



*They Do Not Belong to Us*  
Working to Protect **Animalkind**

# PETA 2025 | Annual Review



## Dear Friends,

In 2025, we celebrated PETA's 45<sup>th</sup> year of making historic progress for animals.

Without PETA's diligent work, **Temple** would still be confined to a **cage 24/7**. PETA's investigator at Red Beast Enterprises Inc., a Fort Collins, Colorado, contract laboratory also called "High Quality Research," found dogs and cats warehoused in bleak conditions, animals left to suffer from untreated ailments, and dogs routinely subjected to agonizing "debarking" mutilations without pain relief. Temple was one of those dogs. The sweet-faced beagle, known only as "JGI2," still has the characters tattooed in her ear. Her vocal cords had been severed with gynecological forceps. Confined to a pen in a windowless room without a bed or toy, Temple cowered in the corner and shook in fear.

Her tremble confirmed what we at PETA have always known: Animals are not disposable pieces of laboratory equipment or money-making tools. They are individuals who feel pain, stress, loneliness, and fear.

Today, **Temple** (pictured at left) **feels joy, love, and comfort**. Since PETA rescued her and she was adopted by a loving family, Temple has been to beaches, enjoys afternoon naps, and curls up at night in a warm bed—smack dab between her two humans. That's something to celebrate as we look back on the progress we made for animals together in 2025.

Our victories are deeply encouraging. They also remind us of the animals who still need help and how everyone can make a difference for them. This year, all kinds of people gave PETA's work a boost. **Jeremy Schmidt** of Iowa risked his career to report cruelty to chickens he was witnessing at Pure Prairie Poultry. His selflessness **prompted government action that fed millions**

of birds who'd been left to starve and sparked a federal investigation. Another example is **Callan MacDonald**, a University of Cambridge postgraduate student who **created an innovation that could revolutionize the lab-grown meat industry**.

We can all help animals through our work, activism, and generosity. **Donations from PETA supporters enabled us to transport bears, primates, big cats, and other animals rescued from roadside zoos or labs to sanctuaries; distribute over 15,000 Kind Frogs and donate 1,816 eMind student licenses for virtual dissection; take desperately needed supplies to animal shelters after Hurricane Helene; conduct eyewitness investigations that exposed the horrors animals endure out of sight in laboratories, slaughterhouses, breeding mills, and roadside zoos; and much more. All our supporters—especially our Vanguard Society, Augustus Club, and Investigations & Rescue Fund members—played a vital role in this work.** On behalf of everyone at PETA—and the animals like Temple whose lives are filled with joy, respect, and consideration for their individual needs because of your support—thank you!

With kind regards,

A handwritten signature in red ink that reads "Ingrid Newkirk".

Ingrid Newkirk  
Founder

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### Board of Directors and Officers

Ingrid Newkirk, Principal  
Michael P. Rodman, Chair  
Mary Healey, Treasurer





# 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 replacing animal tests with sophisticated and humane non-animal methods. We're exposing and stopping the humane washing of meat, eggs, and dairy. 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 and Augustus Club members such as those below serve as the roots of financial support that enable our vital programs to grow stronger.

*I became a vegetarian over 40 years ago when I finally realized that animals valued their lives. Some years later, I discovered PETA, who educated me about the many ways animals are abused besides slaughter for meat. I am impressed by how PETA acts to prevent the abuse of any animal, from saving a single abused chicken to ending corporate and government funding of experiments on animals that kill millions of animals each year. I have never seen a group of more dedicated, competent, and kind people. I am honored to be associated with PETA.*

**Bernard Mrstik**, VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



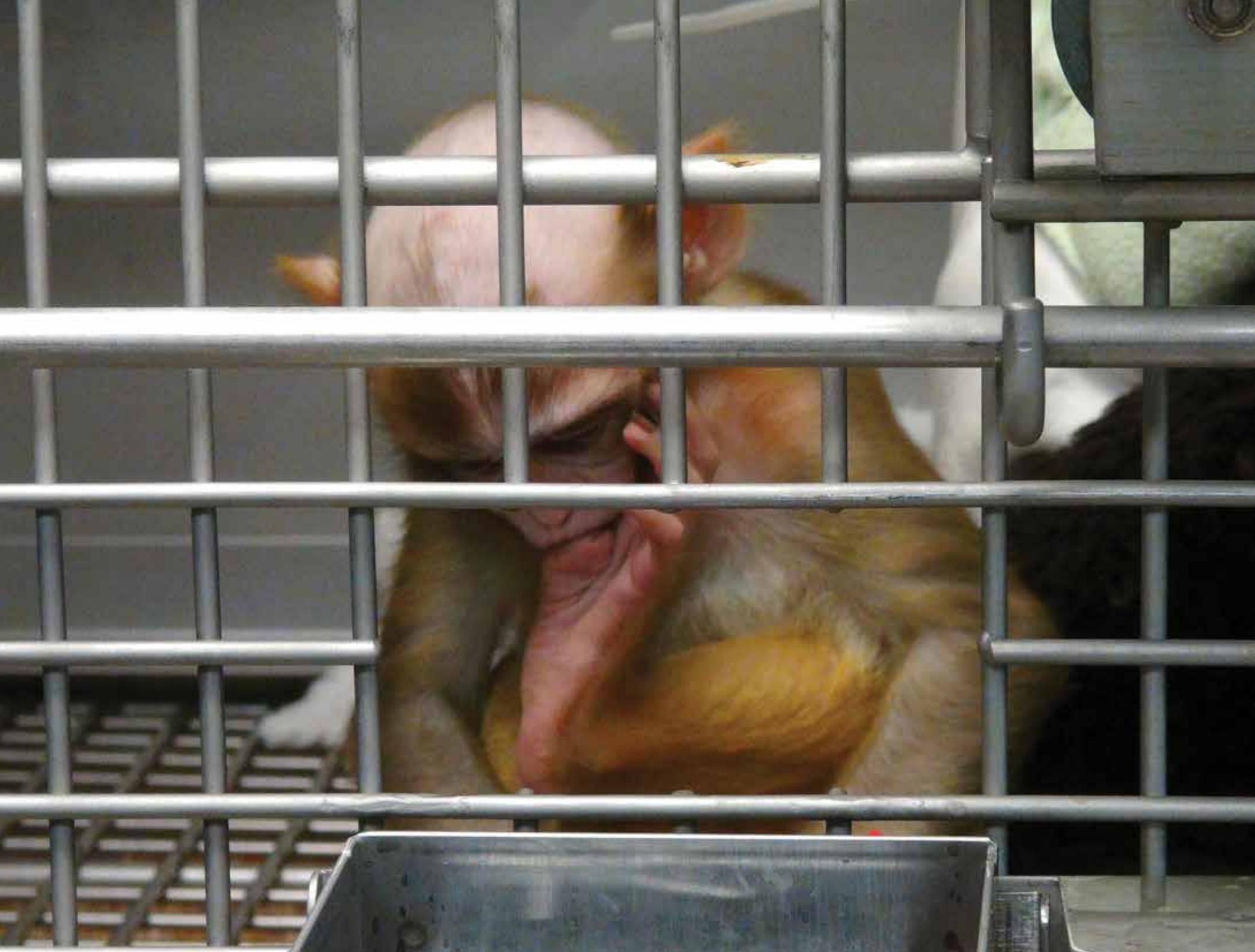
*We have always believed that compassion should extend to all living beings. Animals are the ultimate innocents—they love, trust, and suffer, yet people refuse to hear their cries. That's why we support PETA. They don't just raise awareness, they act, pushing for real, lasting change by helping to shape legislation that protects animals from abuse and exploitation. Supporting PETA is one way we try to live our values and help create a kinder, more just world for every creature.*

**Grace and Ken Solinsky**, VANGUARD SOCIETY MEMBERS

*Over the past two decades, we have supported the PETA team and are proud members of the Vanguard Society and Augustus Club. PETA shares our values of actively working to improve the world for animals, especially when many others look the other way. Knowing PETA's team is directly addressing the companion animal overpopulation crisis with their fleet of mobile spay/neuter clinics gives us hope for the future of rescue efforts everywhere. Until all animals are free, we will continue to partner with PETA in any way we can.*

**Rebecca Fenson and Nani Tosoc**, VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBERS





# Animals Are *Not Ours* to Experiment On

We made a lot of hard-won progress toward ending the use of animals in laboratories. In a groundbreaking move, the **National Institutes of Health (NIH)** announced that **it is moving away from experiments on animals**. It has already stopped many, including sepsis experiments on dogs and HIV studies on monkeys, and it will no longer fund the development of animal “models” of disease.

**PETA helped suspend a radiation experiment on monkeys** at the University of Washington. And **NIH canceled funding for Margaret Livingstone’s experiments on baby monkeys**.

**The University of Massachusetts–Amherst closed its marmoset lab after PETA’s intense four-year campaign** exposing cruel menopause experiments on the tiny monkeys.

**PETA won a final victory** in our longstanding transparency lawsuit against the University of Washington’s Institutional Animal Care and Use Committee.

PETA launched a **groundbreaking First Amendment lawsuit** to enforce our right to receive communications

from primates imprisoned in a government laboratory. They are visibly and audibly expressing their frustration, and we have a right to hear from them.

More companies, governments, and entities are listening to PETA and dropping animal testing. The European Respiratory Society **will stop using live animals in medical courses**. The Taiwan FDA **no longer tells food companies to conduct experiments on animals** to make bone and joint health claims. Tokyo-based food company Kewpie Corporation **banned all animal testing not required by law**. The National Watermelon Promotion Board **stopped bankrolling tests on mice and rats**. And life sciences company Creative Biolabs **nixed the worthless forced swim test**.

After **PETA exposed cruel animal tests** at the University of Wisconsin–Madison’s Food Research Institute, **more than a dozen sponsors**, including Coke and Pepsi, **pulled funds for the tests**.

PETA Science Consortium International e.V. cohosted webinars about animal-free toxicity testing, presented at



I love PETA because they are fearless advocates who loudly speak for animals. PETA's work inspires compassion and empowers me to live more ethically in all my choices—reminding us that no one is free until all beings are.

the world’s largest toxicology event, awarded researchers **equipment that can replace animals in inhalation tests**, and sponsored six scientists from India to train on how to use non-animal methods to test chemicals.

We debuted a new installation, *How the Other Half Lives*, a 7.5-foot-tall pair of binoculars that juxtaposes macaques living free in the forest with those suffering in laboratories.

PETA supporters turned heads at demonstrations, from disrupting UMass events to expose cruel menopause experiments on

marmosets to taking over Ethiopian Airlines terminals at the world’s busiest airports to **protest the airline’s trafficking of monkeys for experimenters**.

Award-winning actor **Casey Affleck** sent a letter to key Massachusetts legislators urging support for a groundbreaking bill to **protect infant monkeys from maternal separation for laboratory experiments**.



**Jessica Resler**  
VANGUARD SOCIETY AND AUGUSTUS CLUB 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.

A whistleblower prompted PETA to investigate Oakridge Dairy, which boasts of “Happy Cows.” **We found 2,600 cows suffering inside a mega-shed** and never allowed outside. Another meat industry veteran helped PETA expose **alleged abusive handling and botched killings of chickens** at an “animal welfare certified” Virginia slaughterhouse.

**We exposed the meaninglessness of “organic” labels for animals** by publishing records about cows who were confined in manure and died at an organic dairy in Texas.

**PETA prompted criminal investigations of slaughterhouse workers** for kicking ailing pigs in Vermont, cutting the throats of conscious cows in Tennessee and Georgia, and throwing a chicken against a wall in Virginia.

**We exposed slaughterhouse workers** who kicked a sheep in the face, slashed a conscious pig’s throat, and shot animals in the head. When more than 3,000 chickens died of exposure to the cold en route to slaughter in South Carolina, **we got it on the news**.



My first exposure to PETA changed—and dramatically improved—my life, not only because I upgraded to a plant-based diet but also because I became an animal rights campaigner. I am grateful to PETA for enriching my life and, more importantly, for moving mountains to improve the lives of animals.

**PETA advanced our campaign against upcharges for vegan milk.** Following Starbucks’ decision to drop the upcharge, Busboys and Poets, Dunkin’, Dutch Bros, Peet’s Coffee, Scooter’s Coffee, and Tim Hortons all followed suit.

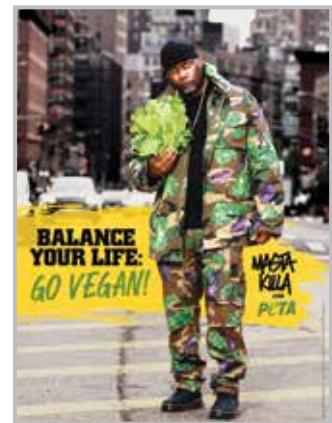
**A PETA Asia exposé added to our campaign to help enslaved monkeys in Thailand.** New footage of monkey “schools” revealed how baby pig-tailed macaque monkeys are tethered for years on short chains so they can be forcibly trained to pick coconuts. Our campaign persuaded **A Taste of Thai** to stop sourcing coconuts picked by monkeys. We collaborated with **Mike White**, the creator of HBO’s *The White Lotus*, who shot the most recent season in Thailand, to urge the country’s new prime minister to ban monkey labor.



**We launched our *Hell on Wheels* turkey truck tour** before Thanksgiving. It stopped in cities across the country before rolling into Washington, D.C., where thousands were gathered for the annual “pardoning” of two turkeys.

As egg prices rose, PETA sent “Tommy Tofu” and Commando Chicks to cities across the South to hand out vegan egg sandwiches. PETA supporters took action in solidarity with mother cows at the “Every Woman’s Marathon,” a dairy industry promotional event. We also sent a manure-filled dump truck to the ASPCA’s headquarters to raise a stink over the organization’s support for factory farms and humane washing.

Many PETA friends—including **Joan Jett, Masta Killa, Heather Ray El Moussa, and Florencia Torrente**, helped draw attention to the suffering of animals killed for food.



Photographer: Karem Black • Creative Director: Greg Gary

Costume Designer: Solia Agostino

**Donny Moss**

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



# Animals Are *Not Ours* to Wear

Animals' skin belongs to them, not us. PETA pushes society to evolve past reducing living, feeling beings to sweaters, watchbands, and shoes.

In 2025, our work moved retail giant SHEIN to add third-party sellers to its company-wide **ban on fur and wild-animal skins**. Clothing and lifestyle brand October's Very Own **agreed to stop selling fur**, as did department store chain Von Maur. *Vogue* finally **stopped promoting fur** in its pages. Mohair and cashmere won't be seen at popular mall retailer Zumiez after talks with PETA, and Tailored Brands—which owns Men's Wearhouse—**agreed to stop selling shoes made from alligator, ostrich, or any other wild animal**.

We urged the NFL to switch to synthetic balls after our **undercover investigation** filmed at a slaughterhouse that supplies leather for Wilson's official NFL footballs revealed **terrified cows watching and trying to escape as others are being shot in the back of the head and dismembered in front of them**—all in violation of industry and veterinary guidelines.

We worked with PETA Asia-Pacific to **investigate 11 New Zealand farms that produce ZQ-certified wool**, which is sold to brands like Allbirds and Smartwool. The **exposé** showed shearers kicking and stomping on sheep,

**workers hitting sheep with objects**, including a ski pole, and sheep left with gaping wounds.

We settled our **First Amendment lawsuit** alleging Southwest Wyoming Regional Airport created an unconstitutionally vague policy to stop PETA from running an ad encouraging travelers to choose vegan luggage. Our ad was up and running in time for Memorial Day!

We named Victoria's Secret PETA's 2024 Company of the Year for using **fabulously creative feather-free wings in its fall fashion show**, after previously using 620,000 feathers from ostriches, pheasants, and chickens. **Stella McCartney** earned PETA's 2024 Person of the Year Award for **rejecting the use of animal skins, fur, and feathers**.



I cannot give enough credit to PETA for "liberating" so many animals. Their thorough investigations are such that nobody can dismiss their unsettling discoveries, giving me full confidence to partner with them as a contributor and activist.

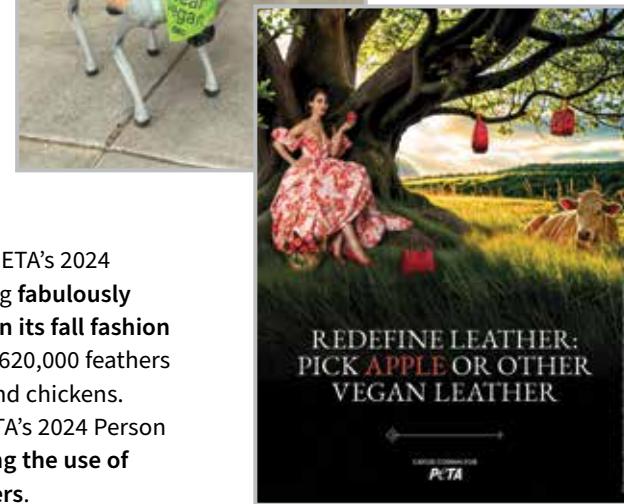
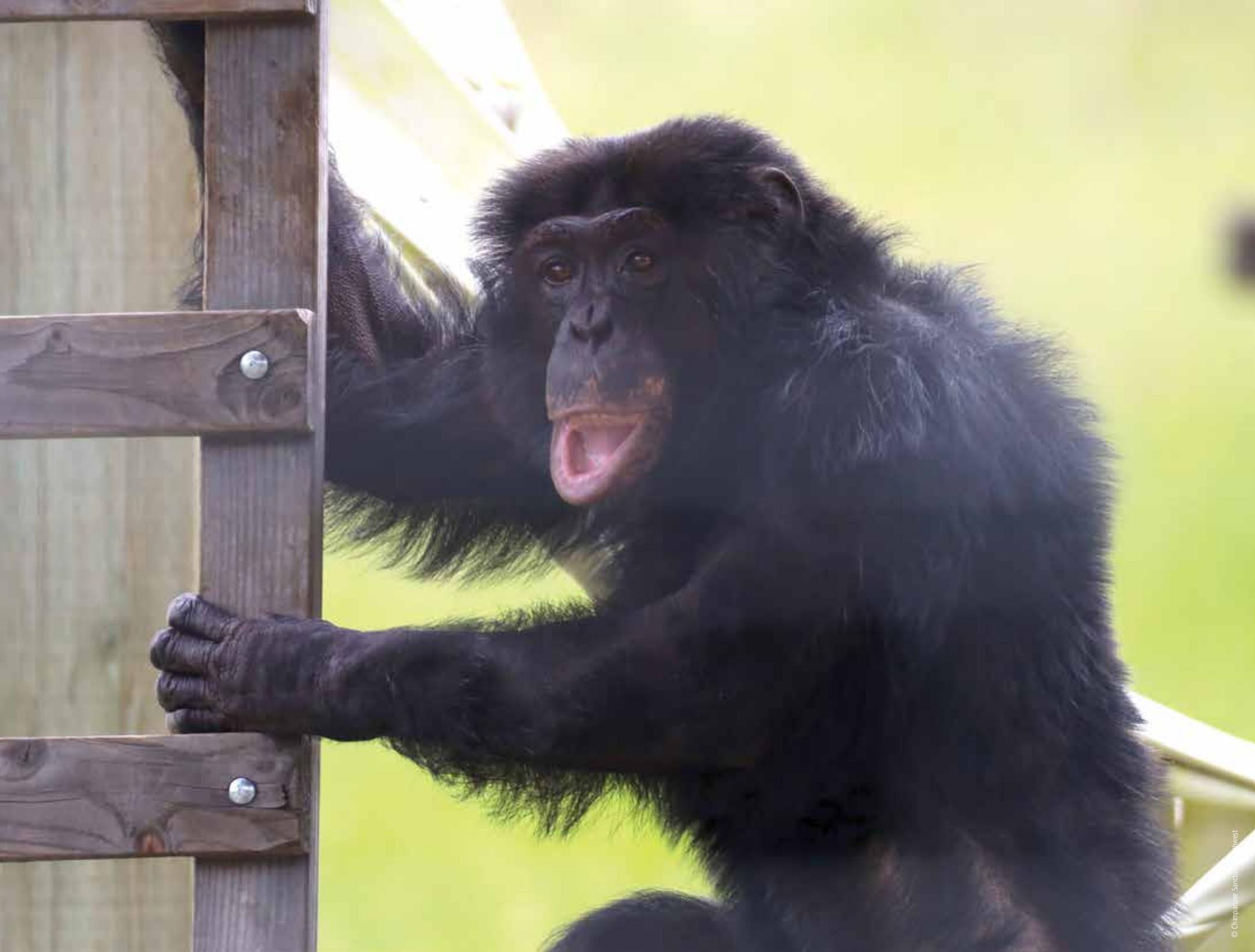


Photo: Jannen Lund • Creative director: Greg Garry • Make-up: Darian Darling • Hair: Johnny Stuntz  
Styling: Karen Levitt • Cow: Artist rendering

Ahead of Black Friday, we launched **"Free the Animals" Friday**, with more than 30 demonstrations around the world drawing attention to the suffering of billions of animals killed for leather and other animal-derived clothing.

Our robo-calf, **Charli XC Cow**, made appearances in Las Vegas, New York, Salt Lake City, and other cities to spread one bold message: Wear your own skin, and let cows keep theirs! Charli earned lots of looks from passersby as well as media attention nationwide, including a shoutout from **Stephen Colbert**!

We thank **Caylee Cowan, Torrey DeVitto, Dulce María, and Sofía Sisniega**, who helped PETA inform millions about the cruelty hiding in animal-derived materials.



# Animals Are *Not Ours* to Use for Entertainment

PETA's vigorous campaigns to end the use of animals for entertainment were in full force in 2025.

After PETA presented evidence to the California Horse Racing Board that its rule against licensed jockeys participating in unsanctioned racing was not being enforced, the Board conducted its own investigation and **filed a complaint against** prominent jockey Jose Nicasio. Fasig-Tipton is **banning the practice of whipping and forcing young horses to sprint short distances** at its 2026 2-year-old Thoroughbred auction, after years of PETA pressure.

After years of PETA activism, SeaQuest **filed for bankruptcy** and the Miami Seaquarium **closed its doors for good**. SeaWorld continues to lose partners, including Colombina candy company, which **chose not to renew its event sponsorship** with the amusement park. And PETA Latino members **helped permanently close the Dophinarium** at Barceló Maya Grand Resort.

**Our work helped end the exploitation of, and we are helping support the lifetime care of, Limbani, a chimpanzee who was kept in solitary confinement for eight years by *Tiger King* villain Mario Tabraue.** PETA's work also **helped free over 300 animals** from West Coast Game Park Safari in Oregon—including **George**,

**the last solitary chimpanzee left in a U.S. roadside zoo (pictured at left)**

Tonia Haddix, who hid Tonka the chimpanzee in a tiny cage and lied about his death, **was sentenced to nearly four years in prison for perjury and obstruction of justice.** Tonka is enjoying life at the Save the Chimps sanctuary!

**Mysterious Circus** went animal-free after PETA supporters spoke up for Okha, an elephant who was taken from her natural home in the 1970s and forced to perform ever since. PETA **helped stop the Colorado Renaissance Festival from hosting elephant exhibitor Trunks & Humps.** PETA also **reached more than a million parents** with ads encouraging families to stay away from cruel shows.

After hearing from PETA, Carnival Corporation—the largest cruise line in the world—will **no longer offer excursions to places that force captive elephants to be ridden or bathed** by visitors. Discover Corps **stopped offering elephant-bathing opportunities.** Shore Excursions Group, Timbuktu Travel, and ToursByLocals removed all tours **offering camel rides at the Giza pyramids**, joining travel giants Airbnb and Marriott.



At the deadly Iditarod in Alaska, PETA **protesters set up a dog graveyard honoring** three dogs who had died on the trail last year. We quickly **exposed this year's race** for trying to hide a dog's medical emergency and racing a pregnant dog to death.

We helped get **bullfighting effectively outlawed** in Mexico

**City and banned in Michoacán**, and PETA supporters gathered outside Catholic churches to ask the Vatican to condemn bullfighting.



Fotografía: Christophe Esqueda • Maquillaje y Peinado: Camila Trujillo  
Postproducción: Imaginarios

We thank **Alec Baldwin, Fernanda Castillo, Noah Cyrus, Scarlet Gruber, Lala Kent, Sir Paul McCartney, Nella, and Aoki Lee Simmons** for their help with these campaigns.



PETA is one of my very favorite organizations to support via my donor-advised fund, due to its uniquely creative, courageous, bold, and at times, provocative approach, often infused with a delightful sense of humour and charm. It's just the right mix, and it accomplishes so much. I'm proud to be nearing my 40<sup>th</sup> year as a member!

**Judith Nelson**

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



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

PETA stops all kinds of cruelty to animals and eases their suffering when they need help.

When PETA learned that a police K-9 handler had punched the dog repeatedly during a traffic stop, we filed a lawsuit to obtain more information—and **got the dog retired and adopted into a loving family**. PETA also intervened for Sonic, a K-9 in Nebraska who suffered for months in isolation after his original handler retired. We **helped get Sonic retired from duty and reunited with his original handler and family**.

**In a huge, historic victory for snakes in Colorado**, after a push from PETA and other animal allies, the Colorado Department of Agriculture will require licensed facilities to house snakes in enclosures that **provide enough space for them to fully extend their bodies**, which scientific studies show is necessary for their health.

After PETA fieldworkers found Honey Bun emaciated, struggling to breathe, and unable to stand or walk, the man who had left the dog to starve was **banned from owning animals for five years** and placed on supervised probation. We ensured that **an Emporia, Virginia, woman was charged with animal neglect** after PETA fieldworkers discovered a dog with extreme mange tethered outside. Authorities allowed PETA to

gain custody of the dog, and after receiving months of care, the dog, now named **Cooper**, is **thriving in his new home**.

Our Mobile Clinics Division traveled to Halifax County, Virginia, to **spay and neuter 245 dogs and cats**! **Another 161 dogs and cats were sterilized** at an event in Gloucester, Virginia, thanks to three generous PETA employees.

PETA's Emergency Response Team is **on call 24/7**, and it's **the only group that offers cruelty casework help all over the world**. This is just a small sample of the team's work: **It procured the seizure of more than 300 rats** from filthy cages in Canton, Ohio; persuaded officials to **rescue a violently abused puppy** in Sugar Land, Texas; and **arranged transport and shelter for an ill stray cat** who was being abused by a group of children in Mazar-i-Sharif, Afghanistan.

After help from PETA and other animal advocates, **West Hollywood City Council unanimously voted to ban the sale of all animals in pet stores**, and Ojai, California, became the **first city in the country to ban "torture breeding"**—deliberately breeding animals to have deformed bodies and extreme features that cause them a lifetime of suffering. In San Bernardino,

California, PETA sent breathing-impaired “French bulldogs” hooked up to oxygen tanks to the OnlyFrenchies convention.

We received help with our anti-cruelty campaigns from **Tim Burton**, **Craig Conant**, **Valentina de Abreu**, **Alex de la Madrid**, **Sasha Farber**, **Yung Gravy**, **Tobin Heath**, **Dylan McDermott**, **Clarissa Molina**, **Paola Nuñez**, **Ron Perlman**, **Christen Press**, **Sie7e**, and **Jalen Smith**.

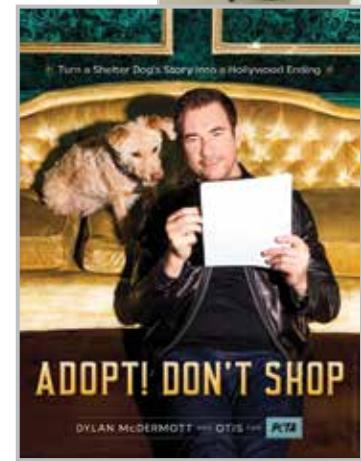


Photo: Krista Schlueter • Art director: Greg Garry • Groomer: Angela DiCarlo



I support PETA because it stands up for all animals, all the time, throughout the world. It is unafraid of challenging evil norms that allow for the mistreatment of animals. It strives to promote principles, not to be popular with those who commit moral crimes or allow them. And in its uncompromising and brilliant work, it has improved the lives of countless animals.

**George Goldner**

VANGUARD SOCIETY AND AUGUSTUS CLUB MEMBER



# Animal Rights: The Next Generation

PETA's youth divisions are empowering young people with the knowledge and tools they need to change the future for animals.

Our innovative youth program, **peta2**, launched its **Street Team** to mobilize young volunteers at music festivals and outreach events across the country. Our **Abduction** virtual reality, empathy-building experience spent 18 weeks on the road, **reaching over 1,600 students on 18 campuses**, transporting them into the lives of animals used for experiments. **We also debuted When They Came for Us**, an immersive AI experience that forces students to confront the realities of animal exploitation from a new perspective. **The tour reached nearly 700 students** over its first 10 weeks.

With a message of "compassion over cruelty," **peta2** went on a month-long, 18-city tour with **nothing, nowhere**. Over 2,400 concert attendees



PETA's strategy, fine-tuned over 40 years, has opened eyes around the world to animal welfare. And we know now that working through PETA gives us the power to make change that, as individuals, we could not accomplish. We have seen it happen repeatedly and everywhere. Supporting the work of PETA is a celebration.



**texted into our campaign.** We also hit the road with **Mayday Parade** on their nationwide tour, during which **4,400 fans texted into our anti-SeaWorld campaign**. **peta2** also reached people at **Warped Tour, Riot Fest, All Things Go**, and more.

Between all of the college and music tours, **peta2 distributed over 100,000 literature items**.

It was a busy school year for PETA's humane education division, TeachKind. Since launching the silicone dissection model **Kind Frog** in 2024, TeachKind Science has **donated over 15,000 to teachers, sparing thousands of animals from the dissection tray and giving students a kinder way to learn**. We also **presented to 200 teachers at the Nevada Association for School Administrators** virtual winter conference. As a result of this conference, our animatronic **Ellie the Elephant** team spent a record **NINE weeks in Las Vegas giving presentations**. **Ellie and TeachKind's "cowbassador" Carly the Cow presented to more than 35,000 students nationwide this year**.

TeachKind's materials have been used to reach an **estimated 1 million students** on a popular website for teachers, **TPT**. To reach more educators than ever before, TeachKind launched its own website, **TeachKind.org**.

PETA Kids is releasing animated videos featuring interesting facts about animals like chickens and rats. Our video about chickens has already **received more than 200,000 views**.

PETA Kids awarded the **All-Star for Animals Award** to 12-year-old **Lionel Burton** for his activism and compassion for animals. To celebrate Lionel's win, PETA's vegan ice cream truck made a special visit to his school and treated over a thousand students and staff to dairy-free desserts.

Bands **nothing,nowhere.**, **Sace 6**, and **Diva Bleach** helped raise awareness of our campaigns through interviews and ads.



©premacolorpix

**Gina Trippi and John Kerr**

VANGUARD SOCIETY AND AUGUSTUS CLUB 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.

This year, in war-torn Ukraine, PETA's Global Compassion Fund **helped rescue** nearly 30,000 donkeys, dogs, cats, horses, goats, pigs, ducks, rabbits, and chickens and **provided monthly food deliveries** to feed around 2,500 hungry animals each day. A drone defense system—financed by PETA's Global Compassion Fund—**helped protect** a van full of rescued animals from a spray of bullets.

PETA's Global Compassion Fund supported the rescue of animals in critical situations:

- PETA supported the **rescue of seven camels** in Baramulla, India, who were reportedly being sold for sacrifice ahead of Eid.
- When a sick and injured puppy named Carla was abandoned in freezing temperatures outside a small village in Romania, a PETA-supported rescue team **got her the help she needed**.
- Promise, a homeless dog in the Philippines, **got a second chance at a safe life with a loving family**, thanks to the Global Compassion Fund.

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

- Clinics supported by the Global Compassion Fund **spayed and neutered** more than 300 dogs and cats in Peru.

**Promise**



- In Mexico, we sterilized more than 1,000 animals free of charge, including Baja, a tiny Chihuahua who had been **seized from a neglectful owner**. Little Baja was brought to the U.S. for adoption.
- We held clinics in Puerto Rico, where we spayed and neutered more than 250 dogs and cats.
- PETA Asia helped spay and neuter thousands of cats and dogs this year—sometimes as many as 600 animals during a single clinic!

PETA India and PETA-supported Animal Rahat continue to rescue dogs, cats, cows, bullocks, camels, horses, donkeys, goats, monkeys, and other animals from desperate circumstances.

This year, to help families who depend on animals for their livelihoods see animals as individuals and understand their unique needs, Animal Rahat's Sangli sanctuary hosted its first all-female visitors' day. Women groomed bullocks, horses, and camels and saw them living as they should: free of tight tethers, socializing with their friends, and enjoying plenty of food and water.

PETA's Global Compassion Fund supports work around the world to help people better understand and appreciate animals.

- PETA India's **Compassionate Citizen** is a humane education program designed for children aged 8 to 12. The program can be included in schools' curricula or used by extracurricular clubs. Compassionate Citizen is free to all educators, with lessons that teach students how similar we are to the other animals, large and small, with whom we share the world.
- In Romania, PETA Germany is working closely with authorities and politicians to change laws, expose cruelty, and establish ethical management of homeless



animals. We're also teaching children and educators that classrooms are not suitable homes for animals. Animals who are locked in cages, terrariums, or aquariums cannot engage in natural behaviors.

Through the Global Compassion Fund, **PETA supports free veterinary care worldwide**, from Jordan to India to the Philippines and everywhere else we work.

- In Petra, Jordan, where animals are forced to work at the ancient ruins, the Global Compassion Fund **helped the Petra Veterinary Clinic provide free veterinary care for more than 5,000 animals**. For many, it was the only medical care they've ever received.

• In Maharashtra, India, the annual Chinchali Fair can involve days on the road as villagers push bullocks and ponies to exhaustion. This year, with help from the Global Compassion Fund, **Animal Rahat provided four much-needed animal rest areas and veterinary treatment camps** along the route. Vets and staff treated 790 animals on the journey there and 810 on the way home, many of whom suffered from painful lameness due to bumpy, rocky roads, dehydration, and muscle tears from overloaded carts. The team also **confiscated 165 torture devices**, including sharp bits, whips, and nylon nose ropes. Animal Rahat also **subsidized buses for pilgrims**, preventing thousands of animals from having to make the trek at all.



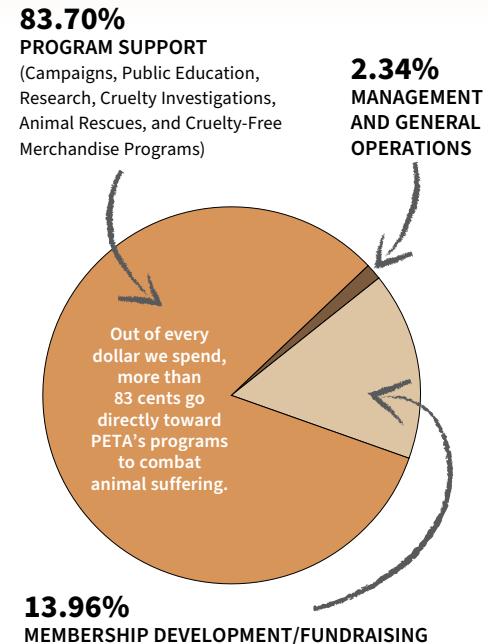


# The Year in Numbers

- PETA entities worldwide have more than 10.4 million members and supporters.
- Our social media posts across our channels were seen an average of 180 million times each month.
- Our videos, which include hard-hitting investigations and celebrity ads, received over 1.7 billion views this year across social media and YouTube.
- PETA websites received over 40 million page views.
- PETA sent e-newsletters to more than 1 million subscribers.
- We sent out over 25 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 1.5 million actions in our online advocacy campaigns.
- We added more than 150 new names to our list of companies that don't test on animals.
- In fiscal year 2025, we secured free advertising space worth nearly \$5 million.
- PETA's Media Relations Department handled 103,200 interactions with the media, including interviews.
- Our International Grassroots Campaigns Department helped organize 1,510 demonstrations.
- We filled requests for nearly 92,800 free copies of our vegan starter kit.
- We handled over 12,500 calls and e-mails regarding cruelty to animals.
- Our Mobile Clinics Division sterilized more than 11,200 cats and dogs, including nearly 750 feral cats and 930 pit bulls at a reduced cost or free of charge. We've now spayed or neutered a total of more than 249,000 companion animals.
- We built and delivered nearly 100 free sturdy doghouses and bagged almost 1,200 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 8,400 free doghouses.

- Our online catalog fulfilled orders consisting of more than 25,000 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 400 letters to the editor and more than 1,200 opinion pieces posted on websites and printed in various newspapers and magazines.
- PETA was mentioned by many major print and online media outlets, including *Ad Age*, *Agence-France Presse*, *Agencia EFE*, AOL, Associated Press, Axios, *Better Homes and Gardens*, *Billboard*, *The Boston Globe*, Breitbart, BroBible, *Business Insider*, BuzzFeed, The Canadian Press, *Chicago Tribune*, *Cosmopolitan*, *BuzzFeed*, The Canadian Press, *Chicago Tribune*, *Cosmopolitan*, *The Daily Beast*, *The Daily Caller*, *Daily Mail*, *Deadline*, *ELLE*, *Entertainment Weekly*, *E! Online*, *Forbes*, *Glamour*, *The Globe and Mail*, *The Guardian*, *HELLO! Magazine*, *The Hill*, *The Hollywood Reporter*, *Houston Chronicle*, *HuffPost*, *The Independent*, *Infobae*, *InStyle*, *International Business Times*, *Law360*, *Los Angeles Times*, *Marie Claire*, *Men's Health*, *MSN*, *Newser*, *Newsweek*, *New York Daily News*, *New York Post*, *The New York Times*, *OK!*, *La Opinión*, *Page Six*, *Parade*, *People*, *People en Español*, *Politico*, *Popular Science*, *Reforma*, *Reuters*, *Rolling Stone*, *Salon*, *Science*, *Slate*, *Smithsonian*, *Snopes.com*, *Sports Illustrated*, *TIME*, *Travel + Leisure*, *UPI*, *Uproxx*, *USA Today*, *U.S. News & World Report*, *Us Weekly*, *Variety*, *Vox*, *The Wall Street Journal*, *Washingtonian*, *Washington Examiner*, *The Washington Post*, *The Washington Times*, *Women's Wear Daily*, and *Yahoo! News*.
- PETA's work received television, radio, and podcast coverage from many media outlets, including ABC News, BBC News, CBC News, CBS News, CNBC, CNN, CNN en Español, CTV News, *Dr. Sanjay Gupta Reports: Animal Pharm*, *Entertainment Tonight*, ESPN, FOX News, *Freakonomics*, *Global News*, *Good Morning America*, *Hannity*, *iHeart Radio*, *Inside Edition*, *The Megyn Kelly Show*, MSNBC, NBC News, *Newsmax*, *NPR*, *Stuff You Should Know*, *Telemundo*, *TMZ*, *Today*, *Tomi Lahren Is Fearless*, and Univision.

## Fiscal Year 2025 Functional Allocation Expenses\*



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 83.70% of our operating expenses went directly to our programs fighting animal exploitation. We expended only 13.96% on fundraising efforts that drive our operations and 2.34% on management and general operations.

Thirty-one percent of PETA's dedicated staff earn under \$49,999, and the remaining 69% make more than \$50,000. Our founder and principal, Ingrid Newkirk, earned \$43,888 during the past fiscal year.

\*For a complete audited financial statement, including revenue, expense, and change in net assets, please visit [PETA.org/AnnualReview2025](https://PETA.org/AnnualReview2025).



# 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).

- AGRO POWER Jerky
- Alchimie Forever
- Alida Pure
- Anita Dongre
- Axiology
- Baileys
- Bandit Cheese
- Beauty Without Cruelty
- Beyond Meat
- Blue Beautifly
- Boomtown Marketing
- Cavi-art
- CCILU
- Chella
- Chunk Foods
- Cinnaholic Times Square
- Circular Path USA
- Clear Conscience
- Companion Candles
- CoyoteVest
- Crafty Counter
- Cynthia King Vegan Ballet Slippers
- Daiya Foods
- Darë Vegan Cheese
- Delavie Sciences
- Deux par Deux
- Divine Treasures
- Dr. Spray's
- DrTung's
- Falken Design
- FigBrew
- FROM WILD
- Fusion Body Art
- Green Vegan Bags
- Grüvi
- Hampton Domestics
- Healing Natural Oils
- Hippotanicals
- Hoopla
- Hungry Planet
- Huzzy
- jeane+jax
- Jillian Dempsey
- Jody's Gourmet Popcorn
- Juicy Marbles
- JUST
- Konscious Foods
- LBLC the Label
- Lowen's Natural Skincare
- Main Street Vegan
- Marzeri Milano
- Max Green Alchemy
- Maya's Cookies
- MDacne
- MDhair
- Mela
- Miomojo
- Mozzarisella
- Naturepedic
- niLuu
- Noize
- Nomadic State of Mind
- Odacité
- Oshi
- PawCo Foods
- PawsnBoots
- Pearl World Inc
- Petaluma
- Plant Based Foods Inc.
- Primal Spirit Vegan Jerky
- Reel Media Holdings
- Rejuva Minerals
- RISE Brewing Co.
- Rizos Curls
- SacredBee
- SKYLA
- SpiritHoods
- Suntegrity Skincare
- T180 Professional
- Tensi Beauté
- Unreal Fur
- v-dog
- Vegancuts
- The Vegetarian Site
- Veggies Abroad
- Veg Jaunts and Journeys
- VGN Social
- Victoria Moran
- Viviane Woodard Skincare
- Worn Out Vegan
- Wuxly
- Y3K Tutor In Your Home
- 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 thank you to these PETA Pack athletes for their community fundraising efforts:***

Shari Castillo	Jennifer McComb
Starlynn Costa	Cate McKeating
Stacy Dean	Christopher Merrow
Stephanie Goettge	Taylor Murray
Amanda Hays	Diane O'Guerin
Heather Johnson	Amanda Reilly
Lauren Koslow	Jacqui Sadashige
Suzanne Liotta	Emily Thoms



# 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:

- **Albert**, from Laurel Alexander
- **Amy Valentine**, from Mary Ellen Kleckner
- **Ana Elisa Zale**, from Betsy Newcomer
- **Antonello and Luciano Van Housen**, from Muriel Van Housen
- **Athena**, from anna ware
- **Bailey**, from Kenneth A. Hildebrandt
- **Barbara J. Lloyd**, from Gallery 25
- **Barbara Miles**, from Ken Miles
- **Becky Walsh**, from Michele Walsh
- **Bernita Curley**, from David Young
- **Birds, insects, and mice caught in glue traps**, from Linda Hawkins
- **Bob, Felina, Ginger, and Mimi**, from Myra Clarke
- **Bob Klemow**, from Laurie Tevlin-Klemow
- **Button**, from Linda Hawkins
- **Carla Bennett**, from Karin Bennett
- **Caroline Johnson**, from Teresa Tiedeken
- **Carolyn Lea Cobbs**, from Deborah Crabtree
- **Cash Linder**, from Jean and Bob Arovas
- **Caylin White**, from Vanessa White
- **Chili**, from Allen Sheu
- **Cookie**, from William Pau
- **Daisy**, from Linda Hawkins
- **Daniel Anthony Byrd**, from Jacqueline Moran
- **Dave**, from Holly Pearson
- **Deborah Davis**, from Denise Brace and Robin Klaco
- **Delia Hayward and Frances Hayward**, from Kathleen Loomis
- **Diana Howard**, from Richard Howard
- **Double Trouble**, from Timothy Digravina
- **Edie**, from Linda Hawkins
- **Ethan**, from Sara Hill
- **Fran Scoma**, from Mary Scoma
- **Frank DeFazio**, from Anonymous
- **Garrett**, from Diane Abruzzino
- **Gem** (daughter Linda Jalali Marschka's horse), from Clea Jalali
- **Gerald Strickland**, from Kathleen Ward
- **Harrison**, from Christie Ulrich
- **Hilary-Ann Jacob**, from Holly-Ann Read
- **Jack**, from Elzada Cass
- **James Giglio**, from Joseph Giglio
- **Jamie Cromwell**, from Loretta Stuart
- **Jamie Zyla**, from Andrea Pickavance
- **Jaymie**, from Eileen Creitz
- **Jean Marie Vinecourt**, from Tiffanie Taylor
- **Jean Nicosia**, from Debra Bales, Leslie Primavera, Mandi Freger, and Theresa Little
- **Jeanne Bisson**, from Catherine Sweet
- **Jerome Williams**, from Jamie Peliter
- **Jessie**, from Staci Morris
- **JoAnn Harrington**, from Abby Gilman
- **Joey**, from Shanti Aiyer
- **Judith Lehel**, from Baldwin Park Resident Fund, Daphna Nachminovitch, Elizabeth Zarlengo, Hannah Schein, Linda Maxwell, and Thomas Linden
- **Julia Stevens**, from Nancy Barnes
- **Julie Billeter**, from Phyllis Billeter
- **June Cook**, from Jim, Thurber, and Meïra Mayor
- **Jutta Wilson**, from John Wilson
- **Karl Nauratil Jr.**, from Michelle Valentine
- **Kathy Turner**, from Rachel Pidgeon
- **Kenneth Montville**, from Rachelle Owen, friends, family, and peta2 and PETA staff around the world
- **Kumquat**, from Myra Clarke
- **Lanie Eichler**, from Donald Hegarty, Richelle Martin, and Sarah Meyers
- **Larry**, from Holly Pearson
- **Lilly**, from Laurel Alexander
- **Linda Tyrrell**, from Cindy Petitt and your PETA family
- **Lindsay Martin**, from Anabela Meeusen
- **Lorene and Snowy**, from William Pau
- **Lucille and our family companion dogs**, from Daniella Ramadei
- **Lulu**, from Linda Hawkins
- **Lulu**, from Ruth McCloud
- **Maddy**, from your PETA Family
- **Marie Weinert Barbin**, from Paul Barbin
- **Mary Delaney**, from Barbara and Larry Delaney
- **Matthew Hackett**, from Debbie and John Hirst
- **Matthias Goetz**, from Cecilia Gyllenhoff
- **Maurice**, from Paula Cathey
- **Max**, from Tim Meeks
- **Maxx, Mini, Smokey, and Spanky**, from Caroline Flores
- **Michael Ryan Torres**, from R/T Lawrence
- **Miriam Fraser**, from James Fraser
- **Molly**, from Gordon D. Zlot
- **Monty Herman**, from Laurie Josephs
- **Ms. Maddy**, from Larry Cable
- **Nancy**, from David and Sharon
- **Norman Lanes**, from Mary Teodosic
- **Dr. Olena Yeremenko**, from Maryanne Mattson and Paula S. Thiede
- **Ozzie**, from Michael Carroll
- **Peeta**, from Jennifer Schalhoub
- **Penny**, from Linda Hawkins
- **Ray Ciccone**, from Denise Bender, Gemma Gilera, Patricia McManus, and Thomas McNulty
- **Richard Zajac**, from Janice Zajac
- **Robert Price**, from Sarah Morse
- **Rufus Futral Carmichael**, from Michelle Wentworth
- **Rupert**, from Patti Breitman
- **Sammie**, from Linda Hawkins
- **Sarah Lynn Widzinski**, from Carolyn Czechowski and Kathleen Burns
- **Sherri Lynn**, from Kathy and John Bernhardt
- **Sophie**, from Judy Munson
- **Stan Levine**, from Gregory Smith
- **Stan Urban**, from Dawn Farella
- **Steven Schein**, from friends and family
- **Susan Gaskell**, from Robert Wayne Harris
- **Sylvia's Mother**, from Cailli and Sam Beckerman
- **Tabetha**, from Linda and Marvin
- **Tammy Farley**, from Clyde George
- **Theresa Bertone**, from William Pugliese
- **Tom Bly**, from Sheri Bly
- **Vicki Hayes**, from Cindi Murphey
- **Winkle**, from Diane and Charles Francello
- **Zoey**, from Liz Burroughs

# Liberated!

# Tortoises Go From a Mall Basement to a Sun-Splashed Savannah

For years, a trio of African spurred tortoises—the largest mainland species—knew only a cramped, dismal enclosure in the basement of a shopping mall.

Their pitiful prison was a far cry from the expansive habitat the sulcata tortoises, as they're also known, would have traversed in their native Northern Africa. Sulcata graze the grasslands and savannahs, soaking up sunlight for essential vitamin D<sub>3</sub>. Digging burrows of up to 50 feet deep and 100 feet long provides them a cool retreat during hot afternoons and protection while they sleep. Intelligent reptiles with lively personalities, African spurred tortoises are remarkably curious and love investigating new sights and scents.

The tortoises were held in that basement by SeaQuest, a chain of dingy mall petting zoos known for forcing birds, reptiles, and other land and marine animals to be touched

and fed by paying customers. But when SeaQuest Roseville shut down following a relentless PETA campaign that culminated in an investigation by the Minnesota Department of Natural Resources, their lives changed. PETA detectives had kept close surveillance on all of SeaQuest's odious outposts and alerted authorities to apparent violations of captive wildlife laws. The most recent complaint alerted Minnesota officials to a federal inspection that revealed hazardous enclosures, accumulated feces, flies swarming animals' food, and no regular visits from a veterinarian.

The ink was barely dry on Roseville's announcement when PETA, the Association of Zoos and Aquariums' Wildlife Confiscation Network, and supporting groups flew into action to relocate hundreds of animals trapped there, with PETA covering the cost of the tortoises' 1,100-mile journey to Wildlife Rescue & Rehabilitation, a lush 212-acre accredited sanctuary in Texas. Now, they're munching their way through green pastures, tunneling into cozy burrows, and relishing sunlight and fresh air. Sulcatas can live to be 100 years old, and now this tranquil trio will spend their long lives with respect and dignity.

Following intense pressure from PETA, five SeaQuest locations have now closed and the company has declared bankruptcy. Thanks to all our members and supporters for helping us give these wonderful individuals and so many others the happy ending they deserve.

