



*They Do
Not Belong
to Us*



WORKING TO PROTECT ANIMALKIND

PETA 2024 | *Annual Review*



Dear Friends,

At PETA, we know that **every animal is someone**—they are all individuals, yet many end up as hamburgers, handbags, laboratory tools, or cheap burglar alarms.

PETA spent 2024 opening people’s eyes to those someones. Our stunning robotic lamb and towering 7-foot-tall “ostrich” grabbed attention and a proclamation: “PETA always has the best stuff.”

We have the “best stuff” because we give our best to everything we do for animals—and it shows. As a writer for *Vox* said, “Known for its ostentatious protests, [PETA] is almost single-handedly responsible for making animal rights part of the national conversation.”

Our best ideas, best campaigns, and best organizing delivered historic results this year. We achieved the first-ever federal criminal convictions of a supplier of animals for experiments. That win came from PETA’s 2021 undercover investigation into Envigo’s beagle factory farm, in which we exposed cruelty to dogs so extreme that the facility shut down and nearly 4,000 remaining dogs were released for adoption. Envigo was sentenced on historic conspiracy charges and ordered to pay more than \$35 million in penalties. And following our 2021 investigation into Plainville Farms, one more ex-employee was convicted of cruelty to turkeys, bringing the total to 10. In India, PETA-supported Animal Rahat has rescued 360 donkeys from hard labor, replacing the weary souls with tractors and trolleys at 34 brick kilns since its mechanization program began.

Following dozens of demonstrations by PETA entities at H&M stores around the world, an appeal from Joaquin Phoenix, shareholder resolutions, and more, the company announced that it has committed to no longer sourcing any new down for any of its brands worldwide. After we pushed and prodded fashion company Tory Burch about the suffering sewn into items made of wild-animal skins, that label

did away with “exotic skins.” For animals abused for entertainment, PETA persuaded Miami-Dade County to finally terminate the Miami Seaquarium’s lease. Three parrots who were suffering in rusted cages in the cruel park are now enjoying life in a sanctuary home.

Those are just a few drops in a bucket overflowing with progress for animals this year. But for every step forward, there are still many more to take in the years ahead. All our supporters—especially our Vanguard Society, Augustus Club, and Investigations & Rescue Fund members—play a vital role in each win, not just with your generous funding but also by using your voices. PETA relies on our supporters to never be silent. Thank you for being the squeaky wheels, the feeders of information, and the educators of others. Together, we are fighting for the rights of every animal, because every animal is someone!

With kind regards,

Ingrid Newkirk
President

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Ingrid Newkirk, Secretary
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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, egg, and milk suppliers to make sweeping reforms. We're pressuring designers and retailers to stop selling fur, leather, down, wool, angora, mohair, cashmere, and alpaca wool. 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.

Sheila and Mike Deacy, VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS

We are PETA supporters because of the organization's unwavering and successful commitment to animal rights. Animals are sentient beings with feelings, and they deserve to live free from unnecessary suffering. PETA's dedicated leadership passionately supports all animals and advocates tirelessly in their behalf. Their relentless pursuit of their goals and their refusal to give up in the face of challenges has resulted in amazing accomplishments while creating a world in which animals are treated with the compassion and respect they deserve. PETA's work inspires us personally and is crucial to advancing animal rights.



Gary and Lynn Goodman, VANGUARD SOCIETY MEMBERS

PETA is a beacon of hope for animals in need. Their tireless efforts and dedication to ending animal abuse and suffering are truly inspiring. Thanks to their hard work, countless animals have been rescued from unimaginable conditions and given a second chance at life. As animal lovers, we are grateful for PETA and all they do to make the world a better place for our furry friends. Join us in supporting this incredible organization and help make a difference for animals everywhere.

Danny Swan, CEO of Primal Spirit Foods, PETA Business Friend

Years ago as a college student, I led my university's environmental justice club. I invited a roving band of PETA advocates to speak to our group and tout the benefits of a plant-based lifestyle. They handed out Primal Strips, and I was hooked. Almost two decades later, I am the proud CEO of Primal Spirit Foods. I am thrilled to be able to continue to partner with PETA by offering a healthy, high-protein option as we work toward the shared goal of encouraging folks to make more compassionate food choices.





Animals Are *Not Ours* to Experiment On

PETA had another milestone year in our work to free animals from laboratories.

The National Institute of General Medical Sciences, part of the National Institutes of Health (NIH), announced that it would stop funding most sepsis experiments on mice, and **NIH included recommendations from PETA** in a plan to invest in animal-free research.

The U.S. Army **ended funding six months early for a brain-damage experiment on ferrets after hearing from PETA**. Albania is joining 22 other countries that have ended the use of animals in Advanced Trauma Life Support training. **PETA's donations of 124 TraumaMan simulators since 2012 encouraged countries to make this move.**

A Wisconsin National Primate Research Center sleep deprivation experiment that subjected 32 marmosets to blaring noises ran for just one night before **PETA shut it down**. Our vigorous activism also preceded Michele Basso's removal as director of the Washington National Primate Research Center. **PETA prevented the construction of a massive monkey**

importation and breeding warehouse in Texas, and our complaints about animal importer and animal testing behemoth Charles River Laboratories' monkey business **prompted an investigation by the U.S. Securities and Exchange Commission.**



The couple who ran a shady U.S.-funded monkey and mouse laboratory in Colombia that PETA exposed was fined more than \$281,000. **Criminal charges could be on the way.**

It's now illegal to conduct forced swim tests on animals in New South Wales, Australia, and the Taiwan Food and Drug Administration decided that companies wanting to make certain human health claims for food and beverages can't test on animals. **PETA worked with Virginia lawmakers to pass an animal testing transparency**

bill, and Louisiana's highest court affirmed that Louisiana State University must release records to PETA regarding cruel experiments on songbirds.

PETA Science Consortium International e.V. **coauthored papers on why rabbits and rats make poor**

substitutions for humans in eye, lung, and cancer studies that are being used to support non-animal testing. It also awarded researchers for embracing animal-free testing, led meetings at the world's largest toxicology conference, and participated in a key meeting where 38 countries decide on international regulatory testing requirements.

PETA's Science Advancement & Outreach division and partners won the Lush Prize, the largest award in the animal-free research community. **At PETA's request, four scientific journals will include how animals are treated in all published studies.**

Executive producer **Bill Maher released a new PETA documentary series, *The Failed Experiment***, and **Hilda Abrahamz, James Cromwell, and Atiana De La Hoya** also joined in PETA's campaigns to end experiments on animals.



Fotografía: COLIGHS



Nearly 40 years ago, PETA changed my life and my view of animals, and I don't know of any other organization that fights for them in such a forward-thinking and creative way. PETA does what it says it's going to do: change the culture for the benefit of all animals!

Dr. Dawn D'Amico

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



Animals Are *Not Ours* to Eat

PETA exposes how animals are abused and killed in the food industry, calls on authorities to hold abusers to account, and makes vegan eating easy and popular.

In 2024, we uncovered and shared the stories of individual animals whose suffering and horrible deaths in slaughterhouses would otherwise have gone unknown: a lamb struck on the head with a crowbar, a cow whose spinal cord was hacked into while she was conscious, a lame steer who was whipped for 20 minutes, a chicken who was punched, and a turkey who was beaten. We revealed that a cow was hoisted upside down and crying out while a worker slashed her throat and left her to bleed to death.



With the help of whistleblowers, we exposed cruel practices at Ontario Water Buffalo Company and Lone Star Organic Dairy in Texas. At Lone Star, a cow was found struggling to stay afloat in a 14-foot-deep pit of feces and urine. After hearing from us, Horizon Organic, the largest supplier of organic milk in North America, suspended sourcing milk from the farm. And when we heard that

birds were being beaten and froze to death in muddy pens at American Ostrich Farms in Idaho, PETA exposed the cruelty and got local grocers to distance themselves from the farm.

Our campaign to help monkeys in Thailand who are forced to pick coconuts for the coconut milk industry scored big when Thailand-based Chef's Choice announced that it would stop sourcing from farms in Thailand and switch to importing coconuts from other countries. And thanks to PETA Asia's investigators and negotiators, forced monkey labor has been eradicated from Whole Foods' supply chain.

In the courts, a judge ruled that Los Angeles County Metropolitan Transportation Authority (LA Metro) unlawfully rejected PETA's ads asking passersby to show kindness to animals by eating and shopping vegan. LA Metro was ordered to pay PETA \$250,815, plus interest, for our legal fees. We will also collect legal fees for our successful challenge

of North Carolina's "ag-gag" law, which quashed free speech.

Thanks to consumer demand, compassionate diners continue to have more options, including vegan creamer on Alaska Airlines, American Airlines, Delta Air Lines, JetBlue Airways, and United Airlines flights—a move PETA pushed for.



Photographer: Matthew Salacuse • Makeup: Jenny Smith • Imagery: Artist: rendering

Many PETA friends—including Joe Duplantier, Edie Falco, and Joaquin Phoenix—helped draw massive attention to animals used for food. Cuban-Mexican actor and model Livia

Brito's anti-dairy video received 3.6 million views on her Instagram!



I am continually impressed by PETA's work, whether exposing factory farm abuse, revealing the misery of animals in laboratories, educating the public on how dietary habits impact suffering animals, or engaging in other endeavors. As a professor of clinical nutrition for 40 years, I've used PETA materials to educate thousands of students to help them make conscious food choices. It has been my pleasure to support PETA. The funds I've donated have been put to efficient use to alleviate the suffering of our fellow animals.

Dr. Paul Goldberg

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



Animals Are *Not Ours* to Wear

PETA pushes companies and consumers to evolve beyond using any material derived from animals.

After PETA shared how animals on fur factory farms suffer inside cramped cages before they're electrocuted, gassed, or poisoned, **high-end outerwear brand SAM** confirmed that it no longer uses fur. Winter apparel brand **Pajar Canada** also ditched fur following years of pressure from PETA, and home furnishings leader **Kravet Inc.** confirmed that its current inventory of cruel cashmere will be its last.

Based on evidence from PETA's 2019 investigation into the world's largest privately owned alpaca farm, which found that alpacas were cut up and left with bloody wounds and abused in other violent ways, **Peruvian authorities charged five shearers with cruelty to domestic animals**, a historic first in the alpaca industry!

When **PETA called foul on retailer and fundraiser GreaterGood's** claim that its products are made from "100% verified and cruelty free" wool, "[h]umanely gathered alpaca wool," and "cruelty-free" silk, the company removed the absurd assertions from its website.

After hearing from PETA, fashion company **Marc Jacobs** confirmed that it would no longer sell products made

from wild animals' skin and **Bulova**—which is owned by industry giant **Citizen Watch Company**—confirmed that it no longer buys new reptile skins for its products. We worked with PETA Asia to release an investigation into how pythons are abused at facilities in Thailand that supply Caravel, a tannery owned by Gucci's parent company. In these factories, snakes are confined before workers bash them over the head with hammers, drive metal hooks through their heads, and inflate them with water, even as the animals continue to move.

After hearing from PETA about the cruel ways birds are raised and killed for their feathers, **Victoria's Secret** announced that its fall 2024 fashion show would feature only faux feathers. Fashion and accessories retailer **Claire's** stated that it no longer buys feathers for its products, after we contacted the company.

We shined a spotlight on cruelty in the wool industry when **PETA carolers serenaded tourists in Nashville,**



Tennessee, with spoof carols such as "Violent Night," "Rudolph the Vegan Reindeer," and "Let Wool Go" (to the tune of "Let It Snow").

Canadian singer **Bryan Adams** helped us call on the Canadian Armed Forces to ditch bearskin caps as part of its ceremonial uniforms. Adams narrated our investigation showing hunters

gunning down Canadian black bears, often to sell the fur to those who make ceremonial caps.

In addition to **Bryan Adams**, we thank **Donna D'Errico**, **Nikki Glaser**, and **William Valdés**, who helped us inform millions about the cruelty hiding in animal-derived materials.



Foto: Christopher Esqueda



Supporting PETA financially is easier than witnessing what the field teams encounter daily. We shake our heads at the cruelty, and we thank PETA. Forty-five years of leadership and effectiveness going against the mainstream, creating a better-informed public, gives us hope. We are very excited about PETA's influence on younger generations. PETA is at the top of our estate planning.

John Schweyen and Kat Perkins

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS



Animals Are *Not Ours* to Use for Entertainment

PETA's campaigns to end the use of animals in the entertainment industry were in full force in 2024.

Our undercover investigation into Atlanta Film Animals found that animals used in film and TV were denied food during "training," sick animals were deprived of veterinary care, and workers warehoused dogs in cold, barren kennels.

We dramatically rescued American racehorse My Elusive Dream (pictured at left) just in the nick of time **outside a Korean slaughterhouse**. Acting on a PETA complaint, Texas law enforcement **raided a black market horse racing track and arrested 14 people for money laundering, unlawful racing, illegal gambling, and racketeering**. For dogs used for sled racing, **we kept up our calls for an end to the notorious Iditarod**. This year's race was one of the deadliest in recent years, with Bog, George, and Henry dying on the trail.

After years of pressure from PETA, **the U.S. Department of Agriculture issued a \$16,000 civil penalty to tiger exhibitor Lisa Lopez of All Things Wild in Texas**. Following our persistent complaints, the **SeaQuest**

shopping mall petting zoo in Littleton, Colorado, **shut down**; the Sandusky County Fair in Ohio **stopped using monkeys** in organ grinder exhibits; and Riverside County, California, **issued a cease-and-desist order** to Wyld Jungle, an illegal roadside zoo in the state run by Michael Holston, a social influencer with a history of violating state wildlife laws.



Following a dynamic PETA campaign that included more than 250,000 e-mails from our supporters, spirited protests, and letters to sponsors, the Hadi Shrine Circus in

Indiana **will no longer exploit elephants** in its shows. The use of **bullhooks was banned in Virginia** after our work with state legislators.

Hallmark is **no longer producing cards featuring unnatural, degrading images of chimpanzee infants taken from their mothers**, after years of lively PETA protests and other actions. After hearing from PETA,

vegan brand Azuna **stopped promoting the Kentucky Derby** and Palace Tours **will never sell another ticket to the Running of the Bulls**.

PETA "elves" **dumped massive piles of coal** in front of Radio City Music Hall in New York to protest its Christmas Spectacular, which exploits camels, donkeys, and sheep in Nativity scenes. Dozens of **animal rights advocates rallied outside city hall in Los Angeles** to urge officials to ban rodeos. Two bodypainted "orcas" wearing shackles **made a splash at San Diego International Airport** in behalf of Corky, a prisoner at SeaWorld San Diego.



We thank **Georgina Amorós, Alec Baldwin, Kate del Castillo, Sherlyn Gonzalez, Kathy Najimy, Maura Rivera, Bella Thorne, and Christopher von Uckermann** for their help with these campaigns.



I am in awe of the great work these magnificent heroes of PETA do. They swiftly move in to rescue terrified, abused, and neglected animals to ease their suffering with compassion and love. It's difficult and dangerous work. Their loving dedication is so inspiring!

Julianne Woesche

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



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

PETA educates people about cruelty to animals, helps animals in danger, and holds abusers accountable.

Our undercover investigation into The Veterinarians' Blood Bank, which confines dogs and cats and sells their blood to veterinary clinics, **prompted BluePearl Pet Hospital and VCA Animal Hospitals to cut ties** with the Indiana facility. A canine blood prison that we exposed in 2018, Hemopet, **finally went out of business**. These investigations **have led to nationwide coverage about the cruelty of captive-animal blood banks**.

PETA exposes a variety of cruel situations, ensures the rescue of countless animals, and pushes for—and often secures—criminal charges. Just a few examples: **We exposed Pennsylvania's massive guinea pig industry**, a self-proclaimed “rescue” in Indiana where sick animals were left to suffer without veterinary care, illegal neglect at an Iowa puppy mill, and ongoing cruelty at a Virginia pet store.

PETA's Emergency Response Team responds to thousands of calls to help animals in dire situations every year. Here are just two examples: **We coordinated the surrender of 19 cold, neglected dogs in Pennsylvania**, and our painstaking sleuthing **resulted**



We support PETA's mission and its work in the community to advocate on behalf of animals who are all too often abused by humans. We are proud to support PETA's Community Animal Project team and grateful for all the help PETA provides to countless neglected and chained dogs.

in the swift arrest of and multiple charges against a woman in that state who had posted “crush” videos of herself torturing and killing animals.

Our vigilance helped secure the rescue of many individual animals, including **Dave**, a puppy chained outside and suffering from a flea infestation, internal parasites, and mange; **Pearl**, a dog whose deceased companion was still chained a few feet from where she was also chained; and **Jacko**, an emaciated dog whose owner refused to provide him with veterinary care.

After PETA and other animal allies took action, **Ojai, California, banned the sale and use of glue traps**. We also persuaded Adams Fairacre Farms to **ban and remove glue traps from its stores** and got Singaporean company LightInTheBox to **ban the sale of the vile devices**.

After hearing from PETA, RKD Group—a company that serves nonprofits—will stop using flat-faced dogs in its advertisements. Rite Aid **agreed not to sell greeting cards containing images of breathing-impaired dogs**.

We partnered with the Humane Society of Puerto Rico for **several spay/neuter events, which sterilized**



Many dogs found homes, and several city officials stopped by to show their support.

We received help with our anti-cruelty campaigns from **Irene Aldana, Sam Asghari, Kelsey Cook, Chad Daniels, John 5, Kathy Griffin, Joan Jett, Wendi McLendon-Covey, Eli Rodriguez, Marjorie de Sousa, Daniel Suárez, Solomon Thomas, and Lisa Ann Walter**.

and vaccinated over 400 animals. We also held several spay/neuter events in rural Southwest Virginia, an underserved area of the state, **sterilizing hundreds of animals free of charge**.

Our annual adoption event, Poochella, included 11 participating shelters!



Photographer: F. Scott Schaler

Delphine and Liam Carnes
VANGUARD SOCIETY MEMBERS



Animal Rights: *The Next Generation*

PETA's youth division is empowering young people with the knowledge and tools to reject the speciesist status quo and change the future for animals.

We brought PETA's animatronic educators, Carly the cow and Ellie the elephant, to **more than 19,000 students at schools and after-school programs** across the country to teach young people about kindness to animals.

Our jaw-dropping *Abduction* tour landed at **more than 20 schools to "abduct" over 1,000 students into a virtual reality experience** that shows them what it's like for animals in laboratories. Tour

stops included high-profile universities such as Yale, Princeton, MIT, Brown, and Johns Hopkins. We also brought *Abduction* to the PETA exhibit at the South by Southwest media convention in Austin, Texas. Professionals and creatives around the world were



blown away by the exhibit, using words like "strong," "powerful," and "thought-provoking."

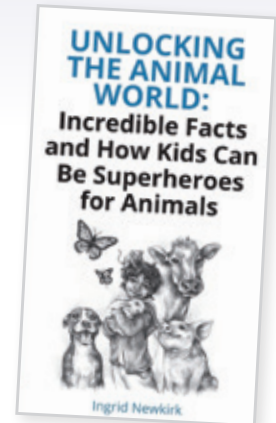
We brought to life the peta2 "**Your Sign to Save Animals**" campaign at several music events throughout the U.S. Attendees were invited to spin our zodiac wheel to discover their astrological constellation and how they should help animals according to the stars.

We launched "**Cut Out Dissection**," a campaign that features everything a student needs to know about animal dissection and how to get it out of their school. TeachKind Science, PETA's humane science education division, **donated nearly 1,500 eMind accounts and more than 600 synthetic frogs** to help schools replace archaic animal dissection with superior, modern, humane teaching methods. TeachKind Science gained visibility by sponsoring educational organizations, attending their conferences, and presenting dissection-themed displays.

TeachKind organized "Meet the Author" events with Stewart Mitchell, author of *Liberation Summer*, at 18 New York City-area elementary schools; awarded its first Chicken Crusaders Award to Camille Licate, author

of *Bree and Me: A True Story of a Rescue Rooster's Journey*, and rooster Bree; **printed its first book, *Unlocking the Animal World: Incredible Facts and How Kids Can Be Superheroes for Animals* by Ingrid Newkirk, and mailed thousands of copies to public libraries around the country;** and launched "Words Matter," a language guide to help teachers and parents avoid speciesist language.

PETA friends **Dana Heath, Alicia Silverstone,** and her son, **Bear,** helped with PETA's youth outreach efforts.



Photographer: Brian Bowen Smith



I admire PETA's efforts to make the world a better place for animals. I'm especially excited about PETA's education efforts, like TeachKind, which can have a lifelong impact on students and their food choices and thereby prevent a lot of animal suffering.

Raja Malkani

VANGUARD SOCIETY MEMBER



PETA's Global Compassion Fund: *Ending Cruelty Begins With Compassion*

PETA's Global Compassion Fund helps groups provide animals in dire situations around the world with vital resources.

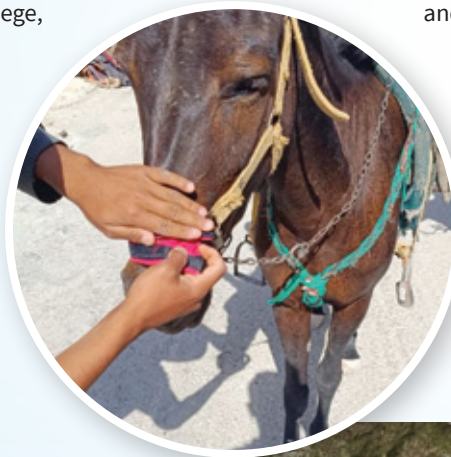
Humans aren't the only ones victimized by the war in Ukraine. This year, PETA's Global Compassion Fund helped rescue more than 17,000 dogs, cats, goats, pigs, horses, and other animals and delivered more than 3 million pounds of food and other provisions for hungry and often shell-shocked animals. When Kharkiv was under siege, we rushed to help a rescue group evacuate the more than 800 animals in its care from the battle zone to safer areas.

PETA supports a free veterinary clinic for animals in Petra, Jordan. When a rabies outbreak among free-roaming dogs jeopardized public safety, including the lives of already weary working animals, clinic staff quickly began vaccinating any dog they encountered. They also helped horse and donkey handlers replace horrible chain halters, which cause painful wounds to their noses and jaws, with more comfortable harnesses; sterilized more than 30 cats who were living in squalor and breeding outside a luxury resort; and presented a Compassionate Citizen workshop to the Petra military school for boys.

PETA entities are running robust spay/neuter programs around the world:

- Volunteer pop-up clinics in Argentina, Mexico, and Peru sterilized more than 1,485 animals.

- A PETA Asia clinic sterilized 422 animals.
- In Mexico, it's been estimated that 79% of dogs and cats are homeless. PETA and our partners are working to address the homeless-animal crisis there. Since 2021, the Global Compassion Fund has supported 19 spay/neuter clinics, sterilizing more than 5,270 animals, mainly in Yucatán, southern Mexico, and Zamora. We've also helped hundreds of dogs in the field, providing doghouses and lightweight tie-outs, cleaning up living areas, and treating dogs for fleas, ticks, and mange. This year, we helped rescue and find adoptive homes for chained dogs and brought four dogs to the U.S. for adoption.



PETA India's and Animal Rahat's emergency response teams continue to respond to calls 24 hours a day, 365 days a year, rescuing dogs, cats, cows, bullocks,



camels, horses, donkeys, goats, monkeys, and other animals from desperate circumstances. This year, in addition to opening a temporary sanctuary in Kolkata for horses recovering from neglect and abuse, Animal Rahat **rescued 23 donkeys toiling in brick kilns, including five who were pregnant.** At its three peaceful sanctuaries for retired and rescued animals, **Animal Rahat is now caring for more than 550 animals of 17 species.**

PETA India is committed to ending animal exploitation and fostering sustainable livelihoods by **replacing working animals with energy-efficient, mechanized rickshaws and carriages.** This year, the group celebrated its **150th animal retired from a lifetime of miserable work.**

PETA India also celebrated **Gemini Circus' decision to make history as the first in India to introduce robotic animals.** In addition, actors **Aindrita Ray, Diganth Manchale, and Priyamani**—along with PETA India—donated life-size mechanical elephants to Sri Suttur Math and the Thrikkayil Mahadeva Temple so that devotees can participate in sacred customs in a safe and animal-friendly manner.

PETA India's lifelike animatronic elephant, Ellie, was on tour across Delhi teaching children the importance of kindness and empathy. Since her first tour in India in May 2023, Ellie has visited 66 schools with 284 workshop sessions that have **reached a whopping 58,440 young learners.**



students ages 8 to 12 better understand and appreciate animals. Thousands of children participated in Animal Rahat's drawing contests, expressing the importance of helping birds. The group also **hosted several fun-filled field days**, including one at a local orphanage, to teach kids about treating all animals with compassion. Students who visited the group's sanctuaries in Gundlupet and Ranapur **enjoyed delicious vegan lunches donated by actor Alicia Silverstone.**



Animal Rahat and PETA India are visiting schools throughout India, engaging millions of children through Compassionate Citizen, an award-winning humane education program that's designed to help



The Year in Numbers

- **PETA** entities worldwide have more than 9 million members and supporters.
- **PETA** websites received nearly 50 million page views, and our videos, which include hard-hitting investigations and celebrity ads, received over 1 billion views.
- Our social media posts across our **PETA** and **PETA Latino** channels were seen an average of 113 million times each month.
- **PETA** sent e-newsletters to more than 1.3 million subscribers.
- We sent out over 33 million letters through our online advocacy campaigns, urging companies and individuals to make changes that would help animals.
- **PETA's** text message program drove more than 1.25 million actions in our online advocacy campaigns.
- We added more than 450 new names to our list of companies that don't test on animals.
- In fiscal year 2024, we secured free advertising space worth nearly \$4 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 1,500 demonstrations.
- We filled requests for nearly 120,000 free copies of our vegan starter kit.
- We handled over 13,500 calls and e-mails regarding cruelty to animals.
- Our Mobile Clinics Division sterilized more than 10,500 cats and dogs, including nearly 400 feral cats and 800 pit bulls at a reduced cost or free of charge. We've now spayed or neutered a total of more than 236,150 companion animals.
- We built and delivered nearly 160 free sturdy doghouses and bagged almost 1,500 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 nearly 8,300 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 375 letters to the editor and more than 950 opinion pieces posted on websites and printed in various newspapers and magazines.
- **PETA** was mentioned by many major print and online media outlets, including Agencia EFE, AOL, Associated Press, Axios, *Billboard*, *The Boston Globe*, Breitbart, BroBible, Business Insider, BuzzFeed, The Canadian Press, *Cosmopolitan*, The Daily Beast, The Daily Caller, *Daily Mail*, Deadline, *Entertainment Weekly*, *Forbes*, *Glamour*, *The Globe and Mail*, *The Guardian*, *HELLO! Magazine*, *The Hill*, Hollywood Life, *The Hollywood Reporter*, *Houston Chronicle*, HuffPost, IMDB, The Independent, *International Business Times*, *La Opinión*, *Los Angeles Times*, *Marie Claire*, MarketWatch, MSN, *National Geographic*, *New York Daily News*, *New York Post*, *The New York Times*, *The New Yorker*, *Newsweek*, *OK!*, *Parade*, *Page Six*, *People*, *People en Español*, *Politico*, Reuters, *Rolling Stone*, Salon, *Science*, *TIME*, *Town & Country*, *U.S. News & World Report*, UPI, Uproxx, *Us Weekly*, *USA Today*, *Vanity Fair*, *Variety*, Vibe, Vox, *The Wall Street Journal*, *W Magazine*, *The Washington Post*, *The Washington Times*, *Washington Examiner*, *The Week*, *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, *CBS News*, CNBC, CNN, CNN en Español, CNN International, CTV News, *Entertainment Tonight*, ESPN, FOX Business Network, FOX News, *Global News*, iHeart Radio, *NBC News*, Newsmax, NPR, Telemundo, *TMZ*, *Today*, and Univision.

Financial Statement

REVENUE

Contributions	\$ 80,255,687
Gross Merchandise Sales	\$ 151,272
Interest, Dividends, Royalties, and Other Income	\$ 5,356,744
Total Revenue	\$85,763,703

OPERATING EXPENSES

Programs	
International Grassroots Campaigns	\$ 16,046,751
Public Outreach and Education	\$ 23,301,275
Research, Investigations, and Rescue	\$ 24,221,616
Cruelty-Free Merchandise Program	\$ 531,845
Supporting Services	
Membership Development	\$ 12,567,061
Management and General Expenses	\$ 959,072
Total Operating Expenses	\$77,627,620

CHANGE IN NET ASSETS

	\$ 8,136,083
Net Assets Beginning of Year	\$ 28,958,531
Net Assets End of Year	\$ 37,094,614
Purpose Restricted	\$ 1,576,671
Endowment	\$ 3,885,343
Board-Designated Legal Matters	\$ 1,000,000
Undesignated	\$ 30,632,600

OPERATING EXPENSE ALLOCATION

Direct Program Support	82.58%
Membership Development	16.19%
Management and General Operations	1.23%

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 82.58% of our operating expenses went directly to our programs fighting animal exploitation. We expended only 16.19% on fundraising efforts that drive our operations and 1.23% on management and general operations.

Thirty-five percent of PETA's dedicated staff earn under \$49,999, and the remaining 65% make more than \$50,000. Our president, Ingrid Newkirk, earned \$37,724 during the past fiscal year.

The financial statement shown here is for the fiscal year ending July 31, 2024, 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.

- 786 Cosmetics
- 7th Heaven
- Adobe Acrobat
- Alchimie Forever
- Axiology
- Beauty Without Cruelty
- Beleaf
- Boomtown Marketing
- Brush On Block
- Catizens
- Cavi-art
- CCILU
- CoyoteVest
- Crafty Counter
- Cynthia King Vegan Ballet Slippers
- Dawn D'Amico, Psychotherapist
- Delavie Sciences
- Deux par Deux
- DiMare Design
- Divine Treasures
- Dr. Botanicals
- Dr. Spray's
- DrTung's Products Inc.
- Fake Meats
- Founders Beauty
- Gathered Foods Corporation
- Green Vegan Bags
- Hampton Domestic
- Harvest & Mill
- Healing Natural Oils
- Herban Cowboy
- HOOPLA
- Hungry Planet
- Jaan J. Non-Silk Ties and Bowties
- Jivamukti Yoga
- Konscious Foods
- L.A. Girl
- Larry Torro
- Lavāda Handbags
- LBLC the Label
- Lost Woods
- Lowen's Natural Skincare
- LuftPets
- Maelove
- Main Street Vegan
- MamaSezz
- Marei1998
- Maya's Cookies
- MDhair
- Metsä Cosmetics
- MINDLOVE Online Therapy
- Mixed Chicks
- Modern Picnic
- MoEa
- MozzaRisella
- Mr. Peanut's Premium Products
- The Murphy House
- Naturepedic
- NOAH
- NOIZE
- Nomadic State of Mind
- N'ONAT
- Number 4 High Performance Hair Care
- Nuzest
- O2 Monde
- Odacité Skincare
- Oshi
- Outstanding Foods
- PawCo Foods
- PawsnBoots
- Petaluma
- Plant Based Foods Inc.
- Plant Faced Clothing
- Plant-Powered Dog
- Primal Spirit Foods
- RISE Brewing Co.
- Sacredbee
- T180 Professional
- Uncle Eddie's Vegan Cookies
- Unreal Fur
- V-dog
- VEERAH
- VeganDesign.org
- The Vegan Life Shop
- The Vegetarian Site
- Veggies Abroad
- Vego Good Foods
- VegVoyages (dba Vegan Asia Travel)
- von Holzhausen
- The Wharton Financial Group
- William Trently
- World of Vegan
- Wuxly
- Y3K Tutor In Your Home
- YAPA Beauty
- ZenBusiness
- ZolaTerra



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

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

A special thank you to these PETA Pack athletes for their community fundraising efforts:

- | | |
|--------------------|----------------------|
| Starlynn Costa | Christopher Merrow |
| Catie Cryar | Alicia Newman |
| Stacy Dean | Diane O'Guerin |
| Regina De La Pena | Marco Pierobon |
| Kim Flaherty | Lindsay Pollard-Post |
| Stephanie Goettge | Maria Reviello |
| Christine Graham | Melissa Sanger |
| Amanda Hays | Crystal Silmi |
| Jada Hollingsworth | Chelsea Swinford- |
| Heather Johnson | Johantges |
| Rebecca Libauskas | Emily Thoms |
| Sean McManus | |



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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](https://www.petamemorial.org).

In loving memory of the following true friends:

- **All my beautiful furry animal companions**, from Anna Turley
- **All the Fleishman animals**, from Stanley and Martine Fleishman
- **Aunt Mary Frances**, from Catherine Whitt
- **Bailey**, from Margaret Pennewell
- **Barbara Goodrich-Dunn**, from Catherine Whitt
- **Barbara Lloyd**, from Gallery 25
- **Beanie**, from Linda Hawkins
- **Bella**, from Jan Tevrizian
- **Blue**, from Vicki Hall Olson
- **Bruce**, from Steven Blum
- **Button**, from Linda Hawkins
- **Carla Bennett**, from Pavlin Lange and Tim Cayer
- **Carlisle Blayne**, from Brian Gauvin
- **Caroline Johnson**, from Teresa Tiedeken
- **Cash Steinberg**, from The Real Faux
- **Craig Price**, from Kathleen Morin
- **Cricket**, from Susan Warren
- **Daen Christensen**, from Bill Kraunch and Jane L. Shade
- **Daisy**, from Krista Hiddema and Nigel Osborne
- **Daisy**, from Linda Hawkins
- **Daniel Anthony Byrd**, from Jacqueline Moran
- **Daughter Jaymie**, from Eileen Creitz
- **Dave**, from Holly S. Pearson
- **Debra Yingst**, from Bonnie and Dale Yingst
- **Derek Ostergard**, from Donna S. Hall
- **Dolores Mueller**, from Jade Mueller
- **Dominique Ben-David**, from Shana Ben-David, Deborah Ben-David, friends, and family
- **Doug**, from David Dary
- **Edie**, from Linda Hawkins
- **Eli Goodfriend**, from The Real Faux
- **Fracky**, from Kim and Adam Karp
- **Frank DeFazio**, from Susan Auburn DeFazio
- **Frankie**, from Austin Walsh
- **Gene Brewer**, from Karen Brewer and Julie Carter
- **Gracie Rubin Little Fulton**, from Suzanne E. Fulton
- **Harrison**, from Christie Ulrich
- **Heros Golestian**, from Rozali Feiz, Logan Manukyan, Sonia Ohanian, Selin Padilla, and Razmik Shahnazarian
- **Ilya Shmulevich**, from Thomas Yankeelov
- **Inuun**, a magnificent canine, from Marguerite Longtin
- **James Giglio**, from Joseph Giglio
- **Janice Quinlan**, from Krystle Petrie, Peggy Foley, Shaun O'Sullivan, and Rosa Kim
- **Jean Lemoyne**, from Rene Lemoyne
- **Jerry Young**, from Dr. Patrice Green
- **JJ and Ponder**, from Mary Johnson
- **Joan Joaquin Wood**, from friends of Joan Joaquin Wood
- **Joe Witz**, from Kathy Pilafian
- **Joey**, from Shanti Aiyer
- **Judy and Lawrence Wleklinski**, from Kathy Prothero-Wleklinski
- **Kay Hogan**, from Margaret Pennewell
- **Kelly O'Leary Winkle**, from Kathy Cosgrove
- **Kevin Doyle**, from his beloved family
- **Kiffy, Biff, Sieben, and Pi**, from Tracy Webb
- **Laura Gruber**, from Sandra Gossoff
- **Leo**, from Paula Cathey
- **Linda Britt**, from Annie Grosse
- **Lucille and our family dogs**, from Daniella Ramadei
- **Lucky Lulu Belle and Simon Winslow**, from Jim D. Spates
- **Marie Sims**, from Kristine Young
- **Martha Grove**, from Robert Mueller
- **Martin Streuli**, from Lori Ann Streuli
- **Maurice**, from Helina Piano
- **Michael Patch**, from Robert Coronado
- **Michael Stillwell**, from Wendy Monroe, Richard Monroe, Michael Cusimano, Joseph McHale, and Amanda Raap
- **Mocha**, from Elizabeth Joyce
- **Mocha**, from Jerelyn Kirby
- **My beautiful basenjis**, from Susan Gunst
- **Nicholas and Eric**, from Joyce Cooksey
- **Patricia Lantis**, from William Moody
- **Pat Thomas**, from Courtney Lynch
- **Paul Czar**, from Craig Czar
- **Pee Wee**, from Karen E. Roff
- **Peggy Fields**, from Janice Bramlett
- **Percy Seid**, from Cathy Wade
- **Petunia**, from Ryan Shullman
- **Phyllis Cain**, from Cheryl E. Sullivan
- **Princess Sophie**, from Joanne S. Griffin
- **Ray Spurlock**, from Rachel Dowd
- **Richard Zajac**, from Janice Zajac
- **Rodrigue**, from Krista Hiddema and Nigel Osborne
- **Rudi-Toots**, from Tricia
- **Sally Bowles the cat**, from Judith Nelson
- **Scampi**, from Gilda Parrella
- **Shane, Muffin, and Shelby Minch**, from Scott Minch
- **Shehnaz Pinto**, from Soniya Pinto
- **Simon Beriro and Mada Hapworth**, from Tina Beriro
- **Spike**, from Lynne and Stephen Kane
- **Spot**, from The Real Faux
- **Stanley**, from Mark Shanahan
- **Steven Wise**, from Margaret Carey
- **Susan Gaskell**, from Robert Wayne Harris
- **Teddy**, from Frances and Anthony Kercher
- **Terry Carr**, from Erica Carr
- **Tracy Goldberg**, from Virginia Barry
- **Vinny**, from Lia Albo

Saved! Janie and Sweetie Are Living Large

PETA's undercover investigator arrived at The Veterinarians' Blood Bank (TVBB) just in time. Among the nearly 1,000 dogs and cats imprisoned at the heinous Indiana operation—so their blood could be sold to veterinary clinics—were **Janie** and **Vivi**. The cats were condemned to a life sentence with no hope of the love and comfort they deserved.

Janie was so sick that a manager intended to leave her in a barn “out in a field” because she thought the cat had feline herpesvirus. Her blood had been extracted

to be sold less than three weeks before. Vivi, who was too small to use for blood, cried out in pain from an infected mouth and needed to have all her teeth pulled.

That was then. PETA's investigator adopted Janie and rushed her to a veterinarian, who found that her chronic nasal congestion and sneezing were the result of the highly contagious calicivirus. For months, the TVBB manager refused the investigator's offer to adopt Vivi but eventually agreed. The little girl finally received the care she so desperately needed.

You wouldn't recognize them today.

Janie helps her guardian do *everything*—brush her teeth, fold laundry, make the bed.

“She has such a big personality, and I can't imagine life without her!” she says.

Vivi is living large, too. She's been renamed Sweetie, and according to her guardian, the new moniker is totally fitting. A bona fide “eating machine,” she loves her toy Mousy and never turns down a kiss.

“Sweetie is a delight and really adds a lot to the household,” her guardian says.

PETA's investigation revealed that the cats' “treatment” at TVBB was standard operating procedure. Many of the captives were elderly, emaciated, sick, and denied adequate veterinary care. Confined to barren kennels and crowded pens, they were bled more frequently than and at well past the age that industry standards dictate.

The investigation and PETA's campaign led veterinary chains BluePearl Pet Hospital and VCA Animal Hospitals to drop TVBB.

PETA's round-the-clock efforts to give animals like Janie and Sweetie the greatest gift—liberation from a miserable life—are only possible because of generous donations from our members and supporters. Thank you.



Sweetie

Janie