

PETA FOUNDATION 2010

ANNUAL *review*





DEAR friends,

This year, PETA reached new levels of success in its efforts to help animals, particularly in the fight against animal testing. We have relentlessly researched and exposed the many flaws in animal testing programmes in order to get them stopped, and we've had

success in getting animal tests replaced with more sophisticated non-animal methods.

Our use of the media to educate the greatest possible number of people about animal rights issues remains unparalleled. This year, PETA's campaigns were covered by top media outlets including the *Daily Mail*, the *Telegraph*, *The Sun*, the *Guardian*, *The Daily Mirror*, *Closer Magazine*, *NOW*, *Heat*, *Hello*, *OK!*, BBC television, BBC radio, ITV, LBC and even Al-Jazeera.

PETA is also at the forefront of using the internet to engage the public and promote a cruelty-free lifestyle. This year, PETA's websites received more than 850,000 visits, and our more than 175,000 e-alert subscribers sent more than 1 million letters and automated e-mails to targeted companies, organisations and politicians in support of PETA's campaigns.

As you read about our many victories on these pages, please know that they are a product not only of the hard work of PETA's staff but also of the support of our more than 128,000 members and supporters. We are most grateful for the help of these kind individuals whose generosity, compassion and activism enable PETA to achieve landmark victories for animals.

Kind regards,

Ingrid E Newkirk
Founder

BRINGING ABOUT groundbreaking changes for animals



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After a group of animal protection organisations led by PETA met with the EU agency responsible for administering the massive REACH chemical-testing programme, the agency issued guidelines that will enable companies to avoid a number of animal tests, and it agreed to more rigorously

enforce the regulations governing animal experimentation. As a result, tens of thousands of animals may be spared from being poisoned and killed in tests.

After hearing about Poland's proposal to postpone the EU's ban on conventional battery cages – cruel devices that confine hens so tightly that they can't even spread a wing – PETA members sprang into action. They urged the UK government to oppose any delay of the ban, and the proposal was rejected! As of 2012, only "enriched" cages for hens will be permitted in Europe – an important milestone in our fight to rid the egg industry of cages entirely.

With the help of funding from PETA, new skin-irritation tests have been adopted by the Organisation for Economic Co-operation and Development, the global body responsible for harmonising chemical-safety tests. The new tests – which use artificial human-skin models – will spare tens of thousands of rabbits from suffering in tests in which chemicals are applied to their shaved, raw skin.

PETA made tremendous progress this year in its campaign to end the sale of foie gras, the diseased livers of force-fed ducks and geese. The following are some examples:

- We produced a video narrated by Oscar-winning actor **Kate Winslet** that features damning undercover video footage from French foie gras farms. The video received widespread media coverage, educating millions of people about the cruelty of foie gras production: ducks and geese are force-fed by having pipes jammed down their throats until their livers swell to up to 10 times their normal size, and many birds suffer internal bleeding and puncture wounds to their necks.

- The Brit Awards removed foie gras from its menu following requests from both PETA and singer **Leona Lewis**.
- PETA convinced the British Academy of Film and Television Acting to stop serving the cruel product.

We enlisted the help of Formula One heiress **Tamara Ecclestone** to persuade teams and drivers – including Williams, Virgin Racing, Toro Rosso, Mercedes GP, Red Bull Racing, Allianz SE, Cosworth, Rubens Barrichello, Vitantonio Liuzzi and Nico Hülkenberg – never to eat or serve foie gras.

After learning that certain animal tests used in the development of veterinary vaccines could easily be discontinued, PETA asked the Home Office what action it was taking to prevent companies from conducting these tests. It was then that we learned that not only was the government not stopping the tests, it was also charging companies to waive them! In response to our inquiry, the waiver fee was dropped last year. This year, as a result of continued PETA pressure, the Home Office has tightened its procedures to ensure that companies end these tests. This could prevent hundreds of animals of many species – including chickens, cats, dogs and cows – from undergoing these tests, which can cause significant suffering.



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Because the bearskin caps worn by The Queen's Guards at Buckingham Palace require up to one bear to be killed for each cap, PETA is calling on the government to replace the bearskin with faux fur. This year, we raised awareness of this issue with the help of popular celebrities – including *Coronation Street's* **Kate Ford** and Lara Croft model **Lucy Clarkson** – as well as through lively actions such as distributing 1,000 balloons emblazoned with the slogan "Bear Hugs, Not Bear Caps" at the

Trooping of the Colour, The Queen's official birthday celebration. Major progress was made when, after meeting with PETA, the Ministry of Defence green-lighted further testing of a faux-fur cap prototype developed with the help of top designers **Stella McCartney** and **Atom Cianfarani**.



This year, Catalonia became the second region in Spain to ban bullfighting. In addition to working with other organisations across Europe to generate support for the passage of the ban

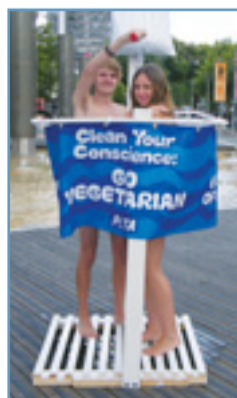
in Catalonia, PETA drew international media attention to the cruelty of Pamplona's annual Running of the Bulls and the accompanying bullfights by teaming up with a Spanish animal rights group for an eye-catching demonstration: on Pamplona's main square, the naked bodies of activists were positioned to form the image of a giant, bleeding bull.

PETA's right to criticise dog breeders for contributing to the dog overpopulation crisis was preserved when the Advertising Standards Authority rejected a complaint by the UK Kennel Club about one of PETA's ads. The ad – which features a pedigree dog with a comb beneath his nose resembling Hitler's moustache and reads, "Master Race? Wrong for People. Wrong for Animals" – skewers those who claim that pedigree dogs are superior to mixed-breed dogs from animal shelters.

GIVING ANIMALS a voice

PETA's creative demonstrations grab headlines and airtime, drawing millions of people's attention to the plight of animals. Our campaigns gained a great deal of momentum in 2010 with many colourful actions, including the following:

- Having activists shower in public in order to spread the word that going vegan saves more water than not showering for a year



- Giving away free vegan sausages on the streets of Cardiff, Oxford and London while wearing nothing but lettuce leaves to urge people to "turn over a new leaf" and go vegan
- Rallying outside the Crufts pedigree dog show to highlight the fact that it promotes breeding dogs for physical characteristics that negatively affect their health, temperament and quality of life, while also robbing dogs in animal shelters of the chance to be adopted by reducing the number of available homes
- Screening graphic seal-bludgeoning video footage outside Canada House on Canada Day to urge Canada to end its annual seal slaughter
- Unveiling an ad starring *Celebrity Big Brother* winner **Chantelle Houghton** warning men about the link between impotence and a meat-based diet

ANIMAL RIGHTS: the next generation

In 2010, the PETA Foundation attended education conferences and workshops in Birmingham, Manchester, Glasgow and London, distributing more than 8,600 free education packs containing lesson plans, DVDs and other resources to help teachers instil empathy for animals in their pupils. Additionally, our Teachers Network has grown to more than 8,000 subscribers.

PETA contacted all council authorities in England to promote Meat-Free Monday, a cross-curricular global citizenship project promoting the benefits of a vegan diet. The programme's aim is to teach schoolchildren that meat production is a major contributor to climate change and causes animals immense suffering and that meat consumption has been linked to cancer, strokes, heart disease and obesity. PETA was invited to give presentations about the project at council training conferences and meetings in Reading, Bristol, Lewisham, East Riding in Yorkshire, Derby, Tameside and Sunderland. In addition, Eco-Schools and the government's School Food Trust now feature Meat-Free Monday on their websites. The feedback we've received from participating schools has been overwhelmingly positive so far, and many more schools are coming on board.

We would like to extend a special "thank you"

TO THE FOLLOWING VERY IMPORTANT PETA SUPPORTERS:

- Our members, for their continued support and for creating the foundation from which the majority of work is made possible
- Our Vanguard Society members, for their generosity and leadership
- Our Guardian members, for their commitment through a regular monthly gift
- Our members who have generously included a gift to PETA in their wills
- The Body Shop Foundation, for its support of our efforts to replace animal tests with non-animal methods by effecting policy changes in the European Parliament
- The Persula Foundation, for its support of PETA's campaign to end the use of bearskins for The Queen's Guards' hats as well as its support of our campaign against the cruel foie gras industry
- Our online activists, for taking a stand against animal abuse by contacting governments, organisations and individuals through our online petitions.



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ANIMAL-FRIENDLY *businesses*

PETA would like to thank the following compassionate companies in Europe. These members of PETA US' Business Friends programme are generous supporters of PETA and animal rights. To learn more about this programme, please visit PETABusinessFriends.com.

- Beyond Skin
- Bourgeois Bohème
- Copenhagen Artificial Fur
- Imaner Consultants
- Manna Vegetarian Restaurant
- Quick2Bid.com
- The Redwood Wholefood Co.
- RonLikesCakes
- The Faux Fur Company
- Urban Decay



PETA EUROPE LTD *financial statement*

REVENUES

Donations and Legacies	£741,483
Interest and Other Income	£3,319
Total Revenues	£744,802

OPERATING EXPENSES

Staff	£83,357
Other Direct Operating Costs	£175,425
Management and Support	£450,884
Total Operating Expenses	£709,666

CHANGE IN NET ASSETS FOR THE YEAR

Net Assets Beginning of Year	£73,036
Net Assets End of Year	£108,172

OPERATING EXPENSE ALLOCATION

Direct Programme Support	76.69%
Indirect Programme Support	11.77%
Membership Development	11.54%

PETA Europe Ltd is a United Kingdom company limited by shares. The financial information given here is a summary extracted from its audited financial statements for the year ended 31 July 2010. The auditor's report was unqualified. A copy of the financial statements has been submitted to Companies House.

The summarised financial information may not contain sufficient detail to allow for a full understanding of the company's financial affairs. For further information, the full annual financial statements, the auditor's report on those financial statements and the directors' report should be consulted. Copies of these can be obtained from the company at PO Box 36668, London SE1 1WA; 020 7357 9229.

PETA FOUNDATION *financial statement*

REVENUES

Donations and Legacies	£1,568,336
Interest and Other Income	£(65)
Total Revenues	£1,568,271

OPERATING EXPENSES

Staff	£441,345
Schools Project Direct Costs	£499,092
Grants	£47,010
Management and Support	£622,501
Total Operating Expenses	£1,609,948

CHANGE IN NET ASSETS FOR THE YEAR

Net Assets Beginning of Year	£131,871
Net Assets End of Year	£90,194

OPERATING EXPENSE ALLOCATION

Direct Programme Support	71.81%
Indirect Programme Support	9.20%
Membership Development	18.99%

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