



WORKING TO PROTECT ANIMALKIND



They Do Not  
Belong to Us

# PETA 2022 | Annual Review



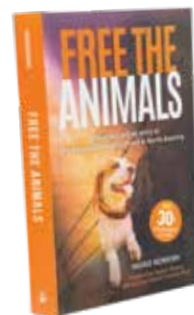
## Dear Friends,

What does it mean to be “humane”? Humans have the capacity to treat others with compassion, but we are hardly the only species to do so. Yet we’re the only species to *pretend* to be humane when we’re not.

PETA is calling on the U.S. Department of Agriculture’s Food Safety and Inspection Service to stop approving companies’ false animal welfare claims, like “humanely raised” or “raised in a stress-free environment.” There is nothing “humane” or “stress-free” about conditions on today’s factory farms. With help from millions of our supporters, we called out “humane washing,” exposed cruelty, and made historic progress for animals in 2022.

After we revealed that thousands of beagles were being abused in a Cumberland, Virginia, breeding factory that supplied laboratories, we waged a vigorous campaign. All 4,000 dogs were rescued, and the hideous prison closed. We also succeeded in our campaign to get fashion brand Burberry to end its use of exotic skins. It took international protests, pressure from activists, and a stock purchase, but we did it! And after years of pushing from PETA, the Horseracing Integrity and Safety Act, which provides the first-ever federal oversight of the horse racing industry, went into effect on July 1.

Actor and PETA supporter Kim Basinger kindly wrote the foreword to my book *250 Vital Things Your Cat Wants You to Know*, which will help more people be thoughtful, compassionate, and effective cat



caregivers. And longtime PETA friend Joaquin Phoenix provided the foreword for the updated 30<sup>th</sup> anniversary edition of *Free the Animals*, which he hopes to turn into a Hollywood blockbuster. It’s hard to believe that it has been 30 years since *Free the Animals* first came out. Our new edition reflects on our progress and will be an even greater inspiration.

To all our supporters—especially our Vanguard Society, Augustus Club, and Investigations & Rescue Fund members—*thank you* for playing a part in the victories on the following pages and for helping us challenge human-supremacist views that lead to disrespecting, exploiting, abusing, and slaughtering animals.

With kind regards,

Ingrid Newkirk  
President

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# 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 investigations into 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 protesters 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 wild animals with computer-generated imagery or animatronics, and we're turning people away from roadside zoos and circuses that use animals.

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.

## **Kathi and David Chorneyko (with Gypsy),** VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS

*There is not an organization on this planet that has done more for animals than PETA. PETA is the counterbalance to humanity's collective entitlement to harm and exploit animals. When we had an unexpected gain from an investment, we were thrilled to learn ... it was easy to donate the shares to PETA. By doing so, we were still able to receive the tax benefits of the donation as well the tax advantage of not triggering capital gains. What a great way to help PETA continue the monumental task of shifting our culture toward a kinder, gentler world for animals.*



## **Kristine Petka-Shea and Stu Shea,** VANGUARD SOCIETY MEMBERS

*We support PETA because of the critical work that they do to bring to light all the disheartening exploitation and abuse of animals worldwide. By providing such a powerful voice for the animals, PETA represents those who cannot defend themselves against painful and exploitative medical experimentation, physical harm, and other inhumane treatment.*

## **Judith Clark,** VANGUARD SOCIETY MEMBER

*My late mother and I have been proud and grateful members of PETA for 40 years. We were vegetarian, then vegan for just as long. Our heroes have always been Ingrid, Gandhi, and the courageous PETA souls who go undercover, throughout the world, to document the depravity of animal abuse and murder, from factory farms to research labs and everything in between—the scope of which would overwhelm the average human but not PETA.*

*I know that we will soon see the rights of all animals become legally protected, and they will then live their lives in peace, without fear. I know this because my heroes at PETA are relentless, and they will never stop, and neither should any of us.*

*And each one of us must do our part to bring the world along, to respect our animal community as we respect ourselves. We are the army, WE ARE PETA, and we have the stuff to get there! We must always be their voice—failing animals is not an option.*







# Animals Are *NOT OURS* to Experiment On

In 2022, our determination to end the use of animals in laboratories paid off with monumental wins:

- Our investigative and legislative work led to freedom for 4,000 beagles from Envigo's Virginia breeding facility, which kept dogs and puppies in hellish prison-like conditions before selling them to laboratories.
- PETA held a historic meeting with the head of Pakistani Prime Minister Shehbaz Sharif's Strategic Reforms Unit—following Sharif's PETA-backed ban on the cruel kidnapping and killing of stray dogs and other animal use for veterinary education in the Islamabad Capital Territory—to discuss a slate of broader animal testing concerns.
- PETA Science Consortium International e.V. intervened in a European Union legal case to spare hundreds of rats and fish painful tests; donated modern equipment to help end a nearly 100-year-old test in which chemicals are applied to live rabbits' eyes; coauthored a paper on a new approach to assessing whether chemicals cause cancer without forcing rats and mice to endure lifelong experiments; earned three prestigious awards; and gave grants to four early-career scientists.
- In a lawsuit PETA filed for access to public records from Oregon Health & Science University (OHSU), a judge ruled that OHSU caused “undue delay” and

unreasonably withheld videos and photos—including by taking steps to delete videos of deadly experiments. He also found that OHSU police had illegally surveilled our protected First Amendment activity.

- A judge ordered the University of Washington (UW) to pay PETA nearly \$540,000 in fees and penalties following our public records lawsuit. This ruling came after a decision finding that UW improperly withheld records detailing financial and leadership crises as well as animal deaths and that its policy of routinely

destroying photos and videos made it impossible to comply with public records law.

- We pushed Air France, the last large commercial airline willing to cram crates of terrified monkeys into cargo holds and fly them to their deaths in

laboratories, to ban the transport of monkeys. Kenya Airways and EGYPTAIR also stopped flying monkeys after talks with PETA.

- After hearing from PETA, soy sauce maker Kikkoman, a sponsor of the University of Wisconsin–Madison's Food

Research Institute, pledged to tell the institute to stop using its funding for tests on animals.

- In Taiwan, at our behest, leading food and beverage companies including AGV Products, Grape King Bio, Yakult Co. Ltd, Swire Coca-Cola, and Uni-President Enterprises Corporation all banned animal tests on health foods not explicitly required by law. The Taiwan Food and Drug Administration listened to PETA and removed animal testing as an option for companies wanting to make health claims about blood pressure to market their food or beverage products.
- The University of South Australia, Macquarie University, and Amgen ended cruel forced swim tests on animals.
- PETA sparked a public outcry that led the Southwest National Primate Research Center to withdraw its request for \$11 million from taxpayers.
- Following a PETA exposé, no animals were killed in Cobra Gold 2022, a U.S.-sponsored, multinational survival training exercise held in Thailand.

We thank James Cromwell, Casey Affleck, Patricia De León, Kate del Castillo, Edie Falco, Davey Havok, Joaquin Phoenix, Bill Maher, Cassandra Peterson, Kim Basinger, Daisy Ridley, and Lily Tomlin for helping to expose cruel experiments on animals.



Photo: Needa Alani @mutedflawn • Grooming: Leah Carmichael



*There are four PETA stickers that I have kept for nearly 20 years. Each has a picture of a suffering animal along with one of the following lines: “unseen they suffer,” “unheard they cry,” “in agony they linger,” “in loneliness they die.” These stickers capture the suffering of animals inflicted by humans and inspire me to support PETA.*

Eva Ma

VANGUARD SOCIETY MEMBER







# Animals Are *NOT OURS* to Eat

PETA exposes what happens to the *billions* of animals who are abused and killed in the food industry every year and makes vegan eating easy and popular.

In 2022, **PETA Foundation lawyers went after the “humane farming” myth** in response to false claims of ethical and humane treatment of hens. **Class-action lawsuits** in Florida and New York federal courts—building on a prior PETA Foundation victory against the same company—are **moving forward against** Pete and Gerry’s Organic Eggs, owner of Nellie’s Free Range Eggs, while a lawsuit filed by PETA Foundation lawyers against Texas-based Vital Farms Inc. is pending, since **having won an important legal victory at the motion-to-dismiss stage. Based on our investigative evidence, 12 ex-Plainville Farms workers were charged with 141 counts of cruelty to turkeys** at the “humane” company’s supplier farms. **PETA also helped expose the truth** about Culver Duck Farms, which boasts about being “humane certified” even as a whistleblower reported that live ducks were being tossed into grinders every day.

**We released undercover video footage** of workers in Florida ripping claws off live stone crabs, tearing apart a live octopus, and slamming a live shark against the side of a boat then apparently carving off chunks of flesh to use as bait. **Two men were charged with cruelty to**

**animals. Our investigation into a hatchery** operated by a McDonald’s supplier revealed that chicken embryos were crushed, thrown, and stepped on. **And our undercover investigation into the largest duck producer in the U.S.**, Maple Leaf Farms, showed a worker dumping fully conscious day-old ducklings into a macerator and grinding them up.

**We drew attention to egregious cruelty to animals in slaughterhouses** in numerous states. We described how the animals suffered, including a cow shot in the head six times, more than 1,000 chickens who burned to death in a horrific transport truck fire, and turkeys left to languish for more than 10 hours after a truck crash.

We also called on companies to step forward as leaders in animal welfare. PETA’s exposés of forced monkey labor in Thailand’s coconut industry **compelled six major companies, including Walmart, to stop selling Chaokoh brand coconut milk.**

We continued to push Starbucks **to stop charging customers more for vegan milk** and urged McDonald’s



Photo: Tropica • Art director: Greg Gurny • Prop stylist: Tamara Connor  
Hair: Shana Alton • Makeup: Larissa Wright

**to offer its vegan McPlant burgers nationwide.** And our presence at festivals and concerts across the country showed attendees **how easy it is to ditch meat, eggs, and dairy.**

We lit up social media and newsfeeds with pro-vegan ads, eye-catching demonstrations, and other creative actions. Among others, we thank **Paul McCartney, Pamela Anderson, Anjelica Huston, Lizzo, Andrea Meza, Anabelle Acosta, Nikki Glaser, John Salley, Edie Falco, Francesca Farago,**

**Angela Means, Stewart Mitchell, Alissa White-Gluz, Patricia Manterola, Tania Niebla, Pinky Cole, James Cromwell, Jermaine Dupri, Mayte García, Liz Gallardo, Kathy Moscoso, and the “ThanksVegan” influencer event** for helping us draw massive media attention to the suffering of animals raised and killed for food.



Photo: Diana Koenigberg • Makeup and hair: Patrick Turney  
Sand: © Ratana211 | Dreamstime.com



*Whether it’s fighting for the rights of animals globally or addressing the issue of accessible, healthy, plant-based foods in underserved communities, it’s always wonderful teaming with PETA to make impactful change that benefits humans and our family of different species.*

**Stewart Mitchell**

2021 Nanci Alexander Activist Award Recipient





# Animals Are *NOT OURS* to Wear

PETA is pushing society to evolve past using materials derived from animals' skin, fur, feathers, hair, and fleece. Living, feeling beings should never be reduced to sweaters, collars, or shoes.

In a big win against the fur industry, British Columbia, Canada, is officially **closing all of its mink farms**. The action followed a push from PETA supporters and growing concerns about the risk that the farms pose in spreading disease.

In 2022, PETA helped two more Massachusetts communities, Brookline and Plymouth, join Wellesley and Weston in **banning the retail sale of new fur products**. The cities have been added to our growing list of communities across North America and around the world that have banned the sale of fur.

Recognizing that there is nothing beautiful or fashionable about fur, *Elle* magazine **banned fur editorials and advertisements** from its 45 global publications. The move follows PETA's years of protesting fur and urging consumers to choose kinder options.

We're showing companies the public's distaste for fur, skins, wool, and other animal-derived materials, and

companies are responding:

- Overstock.com **removed and banned badger-hair products** and also **banned cashmere**.
- American Express **banned exotic skins**.
- Luxury brand Moda Operandi **banned fur and exotic skins**.
- After a vigorous campaign by local animal rights activists and PETA supporters, Québécois outerwear brand RUDSAK **will ban fur by the end of 2022**.
- Following talks with PETA U.K., the Armani Group confirmed that it has **banned the use of angora in future collections**. British retailer Farfetch is **no longer selling or marketing products made from or containing angora wool**. And **after a seven-year campaign by PETA entities**, including a PETA U.S. stock purchase and pressure from activists around the world, fashion brand Burberry **confirmed that it's banning exotic skins from future collections**.



**We continued to push Urban Outfitters brands to ditch animal-derived materials.**

PETA attended annual meetings, plastered the area near Urban Outfitters' headquarters with posters, and launched our own online "store" called Urban Outraged that pretends to sell "human skin" jackets, boots, skirts, and bags. **We also held our inaugural Week of Action Against Urban Outfitters, which included demonstrations by local activists across the country as well as dozens of other actions throughout the year.** We won't stop until all Urban Outfitters brands stop profiting from violence, cruelty, and fear.

We thank **Phil America, Alicia Silverstone, William Valdes, Luisa Mell, Joanna Krupa, and the GRAMMY Gift Lounge** for helping PETA generate awareness of the cruelty hiding in animal-derived materials.



Photo: Bonnie Jay

*We chose to include PETA in our will because we can guarantee the organization will still be around saving animals once we pass. You can judge a society by how it treats the weak, and we would love to continue supporting animals—the most vulnerable—long after we're gone. By supporting PETA, we can support animals all over the globe. It gives us great pleasure to share our remaining estate with animals who so need human compassion.*

**Caroline and Kyle Conroy**  
AUGUSTUS CLUB MEMBERS







# Animals Are *NOT OURS* to Use for Entertainment

PETA's campaigns to end the use of animals in the entertainment industry are scoring important wins:

- **The Horseracing Integrity and Safety Act, which was introduced following our exposé of abusive trainer Steve Asmussen, passed.** For the first time ever, there is now federal oversight covering medication, drug testing, and racetrack safety.

- After PETA protested, horse jumping will be replaced with a human obstacle course in the modern pentathlon beginning in the 2028 Olympics.

- Following years of pressure from PETA U.S., other PETA entities, and nearly 500,000 supporters, Millennium Hotels and Resorts **dropped its support of the deadly Iditarod dog-sled race.** PETA U.S. wrote to global software company Nutanix, and it also **agreed to drop its sponsorship.**

- **Expedia dumped SeaWorld** after more than five years of pressure from PETA and **stopped selling tickets to abusive swim-with-dolphin attractions.**

- After hearing from us, **CVS banned cards featuring great apes wearing costumes, displayed in studios, or interacting with humans from its nearly 10,000 stores.**



- Nearly five years after our triumph over Ringling Bros. and Barnum & Bailey Circus, the shuttered show is planning to **return to the big top—but without elephants or other animals.** Charlotte, North Carolina, **banned the use of wild animals in circus acts,** and Camp Abbot Trading Co., a hardware store in Oregon, **banned holiday reindeer displays and all events with live animals.**

- PETA quashed a bid by SeaQuest's CEO to turn a vacant Kmart in Grand Forks, North Dakota, into an aquarium and petting zoo, and illusionist Jay Owenhouse **withdrew an application for permission to cage tigers** off the Las Vegas Strip.

- PETA's successful Endangered Species Act (ESA) lawsuit against notorious animal exhibitor and Tiger King villain Jeff Lowe **scored another victory when Lowe was found to have violated the ESA and was ordered to pay more than \$180,000 in attorneys' fees and costs to PETA.**

- **We rescued Tonka the chimpanzee** after he went missing and his owner, Tonia Haddix, claimed he was dead. After months of searching, our legal team discovered him in a cramped cage in Haddix's basement, where he could take only a few steps in any direction and was not allowed to go outside. **Tonka is now living at a beautiful accredited great ape sanctuary in Florida.**
- **Eight animals—including birds, lemurs, and three big cats—who endured mistreatment at the notorious Pymatuning Deer Park roadside zoo in Pennsylvania**

**were moved to sanctuaries** operated by The Wild Animal Sanctuary, thanks to PETA and the Animal Legal Defense Fund's lawsuit on their behalf.

We thank **Alec Baldwin, Alan Cumming, Joan Jett, Constance Marie, Paulina Rubio, Dereck Blanco, Lesley-Ann Brandt, Rainey Qualley, Lash Fary, Pitizion, and Gabriela Quintero** for their help with these campaigns.



Photo: © Mallory Morrison • Art director: Greg Garry • Stylist: Marc Eram  
Makeup: Yasuko Shapiro • Hair: Ryan Richman



*No matter what is going on in this country or the world, PETA is there behind the scenes quietly working on just about every issue affecting animals, for which I am eternally grateful. Not only is PETA in my will, I've also added them as beneficiary of my retirement plan and other financial accounts.*

**Diana T. Artemis**

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER







# Animals Are *NOT OURS* to Abuse in Any Other Way

PETA informs people about cruelty to animals, helps animals in danger, and holds abusers accountable:

- After hearing from PETA, **two more airports banned vile glue traps**. We also got glue traps removed from an apartment complex, a women's shelter, and a corporate office and persuaded Dollar Tree Canada, Family Dollar, Target, and Northern Tool + Equipment to ban the sale of these devices.
- PETA pushed prosecutors to add cruelty-to-animals charges against arsonists responsible for wildfires in California and Oregon, resulting in convictions on those charges.
- We helped save 62 huskies who were living in ramshackle enclosures in New Mexico; pushed officials to seize 63 animals in Pleasant Grove, California; exposed more suffering at Sun Pet, a PetSmart and Petco supplier; investigated a dog-breeding operation in Michigan, resulting in the removal of all the dogs from the facility, felony charges against the owner, and the closure of the facility; sounded the alarm about cruelty at Great Pets breeding facility in Ohio; and exposed a Texas couple who kept thousands of sugar gliders in cages teeming with roaches. Moulton Chinchilla Ranch in Minnesota lost its U.S. Department of Agriculture license and shut down after PETA exposed abuse there, and the survivors are being adopted into loving homes.
- Following years of our campaigns, California Gov. Gavin

Newsom signed a bill to **phase out the operation of captive-dog "blood banks."**

- PETA fieldworkers are out every day in impoverished regions where dogs are often chained or penned outdoors. Fieldworkers rescued Charlie and Diamond, who were caged outside when the wind chill was only 21 degrees; gave a new future to Pancake, who had been chained for years and frequently deprived of food and water; and saved Miracle from a hoarding situation involving chained dogs and dead puppies. We were too late to save Minnie, whom PETA fieldworkers found dead inside a doghouse—but other dogs on the property were seized, and Minnie's owner is facing cruelty charges.
- We added a veterinary clinic in Ashland, Virginia, and a new mobile clinic to our growing fleet.
- When a victim of domestic violence contacted us because she wanted to leave her abuser but not her dogs, we helped find safe places for all of them.
- We got a Family Dollar store in New York to remove its hazardous bird-deterrent system after we were alerted to

the plight of two gulls trapped in the wire-grid system on the roof of the building.

- After hearing from PETA, Washington state canceled its annual spring bear hunt and an Islamorada, Florida, brewery nixed its iguana race.
- To promote a better world for animals, we worked on "trash fishing" events and helped the city of Phoenix, Oregon, ban fireworks.

We received help with our anti-cruelty campaigns from Ryan Eggold, Danny Trejo, Sofía Sisniega, Lucía Méndez, Matt Judon, Paulina Goto, Ana Bárbara, Sherlyn González, and Jennifer Arenas.

Photo: Piper Ferguson • Art director: Greg Garry  
Stylist: Alton Brooks • Grooming: Ananda Tuys

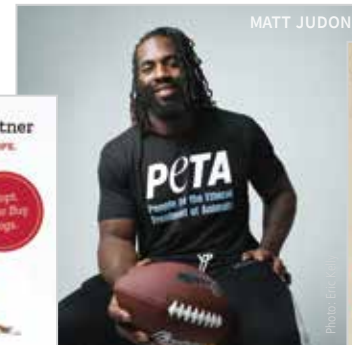


Photo: Sandra Kai • Makeup: Enrique Torres



*We support PETA because of their unique willingness to fight against any form of animal abuse. They consider each and every species—from the tiniest mouse to the mightiest elephant—worthy of their time and effort to protect, and for that we are extremely grateful!*

**Janice and Richard Zajac**  
AUGUSTUS CLUB MEMBERS





# Animal Rights: *THE NEXT GENERATION*

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

**TeachKind**—PETA's humane education division—is celebrating its 20<sup>th</sup> anniversary. It held presentations at elementary schools in northeastern North Carolina—where keeping dogs chained or penned outside 24/7 is common—including a visit by Ellie, PETA's life-size robotic elephant. Ellie visited nearly 60 elementary schools and 13 summer camps, giving her heartwarming and educational talk to nearly 15,000 young students. TeachKind also worked with *Liberation Summer* author Stewart Mitchell to donate copies of his animal rights-focused book as well as vegan chicken sandwiches to fifth grade students at several schools in the New York City area, where he also spoke to them about the book and being vegan.

In an effort to end dissection in classrooms, TeachKind donated 323 SynFrogs—SynDaver's hyper-realistic and modern synthetic frog model—and collaborated on pilot programs in seven states, including California, Colorado, Florida, Massachusetts, and New York.

In the wake of yet another devastating mass shooting at an elementary school, the Sandy Hook Promise

added cruelty to animals to its list of critical warning signs of violence, after talks with TeachKind.

Following reports that a teen in Bucyrus, Ohio, allegedly hit a dog with his car and then shared a video on social media of himself decapitating the animal, TeachKind rushed letters to local school administrators and worked with them to incorporate compassion for animals into the curriculum.

When we heard that a group of students from Ponte Vedra High School in Florida had hung a dead shark from school rafters, we worked with the St. Johns County School District to add our "Share the World" humane education curriculum kit to its district curriculum map.

PETA's unique virtual reality tour *Abduction* brought a "UFO" and an abduction experience to college campuses around the Northeast in a bid to inspire college students to feel empathy for animals in labs.

**Students Opposing Speciesism (SOS)** is a PETA-backed revolution led by Gen Z activists who are challenging human-supremacist norms. This year, SOS activists wearing "bloody" aprons protested at an In-N-Out restaurant in California to urge people to go vegan,

raised a ruckus over the University of Central Florida's SeaWorld ticket sales, pushed The Home Depot to end glue trap sales, rallied outside an Urban Outfitters store to urge the company to stop selling wool and other animal-derived materials, and more.



PETA Kids announced its 2022 All-Star for Animals winner—10-year-old Nirvaan Agarwal from Edison, New Jersey. Nirvaan has advocated for animals held in a roadside zoo, volunteered to help animals in sanctuaries, and protested against the meat industry.

Please visit [PETA.org/AnnualReview](https://peta.org/AnnualReview) for more progress and victories.



*PETA has been instrumental in being the voice for defenseless animals and at the forefront to end animal suffering. I'm so proud to be a small part of this journey as a Vanguard [Society] member and cannot wait until the day when all animals will be treated with dignity and respect.*

**Helen Wong**

VANGUARD SOCIETY MEMBER



# GLOBAL COMPASSION FUND:

## Spreading Compassion Around the Globe

PETA's Global Compassion Fund (GCF) offers vital resources to animals in dire situations around the world.

When Ukraine was attacked in February, PETA Germany and its partners responded immediately. Within three days, **teams were at the border between Ukraine and Poland**, ready to deliver urgent aid to refugees and their animal companions. PETA Germany and its partner Eduxanima sent a mobile clinic to the Romanian border to help with **microchipping, food, and any necessary veterinary care.**

When PETA Germany staff learned that animal shelters in Ukraine had only one to two days' worth of food, the GCF-backed team created a way to take food and other provisions into Ukraine for dogs, cats, horses, and donkeys. Since the first delivery, PETA Germany has established a base shelter in Ukraine where animal shelters and individuals can pick up food and drop off any animals in need of help. So far, **the group has helped deliver more than 1,000 metric tons of food and supplies and rescued over 1,800 cats and dogs from the war zone.**

**In Petra, Jordan, PETA supports a free veterinary clinic** for animals—most of whom have never received even basic care. The animals are forced to carry tourists on their backs up and down the 900 steep and crumbling stone steps to the Monastery, without adequate food or water.

PETA's Animal Rescue Team returned to Puerto Rico to **help improve housing conditions at several animal shelters** on the island. **The team helped build "catios"** to get cats out

of crates, a **puppy socialization area**, and **outdoor fencing** so dogs can enjoy the yards; **erected heavy-duty tarps** to help dogs beat the heat; and **provided shelter staff with training and guidance.**

The GCF supports robust **spay/neuter programs around the globe:**

- In just one month, PETA Germany and Eduxanima **sterilized 233 animals in Romania.**
- **Hundreds of animals were sterilized in the Philippines**, all at no charge to their guardians.
- **PETA India worked in Dharavi**, an area in Mumbai generally considered Asia's largest slum, where the cat population was growing unchecked. **The group sterilized and vaccinated 1,463 cats.**



- **In Mexico, PETA held spay-a-thons** that sterilized hundreds of dogs and cats in the Quintana Roo towns of Cancún, Chemuyil, and Chichimilá and in the state of Yucatán, areas where guardians aren't likely to have affordable options for veterinary care. During one event, **the team sterilized more than 600 cats and dogs.**

The GCF also helps foster empathy and respect for animals through humane education programs, including **Compassionate Citizen workshops.** Through this program, children pledge to be kind to animals and are encouraged



to set out water for wildlife.

- Since its inception in 2000, **PETA India's Compassionate Citizen program** has been used by almost 200,000 schools across India and **has provided 90 million students with accessible and fun lessons in empathy and kindness.**
- **Animal Rahat**—a PETA U.S.-supported animal relief organization in India—**holds Compassionate Citizen workshops** in the classroom at its animal sanctuary in Sangli, where **students have a fun-filled field day, fostering their natural empathy for animals as they interact with sanctuary staff and some of the animals who live there.**
- **In Romania, the Compassionate Citizen program is now part of the school curriculum.**

In countries where animals are forced to work, PETA entities and their partner organizations help establish relationships with the impoverished people who depend on those animals. After gaining the trust of the owners, teams turn the conversation toward



mechanization—**replacing working animals with eco-friendly vehicles or tractors.**

- In Petra, Jordan, PETA entities successfully rallied supporters to persuade the government to **replace animals forced to haul tourists with a fleet of 20 electric vehicles.**
- In India, Animal Rahat's mechanization projects have **spared 57,442 bullocks and 216 donkeys a life of forced labor**, and all the ice carts hauled by bullocks in Mumbai have been traded for commercial vehicles. All the animals were retired to sanctuaries, thanks to PETA India.

**Animal Rahat cares for more than 350 rescued animals at its sanctuaries in Maharashtra and Uttar Pradesh.** Most of the animals have been retired from forced labor and would have been sent on a grueling journey to be slaughtered, if not for the sanctuaries. Others were rescued after being abandoned. A few even wandered into one of the sanctuaries on their own—what luck!









# The Year in *NUMBERS*

- **PETA** entities worldwide have more than 9 million members and supporters.
- **PETA U.S.** websites received more than 60 million page views, and our videos, which include hard-hitting investigations and celebrity ads, received over 650 million views.
- Our social media posts across our **PETA** and **PETA Latino** channels were seen an average of 125 million times each month.
- **PETA** sent e-newsletters to more than 1.6 million subscribers.
- We sent out nearly 35 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 1.5 million actions in our online advocacy campaigns.
- We added more than 800 new names to our list of companies that don't test on animals—bringing the total to over 6,000.
- We secured free advertising space worth nearly \$5 million.
- **PETA's** Media Relations Department handled more than 100,000 interactions with the media, including interviews.
- Our International Grassroots Campaigns Department helped organize nearly 1,000 demonstrations.
- We filled requests for over 105,000 free copies of our vegan starter kit.
- We handled over 11,100 calls and e-mails regarding cruelty to animals.
- Our Mobile Clinics Division sterilized more than 12,720 cats and dogs, including nearly 700 feral cats and 1,350 pit bulls at a reduced cost or free of charge. We've now spayed or neutered a total of more than 213,730 companion animals.
- We built and delivered nearly 165 free sturdy doghouses and bagged almost 1,700 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 7,900 free doghouses.
- Our online catalog fulfilled orders consisting of nearly 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 190 letters to the editor and more than 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 AOL, Associated Press, Barstool Sports, *Billboard*, Bloomberg Law, Bloomberg News, *The Boston Globe*, Breitbart, *Business Insider*, BuzzFeed, *Car and Driver*, *Chicago Tribune*, *Country Living*, The Daily Beast, The Daily Caller, *Daily Mail*, Deadline, *The Economist*, *Elle*, *Entertainment Weekly*, *Fast Company*, *Food & Wine*, *Forbes*, Gizmodo, *The Globe and Mail*, *Good Housekeeping*, *The Guardian*, *Harper's Bazaar*, *The Hill*, *The Hollywood Reporter*, *Houston Chronicle*, HuffPost, INSIDER, *InStyle*, *International Business Times*, Law360, *Los Angeles Times*, *Marie Claire*, MarketWatch, *Men's Health*, MSN, *National Geographic*, *Newsweek*, *New York Daily News*, *New York Post*, *The New York Times*, *The New Yorker*, *OK!*, *Oprah Daily*, *Outside*, *Page Six*, *People*, *Politico*, Reuters, *Rolling Stone*, Salon, *Science*, *Smithsonian*, *Snopes*, *Town & Country*, Uproxx, *USA Today*, *U.S. News & World Report*, *Us Weekly*, *Vanity Fair*, *Variety*, VICE, *Vogue*, *The Wall Street Journal*, *The Washington Post*, *The Washington Times*, *Women's Health*, *Women's Wear Daily*, The Wrap, and Yahoo! News.
- **PETA's** work received television and radio news coverage from many media outlets, including *ABC News*, Al Jazeera, BBC News, CBC News, *CBS News*, CNN, CNN en Español, CTV News Channel, *E! News*, *Entertainment Tonight*, ESPN, FOX Business Network, FOX News, *Global News*, *Good Morning America*, *Inside Edition*, *Jesse Watters Primetime*, *NBC News*, Newsmax, NPR, *The Talk*, Telemundo, *This Is Life with Lisa Ling*, *TMZ Today*, *Tucker Carlson Tonight*, and Univision.
- Over the past 10 years, **PETA Science Consortium International e.V.** members have provided approximately \$16 million toward ending tests on animals. Science Consortium members—which together employ 25 scientists—fund the development and validation of non-animal testing methods and donate state-of-the-art equipment to researchers.

## Financial Statement

### REVENUE

Contributions	\$ 82,809,747
Gross Merchandise Sales	\$ 151,639
Interest, Dividends, Royalties, and Other Income	\$ (735,303)
<b>Total Revenue</b>	<b>\$82,226,083</b>

### OPERATING EXPENSES

Programs	
International Grassroots Campaigns	\$ 15,871,919
Public Outreach and Education	\$ 32,897,462
Research, Investigations, and Rescue	\$ 23,409,029
Cruelty-Free Merchandise Program	\$ 600,245
Supporting Services	
Membership Development	\$ 11,972,285
Management and General Expenses	\$ 1,080,610
<b>Total Operating Expenses</b>	<b>\$85,831,550</b>

### CHANGE IN NET ASSETS

	<b>\$ (3,605,467)</b>
Net Assets Beginning of Year	\$ 28,724,580
Net Assets End of Year	\$ 25,119,113
Purpose Restricted	\$ 1,307,115
Endowment	\$ 3,753,086
Board-Designated Legal Matters	\$ 1,000,000
Undesignated	\$ 19,058,912

### OPERATING EXPENSE ALLOCATION

Direct Program Support	84.80%
Membership Development	13.94%
Management and General Operations	1.26%

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 84.80% of our operating expenses went directly to our programs fighting animal exploitation. We expended only 13.94% on fundraising efforts that drive our operations and 1.26% on management and general operations.

Eleven percent of PETA's dedicated staff earn only \$16,000 to \$34,999, 36% earn \$35,000 to \$49,999, and the remaining 53% make more than \$50,000. Our president, Ingrid Newkirk, earned \$35,568 during the past fiscal year.

The financial statement shown here is for the fiscal year ending July 31, 2022, and is based on our independently audited financial statements.





# Animal-Friendly Businesses

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

- 1980 Voguish
- 786 Cosmetics
- 7AM Enfant
- Abbot's Butcher
- abillion
- Adesse New York
- Akkoniq
- Alchimie Forever
- Axiology
- Beauty Without Cruelty
- Because Animals
- Beyond Meat
- Brush On Block
- Bü
- The Bubble Collection
- Carol House Furniture
- Cat Goolsby
- Cavi-art
- Clarity Cosmetics
- Clear Conscience
- The Compassionate Closet
- Couch Guitar Straps
- CoyoteVest
- Crème de la Crème Vegan Wellness
- Cykochik Custom Handbags
- Cynthia King Vegan Ballet Slippers
- Dawn D'Amico, Psychotherapist
- Delavie Sciences
- DiMare Design
- Direct Checks Unlimited
- Divine Treasures
- Don't Eat The Homies
- Doshi Vegan Bags & Accessories
- Dr. Botanicals
- Dr. Spray's
- DrTung's
- ecc interiors
- Edward & Sons Trading Company
- Elizabeth Mott
- Evelyne Prélonge
- FACE atelier
- Fake Meats
- Falken Design Corporation
- Floki Adventure
- Follow Your Heart
- Food Revolution Summit
- Founders Beauty
- Garbo Grabber
- GNL Accessories
- GOOD GUYS DON'T WEAR LEATHER
- Hampton Domestic
- Hanalei
- Happi Hippo Plant Organics
- Healing Natural Oils
- HMI Nutrition School
- HOOPLA
- Hozen
- Humboldt Bay Coffee Co.
- Hungry Planet
- Hylunia
- IC Scandinavia AS
- i love tyler madison
- iModesty Technology Corp.
- Invest Vegan
- Jaan J. The Home of Vegan Ties
- Jen & Co.
- Kallie & Co.
- Kapa Nui Nails
- Kinder Beauty
- Kuleana
- L.A. Girl Cosmetics
- LBLC the Label
- Lulu Dharma
- Madam Glam
- Maelove
- Main Street Vegan
- Marei1998
- Maui Soap Company
- Max Green Alchemy
- Maya's Cookies
- Mayd in Chyna
- MDacne
- MDhair
- MDSolarSciences
- Missionary Chocolates
- The Mitchell Group
- Mixed Chicks
- Modern Picnic
- MozzaRisella
- Mr. Peanut's Premium Products
- The Murphy House
- NAE
- Naturepedic
- niLuu
- Noize
- Nomadic State of Mind
- N'ONAT Atelier
- Number 4 High Performance Hair Care
- NuRevealSkincare
- Nuzest
- O2 Monde
- Odacité
- Petaluma
- PIZZANISTA!
- Plant-Powered Dog
- Poochy Pawz
- Purrsong
- Qualerex Beauty
- Rejuva Minerals
- Repurpose
- RISE Brewing Co.
- Rizos Curls
- Sakroots
- Sirius Joy
- Skinblossom
- Snails
- SorBabes
- ST. TROPICA
- SUGAR TACO
- Suntegrity
- SUPA Naturals
- Tearojoy
- TisBest Charity Gift Cards
- Tofurky
- Très Spa
- Unreal Fur
- VeganDesign.org
- The Vegan Life Shop
- Vegan Travel Asia by VegVoyages
- VeganWear
- The Vegetarian Site
- Veg Jaunts and Journeys
- Vegky
- Viviane Woodard
- von Holzhausen
- Walk Your Dog With Love
- Wharton Financial Group
- Woodpecker Coats
- Wuxly Outerwear
- Y3K Tutor In Your Home
- YAPA Beauty
- YouthSecret
- ZolaTerra



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

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



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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](http://TFMemorial.org).

## In loving memory of the following true friends:

- **Adam Loube**, from Ellen Meyerson
- **Ajax**, from Kyle Z. Bell
- **Alan C. Serlin**, from Michele Alm
- **Alan Weisman**, from David Meron
- **Albert and Elizabeth Schiavino**, from Linda Schiavino
- **Alfred**, from Krista Hiddema and Nigel Osborne
- **Alisa Mullins**, from Paul and Patricia Moore and her PETA family
- **Angel Warmerdam**, from Susan Warmerdam
- **Ashley Hill**, from Kayleen Hill
- **Audrey Halnan**, from Christopher Randall
- **Ava, Bacci, and Dino**, from Denise Ambrose
- **Barbara Goodrich-Dunn**, from Catherine Whitt
- **Benji**, from Shelley Hofman
- **Betty White**, from Dorothy Morris, James McGregor, Karen Goodwin, Michael Foy, and Ray and Anita Hemphill
- **Blanche Blommaert**, from Chris Bouckaert
- **Burch**, from Patricia A. Hawkins
- **Buster**, from Karen Porreca
- **Button**, from Linda Hawkins
- **Cam Owen**, from Mary Owen
- **Christopher P. Roork and Rodney D. Roork**, from Peggy Roork
- **Cindy Boes**, from Sandra O'Brien
- **Claudine Erlandson**, from Muriel Van Housen and Sandy Labowitz
- **Cloé**, from Claude Brunet
- **Connie Beer**, from Judy Smith
- **Countess Carla Arimondi Patellani di Monterosso**, from Dr. Bianca M. Fine
- **Daisy**, from Linda Hawkins
- **Daniel Anthony Byrd**, from Jacqueline Moran
- **Danny and Peaches**, from Frank E. Miller
- **Darlene Miller**, from Renée Miller
- **David**, from Holly
- **Dolly**, from Pamela Yee
- **Doris Robbins**, from Kathleen Duffy
- **Dr. Barbara Sumner**, from Bettye Valdez
- **Dr. Tracy Ashkenazi-Kimmel**, from Jill Sukenick
- **Edie**, from Linda Hawkins
- **Eileen Barrett**, from Gregory Ziombra and Lynn Klimmer
- **Elizabeth Anne Hamilton**, from Norma Cole
- **Elizabeth Lang**, from Suzanne Brown and Teresa Scanu-Hansen
- **Ellen M. Killoran**, from James Black, Justine Smith, Kathryn Carter, and Michael Shott
- **Elsie Mitchell**, from Neil Mitchell
- **Forbes**, from Patti Breitman
- **Garnett Maria Mummert**, from Candy Bair
- **Gene and Betty Sponseller**, from Terry Sponseller
- **Gene Trausch**, from Bill and Debra Thornburg
- **Gerald Vincent Reynolds**, from AGTC's purchasing department and Jonathan Lieber
- **Gillian and Tabitha**, from Diana T. Artemis
- **Ginger**, from Krista Hiddema and Nigel Osborne
- **Ginger**, from Loredana Santo
- **Gregory Demas**, from Adrienne C. Hernandez
- **Herman Reynold Lopez**, from Mary Trippe Everett
- **Ian**, from Lynette Cichantek
- **Indy Sicklick**, from Jody Katz
- **Ivana Bugliosi**, from Silvana Mattucci
- **Ivana Rinascente**, from Virginia Napoli
- **Jackson**, from Amy Orrell
- **James Giglio**, from Joseph Giglio
- **Jaymie Creitz**, from Eileen Creitz
- **Jeane Patton**, from Linda Patton
- **Jenny Rivera**, from Pablo O. Rivera
- **Jenny Woods**, from her PETA family
- **John DeFano**, from Emma DeFano
- **Jojo, T.J., Sammy, and Maddie**, from Zayanne Thompson
- **Jolie**, from Jean Kukucka
- **Karen Ruth Bortnick**, from Elaine Bortnick
- **Kerry Nawrocki**, from Charles Nawrocki
- **Lacy**, from David Dodson
- **Laddy and Daisy**, from Patricia A. Swartz
- **Laura Kremer**, from Corinne Roth
- **Linda Trepanier**, from Anonymous
- **Lisa Grill**, from Eugene Andrews and Jannette Patterson
- **Lucky Lulu Belle and SN Winslow**, from James D. Spates
- **Lynne Connolly**, from Claudia Bruce
- **Marilyn A. Gentry**, from Susan Clough
- **Martha Von Der Gathen**, from David Clapsaddle
- **Mary Delaney**, from Anonymous
- **Megan**, from Helen Shapiro
- **Michael Perugini**, from Annette Wigton
- **Midnight Gomez**, from Scott Saslow
- **Myrna Loy**, from Geoffrey Abrams
- **Nancy McFadden**, from Andrew Means
- **Nancy V. Lee**, from the Nancy V. Lee Trust
- **Nicholas**, from Joyce M. Cooksey
- **Nui Loa**, from Carol Barbeau
- **Oliver Twist**, from The Brandt Jackson Foundation
- **Ollie Cowley**, from Jo Anne Cowley
- **Othello, Nikita, and Harley**, from Adele Belliveau M.D., CFCP
- **Patty Jo Foster**, from Michal Smith
- **Paul Bonila**, from Brain Kopack, Carol Lynn Daly, the Dignifi Team, and Winfred Fessenbecker
- **Peggotty**, from Michelle Wampler
- **Peggy Clara Fallon**, from Nancy Fallon
- **Peter Dorosz**, from Jeff and Jane Hazan
- **Purificacion Ramirez**, from Tom Prusinski
- **Randy Smith**, from Carol Kraut
- **River Webster**, from Sandy Labowitz
- **Robert Skip Trimble**, from Catherine Dunne and Jannette Patterson
- **Ruth Elaine Addison**, from Anna Danner
- **Sarah Taylor**, from Mark Taylor
- **Shane**, from Peggy Franck
- **Shedaisy**, from Amy Orrell
- **Skip Trimble**, from the animals
- **Snoopy, Lucy, Marcie, Pepper, and Lady**, from Ann Ruchhoft
- **Sonia Buck**, from Corning Natural Gas Corporation
- **Stanley**, from Mark Shanahan
- **Susan Grisbrook**, from John W. Grisbrook
- **Suzanne Lehman**, from Mary Ann Gould
- **Sweet River**, from Kelly Fidler
- **Sydney**, from Sherry Brock
- **Tippy**, from Starr Cline
- **Tramp, Samantha, and Max**, from The Grading Family Charitable Fund
- **Trixie**, from The Sisters
- **Trudy and Roger**, from Louis Ponick
- **Vinnie**, from Lorraine Nicoletti
- **Virginia Arras**, from from Joyce Murphy



# Saved!

## Once Shivering and Abused, Rosie and Ruth Are Now Warm, Safe, and Loved



Rosie

Last winter, **Rosie** and **Ruth** were outside in the freezing cold.

They knew only heartbreak, neglect, and suffering and were forced to churn out litter after litter for JRT John's Jack Russell Terriers, a dog-breeding operation in Michigan. Rosie and Ruth's living conditions were harsh, but thanks to PETA's undercover investigation, these gals are finally living the life they've always deserved.

Before their rescue, the two suffering dogs were soaked and shivering in the rain, sleet, and snow. For bedding, they had only a scattering of wet straw that reeked of urine.

Their drinking water was contaminated with mud and algae and often frozen. Deprived of love and basic care, Rosie and Ruth spent their days frantically turning in circles in their small pen.

Following our investigation, PETA members demanded action and held a four-day sit-in at the Missaukee County Sheriff's Office. That finally prompted authorities to send animal control officers to remove Rosie, Ruth, and 37 other dogs from the breeder's facility.

After arriving at PETA's shelter, where they received ample TLC, Rosie and Ruth began learning how to be companion dogs. Before long, both were adopted into

caring permanent homes, where they've been busy socializing and enjoying life ever since, as all dogs should.

Rosie immediately bonded with her loving new family and quickly took to housetraining and walking on a leash. Now confident and comfortable, she loves playing fetch and sometimes does little backflips when she runs to get her ball.

Ruth

Ruth only needed a week to settle into her adoptive home and now loves sleeping in cuddle piles with the other animal companions in the family, as well as sunbathing and doing zoomies after gobbling up her favorite treat. She's inseparable from an elderly dog her family also recently adopted, and now she's the family matriarch's "youngest granddaughter."

Rescues like this are only possible thanks to our dedicated and generous members and supporters. Thank *you* for helping to give Rosie's and Ruth's stories a happy ending.

