- PETA scientists persuaded biopharmaceutical company **Amgen to ban the meaningless forced swim test**, in which small, terrified animals paddle frantically in inescapable beakers of water, trying to keep from drowning.
- Following our recommendation, the **Taiwan Food and Drug Administration removed requirements for drowning and electroshock tests on animals** for companies attempting to make anti-fatigue health claims

to market their food and beverages and **updated its testing regulation for health foods to prioritize non-animal test methods**. We also persuaded **Standard Foods Group**—the largest health food company in Taiwan—to become **Taiwan's first major food and beverage company to ban animal tests not required by law**. Another huge health food company in Taiwan,



Vitalon Foods Group, quickly followed suit by **banning these cruel tests**.

- The Chinese government **will now allow companies to market most imported “general cosmetics”**—such as shampoo, body wash, and makeup—without the usual required animal testing. The

announcement came after PETA had awarded grants for scientists to travel to China to offer training in replacing cruel, unreliable animal tests.

- After hearing from more than 85,000 PETA supporters, the **Hass Avocado Board adopted a policy stating that it “does not support, fund, or conduct animal research.”**

The policy ends experiments on animals, including force-feeding mice then starving and suffocating them.

- **PETA scientists gave a presentation on non-animal tests at the world's largest toxicology conference**, including co-chairing a session. They won an award for a poster explaining ways to predict whether a chemical will cause cancer without testing on mice or rats.
- We persuaded Aurora Sinai Medical Center in Milwaukee to **stop having its residents practice reproductive surgical procedures on live pigs** and instead to switch to **modern, animal-free surgical training options**.
- **PETA filed a first-of-its-kind bill of attainder lawsuit** on behalf of owls used in experiments at Johns Hopkins University. If the groundbreaking lawsuit succeeds, it would abolish the Helms Amendment, which excludes birds, mice, and rats bred for laboratories from protections under the federal Animal Welfare Act.
- We **launched *Without Consent***, an eye-opening exhibit featuring two 7-foot-by-7-foot cubes that bear concise descriptions and photographs of nearly 200 animal experiments conducted from the 1920s through today. The exhibit was displayed in several cities and all summer long at the National Mall in Washington, D.C.

We engaged celebrities **James Cromwell, Edie Falco, and Evanna Lynch** in our campaigns to expose cruel experiments on animals.



I support PETA because I believe that everyone's voice needs to be heard and the most defenseless need humanity to be their amplifier. Without a force that is focused on an equitable future for all life, it's hard to make progress, and I appreciate PETA's tone of aspiration vs. incrementalism.

Shiva Rajaraman

VANGUARD SOCIETY MEMBER



Animals Are *Not Ours* to Eat

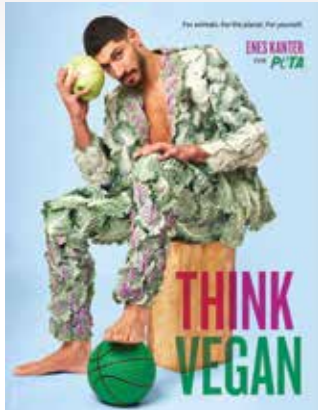


Photo: Matt Salicrú

PETA exposes what happens to the *billions* of sensitive animals who are abused and killed by the food industry every year, calls on authorities to hold abusers to account, and makes vegan eating easy and popular.

• In 2021, we drove home the fact that raising and killing animals for food can cause the spread of deadly contagious diseases like COVID-19. **After hearing from us, the World Health Organization (WHO) urged countries to suspend the sale of live wild mammals in markets.** We then collected more than 350,000 signatures calling on WHO to shut down all live-animal markets. We also **released a video interview of Tyson slaughterhouse workers discussing the company's failure to protect employees during the pandemic.**

• PETA revealed the tragic fate of four turkeys “pardoned” by former President Donald Trump. The birds are warehoused inside barren cells at Virginia Tech

and denied any opportunity to satisfy their basic needs.

• After a **PETA undercover investigation revealed that workers kicked, stomped on, and beat turkeys with a heavy rod at farms** supplying Plainville Farms, **Whole Foods suspended all purchases from the company** and pulled its products from store shelves.

• We **exposed shocking deaths at slaughterhouses.**

Our actions made headlines and informed countless people about the horrors in the meat industry:

- ♦ A **conscious pig at an Iowa slaughterhouse was drowned in scalding-hot water, and a pig was found hanging upside down** and struggling to right herself in another Iowa slaughterhouse before she was shot twice in the head.
- ♦ After we **exposed 11 violations of federal law at a Massachusetts slaughterhouse, it closed down.**
- ♦ About 9,000 “spent” egg-laying hens **froze to death on trucks outside a Minnesota slaughterhouse, and 30,000 chickens were left overnight** without food or water in trucks at a **Costco supplier—deadly neglect that killed 1,600 of the birds.**

• Following a PETA campaign and two PETA Asia undercover investigations into the use of chained and caged monkeys to pick coconuts in Thailand’s coconut industry, **Target, Raley’s, Wegmans, Kroger, Super King Markets, Save Mart, Albertsons and all of its subsidiaries, including Safeway, stopped selling**

coconut milk from major Thai producer Chaokoh, which uses monkey labor.

• For the millions of people seeking to remove animals from their plates, PETA is helping to make vegan options more readily available. This year, the **Everything Plant-Based Sandwich at Peet’s Coffee** launched after a **push from us** and **Long John Silver’s tested Plant-**

Based Breaded Fish-Free Fillets and Plant-Based Breaded Crab-Free Cakes at five locations.

We drew massive media attention to the abuse of animals for food with the help of **Casey Affleck, Alan Cumming, Joan Jett, Enes Kanter, Carmella Rose,**

Sofia Sisniega, Courtney Stodden, Mena Suvari, Merissa Underwood (Miss Montana USA), and Heather Rae Young, among many others.



Photo: Diana Koenigsberg • Art director: Greg Garry



I have had the honor of knowing Ingrid Newkirk, the founder of PETA, for 35 years and have followed all the extraordinary work and victories that she and her dedicated team have accomplished over the years. As a result of PETA's tireless work, people have been shown the cruel reality that animals experience—whether in fur farming, factory farming, circuses, laboratory experimentation, or other industries.

Cary Mabley

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



Animals Are Not Ours to Wear

PETA pushes society to evolve past the use of materials derived from animals' skin, fur, feathers, and hair, and never have more people been against wearing animals.

- After years of determined **pressure from PETA and activists worldwide**, **Canada Goose, Oscar de la Renta, Neiman Marcus, Alice + Olivia, Saks Fifth Avenue, and Pendleton Woolen Mills banned fur.**
- After PETA shared a first-of-its-kind investigation into the alpaca industry that revealed alpacas shrieking in terror as they were roughly shorn, cut up, and left bleeding from deep wounds, **dozens of designers, brands, and retailers abandoned alpaca fleece**, including **Ascena Retail Group (owner of Ann Taylor, LOFT, and Lane Bryant), Victoria's Secret, Chico's, White House Black Market, Soma, Rebecca Taylor, Vince, Journeys, Johnston & Murphy, Express, Lands' End, and Williams-Sonoma, Inc.,** to name just a few.
- PETA persuaded personal-care brand **Baxter of California and Edgewell Personal Care to ban badger fur brushes**, rejecting an industry that forces badgers to live in cramped wire cages until workers finally bludgeon them and slit their throats. And that's not all: Baxter's

parent company, **L'Oréal Group**—the largest cosmetics and beauty company in the world—banned badger, goat, and all other animal hair. These companies are among the nearly **100 brands worldwide that no longer use badger hair.**

- After a two-year PETA campaign against French brand **American Vintage's** use of angora, the company agreed to stop selling it. Meanwhile, **UGG listened to us and launched an entirely vegan line.** And in response to our exposés of rampant cruelty in the exotic-skins industry, **Karl Lagerfeld, Alexandre Birman, Samuel Hubbard Shoe Company, and Puig**—owner of the labels **Carolina Herrera, Jean**

Paul Gaultier, and others—will stop selling items made from the skins of snakes, crocodiles, and other exotic animals.

- PETA persuaded **Dream Hotel Group, which owns nine luxury hotels around the world, to feature exclusively down-free bedding.** This will spare countless ducks and geese the ordeal of being tightly bound while their feathers are yanked out by the fistful.

- We **partnered with H&M on a collection of stylish vegan pieces** that show how easy it is to help animals and the planet by wearing vegan.

- In a historic win, **Israel became the first country to ban the sale of fur for fashion.** The ban was made possible with

the help of **PETA Honorary Director Pamela Anderson.**

Closer to home, the town of Weston, Massachusetts, became the second municipality in the state to vote to ban the sale of new fur.

We thank

Gillian Anderson, Anjelica Huston, Mike Ruiz, and Liz Turner, who, among others, helped us inform millions of people about the cruelty hiding in animal-derived materials.



Photo: © China Photography



Photo: Bonnie Jay

Thirty-five years ago, we were eating flesh and wearing leather and knew nothing of animal testing. Then we found out about PETA and joined it, and today we live an ethical, healthy, vegan lifestyle. Thank you for educating us, PETA! We love you!

Rachael Lyon and Robert Radabaugh
VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS



Animals Are *Not Ours* to Use for Entertainment

PETA's vigorous campaigns to end the suffering of animals used in the entertainment industry are winning landmark victories.

- After decades of being primarily warehoused in cramped cells, **all six remaining chimpanzees** held at the Missouri Primate Foundation former breeding compound were transferred to a wonderful sanctuary home in Florida after **PETA won a court order for their release**.
- Based in part on evidence obtained and provided by PETA, **69 big cats were seized from animal exhibitor Jeff Lowe**.
- Animal exhibitor **Tim Stark, who lost a landmark Endangered Species Act (ESA) lawsuit to PETA in 2020, is now banned “from acquiring, owning, and exhibiting any exotic or native animals, including all mammals, birds, reptiles and amphibians”** because of a ruling in a lawsuit brought by the Office of the Attorney General of Indiana. We had previously supplied evidence to the attorney general in support of that lawsuit. In addition, following a June 2021 ruling, **Stark owes us \$753,232.10 in attorneys' fees and expenses** relating to our ESA victory against him.
- Our investigation into the killing of former racehorses in South Korea **led race-industry leader The Stronach Group to push for a prohibition on sales of Thoroughbreds to that country. Congress passed an**

anti-doping bill, and all three races of the **Triple Crown were run Lasix-free**. A PETA-supported lawsuit brought by a bettor claiming damages when a doped horse won served notice to trainers: Stop cheating with drugs or risk ending up in court. And **Grand Prix jumper Kevin Lemke was suspended** after PETA filed a criminal complaint regarding his physical abuse of a horse.

- **Union County Sportsmen's Club** in Pennsylvania was **prohibited from possessing bears and most other animals** after citations were issued for the abuse of animals like Dillan the bear, who was kept for years in a small, concrete-floored pen. He was rescued and is now thriving at The Wild Animal Sanctuary in Colorado.
- PETA members in Colorado supported a **successful campaign to ban the use of elephants, big cats, bears, and other animals in circuses and traveling shows**. Likewise, the Town Council of Amherst, Massachusetts, **banned the use of wild or exotic animals in traveling shows**.
- **Dade City's Wild Things**, a now-defunct roadside zoo in Florida, **must pay nearly \$400,000 in expenses** related to PETA's ESA lawsuit **that led to the rescue of the tigers at the facility, and Grant Kemmerer, who paraded wild animals on talk shows, cannot exhibit wild animals in New York until at least 2023**.

- Following PETA lawsuits and complaints, **SeaQuest scrapped plans to open an aquarium and petting zoo** at a mall in Fort Lauderdale, Florida; animal exhibitor **Laughing Valley Ranch** in Colorado surrendered its Animal Welfare Act license; and **Sea Lion Splash**, a traveling exhibit, and **Waccatee Zoo**, a roadside zoo in South Carolina, were **cited for animal welfare violations**.

- We persuaded drugstore giant **Rite Aid to stop selling greeting cards with demeaning and exploitative images of great apes**.
- We persuaded **ExxonMobil, Craft Sportswear, and Anchorage Distillery to stop supporting the barbaric Iditarod dog-sled race**.
- **Amazon Prime canceled *The Pack* reality competition show** after PETA condemned footage of a dog dangling midair over a cliff.



- After hearing from us about the egregious cruelty inherent in animal circuses, **Penn National Gaming banned them at its 41 properties nationwide**.

We thank **Liz Alexa, Sharna Burgess, Kate del Castillo, Ana María Polo, and Michelle Renaud**, among others, for supporting our campaigns against the exploitation of animals for entertainment.



PETA's work and commitment on behalf of all animals are truly lifesaving and worldwide in scope. PETA finds effective and transformative solutions for improving animals' welfare even in the most challenging situations. We are happy to be contributing members of this compassionate organization.

Judy and Pedro Hecht

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS



Animals Are Not Ours to Abuse in Any Other Way

Every year, PETA's Emergency Response Team ensures that harmful policies are changed, abusers face legal consequences, and animals in danger are rushed to safety.

- In 2021, we received more than 250 reports of cruelty every week from all over the U.S. and abroad. Victories included negotiating the surrender of multiple neglected elderly dogs in West Virginia, rescuing and fostering 16 rabbits in Seattle, and protecting wildlife by retrofitting spiked fencing, dismantling netting, and removing glue traps.
- PETA exposed abuse at Moulton Chinchilla Ranch, a massive breeding facility in Minnesota that confined approximately 1,000 chinchillas to wire-floored cages in a shed. The owner was also fined \$18,000 by a federal judge and stripped of his Animal Welfare Act license. Additionally, we alerted authorities to suffering occurring at a Pennsylvania small-animal mill, and the owner was charged with and pleaded guilty to cruelty to animals, which resulted in the closure of the facility.

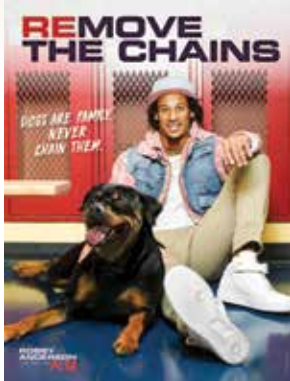


Photo: © Eamon Querry

- PETA revealed that trophy hunters are paying South African President Cyril Ramaphosa's company tens of thousands of dollars to kill buffaloes, zebras, giraffes, baboons, hippos, antelope, honey badgers, crocodiles, and other animals.
- After an Oregon man was charged with arson in connection with a devastating wildfire, PETA successfully urged prosecutors to add cruelty charges on behalf of sheep, birds, a raccoon, and a goldfish who all died in the fire. Now prosecutors in California may pursue similar cruelty charges related to a fire that killed at least nine condors.
- PETA's fieldworkers are out every day in impoverished regions where animal protection services are scarce or non-existent. Here are just three of the many animals we rescued in 2021:
 - ♦ Wolfie was chained in solitary confinement for years, becoming more and more fearful as time went by. After much persistence from our fieldworkers, the dog's owner finally gave her to us, and we found her a loving family.
 - ♦ A dog named Red was also kept tethered outdoors with nothing but a wire crate for "shelter" until our fieldworkers negotiated his surrender. He went from cowering in his crate to snuggling with and "kissing" his PETA rescuers.
 - ♦ It took almost 24 hours and the assistance of the

local fire department, but PETA fieldworkers successfully rescued Mikey, a tiny kitten who was trapped in a storm drain.

- PETA led a protest calling for the termination and prosecution of a Salisbury, North Carolina, police officer who was filmed choking and hitting a K-9. The officer resigned.
- After hearing from PETA, The Pearl Hotel in San Diego stopped displaying betta fish in cramped bowls.
- Remembering the Dalmatian-buying frenzy that occurred after the 1996 live-action film *101 Dalmatians*, PETA persuaded Disney to include an "adopt, don't shop" disclaimer in *Cruella*.

We enlisted the help of Robby Anderson, Tricia Helfer, Dont'a Hightower, Leah Lewis, Cristin Milioti, Marco Antonio Regil, Daniel Suárez, Paulina Rubio, Chris Pérez, and Katée Sackhoff in our anti-cruelty campaigns.



Photo: Omar Cruz



As physicians and cofounders of a small global organization that advances the inseparable rights, health, and well-being of humans, animals, and the planet, we support PETA for the work that it does both for animals and for humans. PETA is a big part of the effort to create a better world for those who need it most.

Nik Kulkarni, M.D., and Hope Ferdowsian, M.D., M.P.H.

VANGUARD SOCIETY MEMBERS



Animal Rights: *The Next Generation*

PETA's youth division is the number one force galvanizing young people to reject the speciesist status quo and change the future for animals.

- **Students Opposing Speciesism (SOS)** is a PETA-backed revolution led by Gen Z activists who are challenging human-supremacist norms. This year, SOS activists **hosted a SeaWorld Day of Action**, gathered virtually for an SOS activism retreat, launched a “Hers, Not Yours” campaign against the dairy industry, organized anti-speciesism banner drops and protests around the country, **protested against Urban Outfitters** brands’ sale of animal-derived materials, and started a



- **PETA Kids** gave **Hero to Animals Awards** to five boys in Iowa who have helped more than 200 turtles cross

a campaign to get the entire **University of California** system to ban the sale of animal-derived foods in dining halls.

- **TeachKind**—PETA’s humane education division—**piloted a digital dissection program** in the **San Diego Unified School District**, the second-largest

school district in California. The district described using the **digital dissection software** as “a step towards more sustainable, humane science education.”

- **TeachKind** held a virtual training for educators on our new social justice curriculum, **Challenging Assumptions**, which provides tips for integrating animal rights topics into the curriculum as a means of helping students challenge societal norms—like speciesism.

a busy road. We also launched our **PETA Kids Member Program**. Children 12 and under can sign up and receive a free membership card and monthly e-mails about ways to help animals.

- During National Dairy Month (June), **PETA delivered 500 vegan ice cream snacks** and copies of our “Guide to Going Vegan” to a school in Virginia. When we learned that a staff member provided students at a Bowling Green, Kentucky, school with meals from Chick-fil-A, we responded with a **delivery of vegan chicken sandwiches**. Our action received positive feedback from the principal, who wrote to us, “[The] kids actually **really liked the vegan sandwich**. Everything was great! Thanks again for reaching out and giving our students this experience.”

Please visit PETA.org/AnnualReview for more progress and victories.



PETA has a 41-year track record of taking on the most difficult problems of animal exploitation and solving them via ethics, good science, and courage. PETA has changed the world and will continue to forge ahead, which is why we support it in every way—via philanthropy, advocacy, and activism—and have chosen PETA as one of our legacy NGOs.

Niloofer Asgharian and Ron Meline

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS



The Year in Numbers

- **PETA** entities worldwide now have more than 9 million members and supporters.
- **PETA U.S.** websites received more than 84 million page views, and our videos, which include hard-hitting investigations and celebrity ads, received over 450 million views.
- Our social media posts across our **PETA** and **PETA Latino** channels were seen an average of 53 million times each month.
- **PETA** sent e-newsletters to more than 1.4 million subscribers.
- We sent out over 40 million letters through our online advocacy campaigns, urging companies and individuals to make changes that would help animals.
- **PETA's** text message program drove over 1.8 million actions in our online advocacy campaigns.
- We added more than 750 new names to our list of companies that don't test on animals—bringing the total to over 5,800.
- We secured free advertising space worth nearly \$12 million.
- **PETA's** Media Relations Department handled more than 73,000 interactions with the media, including interviews.
- Our International Grassroots Campaigns Department helped organize more than 550 demonstrations.
- We filled requests for nearly 130,000 free copies of our vegan starter kit.
- We handled over 13,000 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 1,000 pit bulls at a reduced cost or free of charge. We've now spayed or neutered a total of more than 200,000 companion animals.
- We built and delivered nearly 160 free sturdy doghouses and bagged almost 1,300 bales of straw, providing dogs who are forced to live outdoors with a modicum of comfort and protection. To date, we've delivered a total of over 7,800 free doghouses.
- Our online catalog fulfilled orders consisting of more than 40,000 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 780 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, Agencia EFE, AOL, Associated Press, Associated Press en Español, *The Atlantic*, Barstool Sports, *Billboard*, Bloomberg Law, Bloomberg News, *The Boston Globe*, *Breitbart*, *Business Insider*, *BuzzFeed*, *Car and Driver*, *Chicago Tribune*, *Clarín*, *Cosmopolitan*, *The Daily Beast*, *The Daily Caller*, *Daily Mail*, *The Economist*, *El Diario*, *El Nuevo Herald*, *El Universal*, *EFE*, *Entertainment Weekly*, *Esquire*, *Fast Company*, *Forbes*, *Fortune*, *Glamour*, *The Globe and Mail*, *Good Housekeeping*, *GQ*, *The Guardian*, *Harper's Bazaar*, *The Hill*, *The Hollywood Reporter*, *Houston Chronicle*, *HuffPost*, *INSIDER*, *International Business Times*, *La Opinión*, *Law360*, *Los Angeles Times*, *MarketWatch*, *Maxim*, *Men's Health*, *Milenio*, *Mother Jones*, *MSN*, *National Geographic*, *New York Daily News*, *New York Post*, *The New York Times*, *The New Yorker*, *Newsday*, *Newsweek*, *Nylon*, *OK!*, *Page Six*, *People*, *People en Español*, *Politico*, *Refinery29*, *Reforma*, *Reuters*, *Salon*, *Science*, *Sports Illustrated*, *Travel + Leisure*, *U.S. News & World Report*, *Us Weekly*, *USA Today*, *Vanity Fair*, *Variety*, *Vice*, *Vogue*, *The Wall Street Journal*, *The Washington Post*, *The Washington Times*, *Women's Wear Daily*, and *Yahoo! News*.
- **PETA's** work received television and radio news coverage from many media outlets, including *ABC News*, *Al Jazeera*, *BBC News*, *Caracol*, *CBS News*, *CNBC*, *CNN*, *CNN en Español*, *CTV News Channel*, *E! News*, *Entertainment Tonight*, *Entertainment Tonight Canada*, *ESPN*, *Food Network*, *FOX Business Network*, *FOX News*, *FOX Sports Networks*, *Global News*, *Inside Edition*, *NBC News*, *Newsmax*, *NPR*, *RT*, *Telemundo*, *TMZ*, *Today*, *Tucker Carlson Tonight*, and *Univision*.
- Over the past nine years, **PETA Science Consortium International e.V.** members have provided approximately \$14 million toward ending tests on animals. Science Consortium members—which together employ 30 scientists—fund the development and validation of non-animal testing methods and the use of simulators to replace animals in science education and medical training.

Financial Statement

REVENUE

Contributions	\$ 68,433,815
Gross Merchandise Sales	\$ 129,381
Interest, Dividends, Royalties, and Other Income	\$ 4,125,044
Total Revenue	\$72,688,240

OPERATING EXPENSES

Programs	
International Grassroots Campaigns	\$ 12,632,142
Public Outreach and Education	\$ 16,161,870
Research, Investigations, and Rescue	\$ 19,622,254
Cruelty-Free Merchandise Program	\$ 496,400
Supporting Services	
Membership Development	\$ 9,455,075
Management and General Expenses	\$ 715,429
Total Operating Expenses	\$59,083,170

CHANGE IN NET ASSETS

	\$ 13,605,070
Net Assets Beginning of Year	\$ 15,119,510
Net Assets End of Year	\$ 28,724,580
Purpose Restricted	\$ 2,818,595
Endowment	\$ 3,712,203
Board-Designated Legal Matters	\$ 1,000,000
Undesignated	\$ 21,193,782

OPERATING EXPENSE ALLOCATION

Direct Program Support	82.79%
Membership Development	16.00%
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 82.79% of our operating expenses went directly to our programs fighting animal exploitation. We expended only 16% on fundraising efforts that drive our operations and 1.21% on management and general operations.

Eleven percent of PETA's dedicated staff earn only \$16,000 to \$34,999, 42% earn \$35,000 to \$49,999, and the remaining 47% make more than \$50,000. Our president, Ingrid Newkirk, earned \$36,246 during the past fiscal year.

The financial statement shown here is for the fiscal year ending July 31, 2021, and is based on our independently audited financial statements.



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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:

- **Abby and Max**, from Tim Meeks
- **Alberta LeBlanc**, from Elizabeth Bader
- **Albert Witt**, from Barbara Tanzosh-Witt
- **Andrew Kosinski**, from Dorothy Kosinski
- **Annie**, from John and Claudette Selph
- **Anthony Cassano**, from Leslie Cassano
- **Ava and Bacci**, from Denise Ambrose and Tom Ambrose
- **Bentley, Chow, Fang, Mr. Rags, Sugar, and Tiger**, from Mary Ann Liebert
- **Betty and Guido Porreca**, from Karen Porreca
- **Bobbie Lewis**, from Richard Rettig
- **Bobbi Wright**, from Dee Kidd
- **Bob Climie**, from Calvin and Heather Climie
- **Boomer Jr.**, from Sarah Segal
- **Boo Radley Tiano**, from Sara Tiano
- **Brenda Kay Shultz-von Hawker**, from Kathryn Kruse
- **Buddy**, from his PETA family
- **Bugsy**, from Roddy Wong
- **Buster**, from Karen Porreca
- **Button**, from Linda Hawkins
- **Callie**, from Jayn and Thomas Meinhardt
- **Charles Steinberg**, from his PETA family
- **Charlotte DeGarmo**, from Andrew Webster, Deborah Cakouros, and Robert Leddon
- **Chia**, from Barbara Detwiler
- **Chloe Robinson**, from Robert Stpierre
- **Coco**, from Joanne Griffin
- **Cristina Zikha**, from Lucinda Zikha
- **Daisy**, from Linda Hawkins
- **Danny**, from Dr. Rodney and Diana Dunetz
- **Danny the cat**, from Frank Miller
- **David Christie**, from Maria Ksiezopolska
- **Daya**, from Barry Judge
- **Della**, from Jerry Eppinga
- **Donna Ely**, from Connie Stetler
- **Dorit Tabackman**, from her PETA family
- **Double Trouble**, from Norma Quinn
- **Dr. Dipti Kapoor**, from her PETA family
- **Edie**, from Linda Hawkins
- **Elsie Mitchell**, from Neil and Sandra Mitchell
- **Emma and Hannah**, from Victoria Cronan
- **Emma Valderrama de Sanmiguel**, from Ashley Currier
- **Ferris**, from his PETA family
- **Flicka**, from Lawrence Muscarella, Ph.D.
- **Flint**, from Rene Sistrunk
- **Florence Dogolzinski**, from Robyn Wichers
- **Frank McNeely**, from Barbara Faxon
- **Gaile Bryant-Cannon**, from Joan Marsh
- **Gene and Betty Sponseller**, from Terry Sponseller
- **George**, my beloved German shepherd, from Melissa Stedman
- **Ginger**, from Susan Gunst
- **Gloria Pedersen**, from Glenda Pedersen
- **Gracie**, from Margaret D'Onofrio
- **Hans**, from Jean Kasl
- **Happy and Dr. and Mrs. Paul A. Bowers**, from Patty Bowers
- **Hero**, from Mr. and Mrs. Burdett Wantland
- **Ilko Stefanov Metchkanski**, from Mark DaSylva
- **Jackson and Danny**, from Allison Burgess
- **Jaymie Creitz**, from Eileen Creitz
- **Jean Decker**, from Holly Decker
- **John Mozart**, from Joan Dennison
- **John Sawyer**, from Faith Ryan
- **Jon Kaplan**, from Lily Cowen
- **June Carter**, from Jane Yates
- **Kimberly Ann Halterman**, from Paul Halterman
- **Larry M. Roy**, from Lorraine Sumpton
- **Leticia "Tish" Monroe**, from Alyssa Silva
- **Lily**, from Patricia Leahy
- **Linda Smith**, from Helen Hill
- **Lorna Nielsen**, from Mary Yates
- **Lucila Kit-Pen Tang**, from Helen Mauchi
- **Lucky Lulu Belle**, from James D. Spates
- **Maddie and Moose**, from Rosalie Bartos
- **Margaret G. Sullivan**, from Janet Fazio
- **Margaret Hume**, from Ken Hume
- **Marguerite Gordon**, from Janet Hudnall
- **Martha Poppe**, from Ella Rowan
- **Martin Brod**, from Martha Spiegelman
- **Mary Jean Robertson**, from Julie
- **Mathilda and Sammy**, from Guido Lenarduzzi and Tammy Huot
- **Megan Schmitt**, from Suzanne Schmitt and Stephen Schmitt
- **Mehboob**, from Kiran, Megha, Neil, Phanibhushan, and Poorva Joshipura
- **Melanie L. Jones**, who loved dogs, from Anonymous
- **Michael and Mocha**, from Neil Smithline
- **Micky**, from Rena Marvin
- **Milo Burkemper**, from Kelsey Burkemper
- **Mira Fong (Mahn-Chi Fong)**, from her PETA family
- **Mojo**, from Cindy Morrison
- **Molly O'Brien**, from Loretta Piscatella
- **Mrs. Whiskers**, from Janecia Mize
- **Nivea**, from Norm and Elizabeth Black
- **Olive**, from her PETA family
- **Oliver**, from Anthony Knight
- **Olive Rose**, from Dana Silvester
- **Patricia F. Wells**, from Stanley Wells
- **Patti Jo Hansen**, from Jennifer Robertson
- **Paul Schaeffer**, from Edward Ludwig
- **Penny**, from Geoff Regier
- **Pepper Schuck**, from Bradford Galiette
- **Petunia**, from John Selph
- **Pogo and Grady**, from Richard Signorelli
- **Princess Sophie**, from Denise Larkin
- **Richard "Rick" Lewis**, from Pat Myer
- **Roberta Lewis**, from Roberta Meyers
- **Rocky and Coco**, from Stanley and Martine Fleishman
- **Roger**, from Linda Hawkins
- **Rusty**, from Fran and Ron Terwilliger
- **Sally**, from Ann Russell
- **Sam**, from Susan Gore
- **Sarah Anne Taylor**, from your PETA family
- **Shadow**, from Christie Ulrich
- **Shwetha Vasan**, from Amy Morrison
- **Solo**, from Marin Marcus
- **Stella**, from Bernie Zweerman
- **Stella**, from Sonia Swartz
- **Stephen Sauerburger**, from Margaret Morrison
- **Sunny**, from Susan Gore
- **Teresa Stein**, from Katherine Kidwell
- **Thomas R. Thyne Jr.**, from Darlene Eng, Peter Timpano, and Thomas R. Thyne
- **Tom Goar**, from Jo Ann Morris
- **Tristan and Louis**, from Sue Lucy
- **Triste the wild bird**, from Linda Hawkins
- **William Higham**, from Susan Higham
- **Zeus**, from Krista Hiddema and Nigel Osborne



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



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
- 786 Cosmetics
- Abbot's Butcher
- Absolute Green
- Aki Lashes
- Akkoniq
- Alchimie Forever
- ATLAS MONROE
- B BAR
- Beauty Without Cruelty
- Because Animals
- Beyond Investing and Beyond Animal
- Beyond Meat
- BH Cosmetics
- BornToSwim
- Boycemode
- Bramble
- Brush On Block
- bü
- The Bubble Collection
- Busch Systems
- Cat Goolsby
- Cavi-art
- Chef Tanya's Kitchen
- Clarity Cosmetics
- Clear Conscience
- Coming Copenhagen
- The Compassionate Closet
- COSPHERA
- Couch Guitar Straps
- CoyoteVest
- Cykochik Custom Handbags
- Cynthia King Vegan Ballet Slippers
- Dawn D'Amico, Psychotherapist
- Desserto
- DE-VESI
- DiMare Design
- Direct Checks Unlimited
- Divine Treasures
- Doshi Vegan Bags & Accessories
- Dosy7
- Dr. Botanicals
- Dr. Spray's
- drTung's
- e.l.f. Cosmetics
- ECOCCLO
- Ecojot
- Edward & Sons Trading Company
- Essentia Natural Memory Foam Company
- Eve Cork
- Evelyne Prélonge
- Fake Meats
- Falken Design Corporation
- Fallen Angel
- FitVegans.com
- Follow Your Heart
- Food Revolution Summit
- Founders Beauty
- FrogLog Co.
- Fur Friends
- FYE
- Gal Go Green
- GNL Accessories
- GOOD GUYS DON'T WEAR LEATHER
- Gorilla Strong Fitness
- GTFO It's Vegan
- GUNAS Luxury & Ethical Handbags
- Hampton Domestics
- Healing Natural Oils
- Herban Cowboy
- Here We Flo
- Hero Pet Supplies
- The Hidden Veggies
- HipCityVeg
- Hylunia
- i love tyler madison
- Instinct Copenhagen
- Ivy & Fig
- Jaan J.
- Jen & Co.
- Kallie & Co.
- Kapa Nui Nails
- Karma Organic Spa
- Kinder Beauty
- Kuleana
- LaBante London
- L.A. Girl Cosmetics
- LBLC the Label
- Lily's Vegan Pantry
- Lovethical
- Lulu Dharma
- Madam Glam
- Main Street Vegan
- MamaSezz
- Marei1998
- Maui Soap Company
- Max Green Alchemy
- Maya's Cookies
- Mayd in Chyna
- MDacne
- MDSolarSciences
- Mixed Chicks
- Modern Picnic
- MODEVIV Organic Beauty
- MozzaRisella
- Mr. Peanut's Premium Products
- NAE
- Noize Original
- Nomadic State of Mind
- N'ONAT
- NoPigNeva
- Number 4 High Performance Hair Care
- Nuzest
- O2 Monde
- Omshala
- One Million Acres
- Passion Placement
- PAWJ California
- Petaluma
- PINKSTIX
- Pixie Mood
- PIZZANISTA!
- Plant-Based on a Budget
- Plant Based Telehealth
- Plant-Powered Dog
- PLANT POWERED SRL
- PLNT Burger
- Poochy Pawz
- Prima
- Purple Carrot
- Qualerex Beauty
- Quirk Designs
- RISE Brewing Co.
- Rizos Curls
- Sakroots
- SCENS
- Scoop Granola
- SHEVEGA
- Simply Delish
- Sirius Joy
- SKIN&CO Roma
- Soil Science Products
- So Long Marianne
- ST. TROPICA
- SUPA Naturals
- Surface Hair
- Tea Forté
- Tearojoy
- TisBest Charity Gift Cards
- Tofurky
- Très Spa
- Urban Expressions
- U.S. Rigging
- VEERAH
- Veestro
- VeganDesign.org
- The Vegan Gym
- Vegan Stokes Cheese
- Vegan Travel Asia by VegVoyages
- The Vegetarian Site
- VegHealth Institute
- Veg Jaunts and Journeys
- Vegky
- Viviane Woodard
- von Holzhausen
- Walk Your Dog With Love
- WAMA Underwear
- Waxxxie
- Wharton Financial Group
- Wild Earth
- WODA European Natural Skin Care
- Woodpecker Coats
- Wuxly Movement
- Y3K Tutor In Your Home
- YAPA Beauty
- ZolaTerra

Saved!

Chinchillin': Chloe and Luna Are Relishing the Good Life

When a PETA investigator first met Chloe and Luna, they were two of about 1,000 unnamed chinchillas confined to barren wire cages in an ammonia-filled shed at the Moulton Chinchilla Ranch. The Minnesota breeding facility sold animals to pet stores and laboratories to end up either as neglected impulse purchases or living test tubes.

Chloe's teeth had become severely overgrown and were curling back into her cheek. The owner of the ranch speculated that her jaw was fractured. Luna was suffering from an excruciatingly painful foot injury that left her with a bloody stump and exposed bones. The breeder refused to get veterinary care for these and many other sick and injured chinchillas, including some with eyes that were protruding or were filled with pus; one with a raw, open wound at the base of his tail who died after weeks of neglect; and another with abscessed mammary tissue that eventually burst.

PETA's eyewitness was able to rescue Chloe and Luna and rush them in for veterinary care. The doctors had to remove Chloe's front teeth and amputate Luna's leg, but they were soon on the road to recovery.

Based on the investigator's findings, Minnesota officials executed a search warrant and opened a criminal investigation into Moulton Chinchilla Ranch.

PETA is urging authorities to file cruelty-to-animals charges and calling on the facility's owner to allow appropriate humane organizations to place the remaining animals with caring adopters.

For Chloe and Luna, the search for a new family didn't take long. After a few weeks at the Sam Simon Center—PETA's headquarters, in Norfolk, Virginia—that were filled with fresh greens, goji berries, and admiring PETA staffers, they were off to a lovely home with a kind family near Boston. With the help of the family's foster chinchilla, Chinchy, Chloe and Luna settled in quickly, enjoying dust baths, discovering chew toys, exploring blankets and chinchilla tunnels, and zipping around on the floor. As their patient guardians earn their trust by hand-feeding them treats and gently petting them, the girls have even begun making soft, happy chirps for the first time.

Because of the continued support of our members, PETA has shut down many abusive breeding mills like Moulton—including one of the largest chinchilla farms in California—and we can do it again. Thank you for enabling us to save animals like Chloe and Luna and to hold their abusers accountable.

Chloe



Luna

