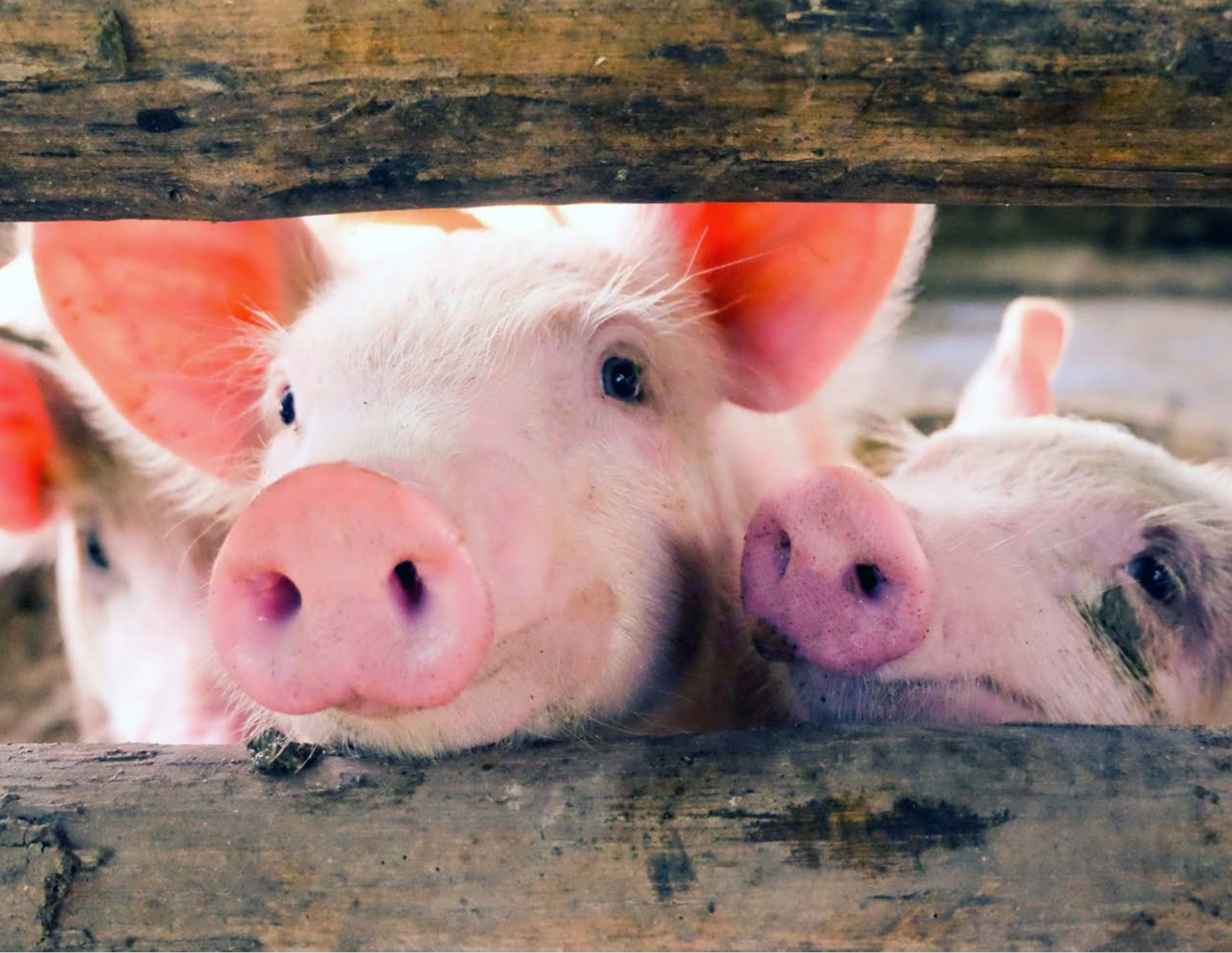




Thank You for Transforming the Lives of Animals

Donor Impact Report • Year in Review 2022





You are helping us move the world to protect animals



Lindsay Oliver
Lindsay Oliver
US Country Director

As a supporter of World Animal Protection, you are helping to put animals first in a world where powerful systems exploit them for short-sighted commercial gain. Thanks to your generosity, we are achieving progress in defending millions of innocent animals from exploitation. Through our work exposing the many global threats to animals, we also reveal how the commodification of animals is driving the climate emergency, public health crises, and damage to vital habitats.

The past year has brought new challenges for animals, but it has also been a year of progress and key successes that would not have been possible without you. From the bottom of my heart, thank you for your compassion, for taking action to protect animals, and for believing in us.

Impact of Your Support: on Farmed Animals



The food revolution takes to the streets

As officials from around the world convened in New York City in September for Climate Week, we launched several eye-catching activations, calling attention to the dangers of factory farming. Intensive agriculture is not just cruel for animals, it also contributes to the accelerating global climate crisis.

We launched posters in 45 locations around Manhattan with the message, “What we eat is causing this heat”. People were directed to learn more about factory farming and climate change through a linked QR code. We also launched guerrilla video projections on buildings around the city (shown above).

In addition, we urged fast-food chain Popeyes to introduce some plant-based chicken alternatives to its menu nationwide. We sponsored two mobile billboard trucks in New York City and New Orleans featuring an animation and the sound of clucking hens to draw attention (shown at right). These trucks were parked outside Popeyes stores in both cities. With more than 2,700 locations nationwide, Popeyes is one of the largest and most recognizable chicken chains in the country. We are urging the company to commit to offering plant-based options on its menu.



Building a national meat reduction movement

Earlier this year, we promoted plant-based dining in Washington, DC. Partnering with TiNDLE, Hooray Foods, and Promobile Kitchen, we distributed 1,000 delicious plant-based TiNDLE chicken and Hooray Foods bacon sandwiches. Events like these help raise awareness for how eating less meat can save animals' lives, help the environment, and improve personal health - all while enjoying tasty and satisfying food.

Impact of Your Support on: Farmed Animals

Company Ranking	
A	
B	
C	
C-	
D	 
F	       

Grading America's grocery stores

Our new report shows most top US grocery chains are failing to stop antibiotic overuse in their meat supply. World Animal Protection, along with a coalition of national partners, has assessed and ranked the 12 largest grocery chains on their antibiotics policies. The report, 'Superbugs in Stock', reveals that most chains are selling products from suppliers that misuse antibiotics in their meat and poultry production, a common practice in cruel, factory farming systems.

Of the companies assessed, only Target and Ahold Delhaize (parent company of Food Lion, Giant, and Stop & Shop) have clear animal welfare policies requiring the farms that supply their private labels to not use medically important antibiotics as a disease prevention tool. The companies earned a "C" and "C-," respectively, as neither company has taken steps to track if its suppliers are complying. The chart at left shows how other national grocery stores performed.

Read the full report: <http://tiny.cc/superbugsinstock>

A night for animals, people and the planet



On September 22, the US team was delighted to welcome supporters in person at our office in New York. The team (shown above) shared the latest exciting news from World Animal Protection's programs and campaigns. Guests learned how their support is making a difference in the lives of animals and received information on new opportunities to help move the world to protect more animals.

Double your impact!

You can be a voice for change for animals by supporting our largest and most important match challenge of the year. Gifts received from now until midnight, December 31, will be matched up to \$40,000 by a generous World Animal Protection supporter.

Spread light for animals this year and have your gift go twice as far!

Impact of Your Support on: Wildlife



Protecting rescued bears impacted by flooding in Pakistan

In September, Pakistan experienced rainfall nearly three times higher than the past 30-year average, causing uncontrollable flash floods. The deadly flooding impacted millions of people and left one-third of the country underwater. For the 74 bears who live at Balkasar, our sanctuary partner, the floods have also threatened their health and safety. The sanctuary was damaged and, with roads blocked, farms flooded and inflation at a 47 year high, staff were struggling to provide basic necessities for the bears. Thanks to the generous support of our donors, sanctuary staff are carrying out vital repairs and are able to continue providing food and veterinary care for these vulnerable animals.

Taking action against PetSmart

PetSmart, the biggest pet retailer in North America, continues to exploit wild animals like lizards, snakes, and turtles. The sale of these wild animals as pets fuels the deadly wildlife trade, exacerbates the cruel breeding mill industry, and pushes more unwanted animals into shelters. In honor of National Reptile Awareness Day in October, we encouraged animal advocates and PetSmart customers to take action. People who joined the campaign received information on the wildlife trade and suggestions on how they can pressure PetSmart to stop selling wild animals. Nearly 200 supporters signed up to deliver packets to over 300 PetSmart locations. People who joined the campaign were also invited to share their actions on social media and to tag their posts with #AnythingForPets, PetSmart's new national marketing campaign slogan.

Find out why PetSmart's campaign is dangerous for wild animals: <http://tiny.cc/wildnotpets>

Learn more about wildlife exploitation: http://tiny.cc/petstores_webinar

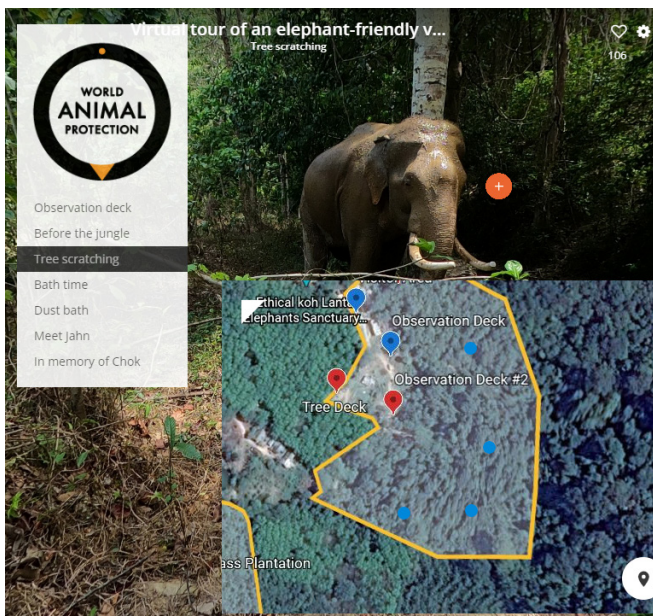
Impact of Your Support on: Wildlife



Targeting Groupon for profiting from animal cruelty

Groupon, the massive online discount and travel company, regularly sells deals for businesses that cruelly exploit wild animals for entertainment. We are urging Groupon to stop profiting from wildlife entertainment. We partnered with Chicago-based artist, Blake Jones, to launch eye-catching billboards around Chicago that raise awareness of our campaign. Blake's signature bunny, alongside his furry and scaly friends, protested Groupon and its promotion of animal exploitation.

As exposed in our report, 'Devastating Deals', Groupon popularizes cruel attractions like Endangered Ark in Oklahoma. This venue is falsely described as a "retirement ranch" for former circus elephants. Endangered Ark has been cited for appalling animal cruelty, repeated dangerous or deadly incidents, and for breeding these intelligent animals to continue a cycle of exploitation and suffering. We're asking Groupon to adopt an animal welfare policy that prohibits the sale of tickets to abusive venues like Endangered Ark.



Tour an elephant sanctuary from your desktop

You can now visit rescued elephants at the Following Giants sanctuary in Thailand – without leaving your home. A new virtual tour provides vivid images of the sanctuary including the elephants' favorite places for back scratches and dust baths.

This sanctuary is one of 10 that our donors have generously supported during the incredible challenges of the COVID-19 pandemic. With travel shut-downs restricting visitors, the sanctuaries had no revenue and struggled to provide food and veterinary care for formerly exploited elephants. We've continued to support these sanctuaries during 2022 as tourism gradually returns to the region.

Take the virtual tour: http://tiny.cc/virtual_tour

World Animal Protection: Highlights of 2022

Report on pesticides and biodiversity loss

Thanks to your support, we produced a report earlier this year that reveals the devastating impacts of toxic pesticides used in factory farming. The 'Collateral Damage' report exposed the fact that 235 million pounds of chemicals were applied to corn and soybean crops grown for farmed animal feed in the US. These toxic chemicals are threatening thousands of at-risk wildlife including insects, birds, and fish. Pesticides are also destroying the habitats on which these animals rely for shelter and food.



Collateral Damage:
How Factory Farming Drives Up
the Use of Toxic Agricultural Pesticides



Ending trophy hunting

This year, Booking.com, Expedia Group and Tripadvisor, signed a joint statement to the South African government asking it to publicly commit to ending trophy hunting. These brands join a growing list of travel companies that align with our push for wildlife-friendly tourism in this country. South Africa is critical for our new wildlife strategy focusing on ending the commercial exploitation of wild animals. Wildlife policy changes in this country will have far-reaching impacts. Our research report released in August also reveals that South African citizens and international tourists alike would support these changes as they want to see an end to trophy hunting.

Assessing restaurants on animal welfare

In October, we released our 'Moving the Menu' report, which assessed the 50 largest US restaurant chains on their progress toward improving farmed animal welfare, increasing plant-based protein offerings, and reducing animal products on their menus. Based on these criteria, there were a few chains that showed notable progress including Chipotle, Panera, and the Cheesecake Factory. Other major brands, however, like Jack in the Box, Arby's and TGI Friday's, were flagged for backtracking on prior commitments to improve animal welfare.

To read the full report, visit: <http://tiny.cc/movemenu>

Exposing health impacts of factory farming

Factory farming isn't just hurting animals. Our major report, 'The Hidden Health Impacts of Industrial Livestock Systems', produced earlier this year, exposed how factory farming is also contributing to serious human health issues including antimicrobial resistance, pollution, malnutrition and obesity, and physical and psychological injuries for farm workers.

Review Our 2022 Quarterly Reports

Report on first quarter:

<http://tiny.cc/WAP-Q1-2022>

Report on second quarter:

<http://tiny.cc/WAP-Q2-2022>

Thank You for Supporting World Animal Protection

Make a gift to support animals
Options for giving:

Online: www.worldanimalprotection.us

With stock: www.worldanimalprotection.us/ways-give/giving-stock

In your will or estate plan:
www.worldanimalprotection.us/ways-give/legacy-society

By mail: World Animal Protection, 535 Eighth Ave, 3rd Floor, New York, NY 10018



amazon smile

Want to do even more to support animals? If you are looking for a way to give back and are already shopping on Amazon, be sure to take advantage of the AmazonSmile program. 100% of the donations generated from eligible purchases go to your selected charity. Visit smile.amazon.com for more information.

We are World Animal Protection.

We end the needless suffering of animals.

We influence decision makers to put animals on the global agenda.

We help the world see how important animals are to all of us.

We inspire people to change animals' lives for the better.

We move the world to protect animals.

We strive to end injustice

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