



# Thank You for Transforming the Lives of Animals

Donor Impact Report • Year in Review 2024





## You are helping us move the world to protect animals

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*Lindsay Oliver*  
Lindsay Oliver  
US Country Director

As I look back on 2024, I'm inspired by the powerful strides we've achieved together for animals. From landmark legislative victories like the Massachusetts bill banning the use of animals like elephants and bears in circuses, to the rescues of 31 monkeys whose rescue marks the end of the cruel dancing monkey trade in Indonesia – this year has showcased the remarkable strength of our collective efforts. None of this progress would have been possible without your dedication and belief in our mission.

As we celebrate this year's successes, we're also preparing for the road ahead. In 2025, we will continue to push for transformative change while keeping the individual lives we strive to protect at the heart of our mission. Together, we are building a world where all animals can live free from suffering.

Thank you for your unwavering support and commitment. As we close out 2024, I hope you take pride in the impact we've achieved together.

## How You Have Helped Farmed Animals



We invited New Yorkers to play animal trivia Jenga to spark conversations on the connection between factory farming and the climate crisis.

### Climate Week in NYC

Every September, New York City transforms into a global hub for climate action as thousands converge for Climate Week, coinciding with the UN General Assembly. This year, thanks to your unwavering support, World Animal Protection showed up in full force to tackle one of the biggest drivers of the climate crisis: industrial animal agriculture. But we didn't just talk about the problem – we presented a solution with an irresistible and climate-friendly twist: delicious plant-based foods.

#### Championing plant-based foods

We teamed up with Plantega, a NYC-based company bringing plant-based menus to over 50 bodegas throughout the city. Together, we held a vibrant community event where attendees savored re-imagined plant-based versions of popular deli foods. People also learned about tangible actions they could take to protect animals and combat climate change.

#### Animal trivia Jenga

Our interactive, supersized Jenga-style game wasn't just fun – it was thought-provoking. Each block contained questions like, "How do burgers contribute to climate change and cruelty to cows?", or, "How does eating



fast food hurt koalas?" These powerful prompts sparked meaningful conversations about how factory farming devastates animals and the environment, helping people make connections between their food choices and the climate crisis.

#### Panel discussion at Tilt Collective's Food Day event

We joined an exclusive gathering of advocacy organizations across various sectors for Tilt Collective's Food Day. We led a panel discussion (photo above) on game-changing strategies for ending factory farming and shifting to a plant-based food system.

## How You Have Helped Farmed Animals



Credit: Kelly Guerin / We Animals

The number of animals impacted by Hurricane Helene is not yet confirmed, however tragic losses could be on par with Hurricane Florence in 2018. Severe flooding was a significant threat to farm animals during both storms.

### World Animal Protection's Response to Hurricane Helene

The powerful Category 4 storm wreaked havoc along the East Coast of the US in October 2024, leaving a trail of devastation in its wake. The storm, which claimed hundreds of lives, also likely caused the death of millions of animals.

Animals caught in the fury of the storm, especially farmed animals, had little chance of survival due to their cruel confinement. Factory farms keep animals by the thousands in cramped, windowless sheds, often in small cages. These buildings are particularly vulnerable during natural disasters. When flooding or powerful winds hit, the animals inside have no means of escape.

Thanks to our supporters, we were able to step in to help during this emergency. Partnering with organizations like Ziggy's Refuge, Flying Pigs Sanctuary, and Asheville Humane Society, we provided immediate relief to animals affected by the storm. These partnerships are critical, as they allow for rapid response and coordination to rescue and care for animals in desperate need.

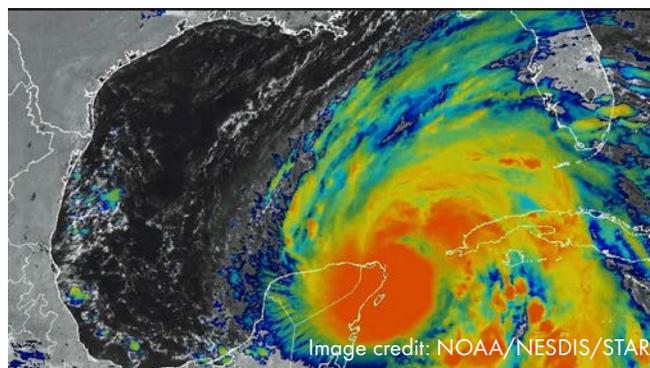


Image credit: NOAA/NESDIS/STAR

### Factory farming's role in climate disasters

Factory farming is increasingly recognized as a major contributor to the rapid increase in global warming, which, in turn, increases the frequency and severity of extreme weather events like Hurricane Helene.

World Animal Protection focuses on both animal rescue operations and advocating for long-term systemic change. Factory farming's role in climate disasters cannot be ignored, and with donor support, we can push for more sustainable farming practices that protect animals, people, and the environment.

# How You Have Helped Farmed Animals



## Moving the Menu

Grading Your Favorite Restaurants



### Evaluating the Food Industry

Despite an urgent need to protect animals and our planet, our latest analysis of prominent chain restaurants shows the sector is not doing nearly enough. Our 2024 'Moving the Menu' report offers an evaluation of the top 25 chain restaurants in the US. We found a striking lack of options that are plant-based by default, and most chains have no commitment to address their resource-intensive, meat-centric menus.

### Disappointing Scores Across the Board

Despite the urgent planetary need for ethical and sustainable food, these chains have been slow to adapt. Implementing plant-based menus, where fully plant-based dishes are the primary choice without requiring modifications, is essential to creating a more sustainable and just food system.

In our report, most major chains including McDonald's and KFC received failing grades. Peet's and Chipotle were the only two brands to show commendable efforts in introducing plant-based items. The report highlights the need for more pressure to change the food industry. We will continue to leverage the report to engage corporations in making change.

### How you can take action

To help you advocate for change, we've created a toolkit that includes customer comment cards, corporate contact information, and sample messages to demand restaurants expand their plant-based offerings. By using these resources, you can actively promote humane and sustainable dining options.

Read the report: [worldanimal.us/2024MovingtheMenu](https://worldanimal.us/2024MovingtheMenu)

Our toolkit: [worldanimal.us/MovingtheMenuToolkit](https://worldanimal.us/MovingtheMenuToolkit)

### Stopping JBS Expansion

JBS is the world's largest meat producer and one of the worst climate offenders in the global food industry. We have extensively documented their destructive and unsustainable business practices. Alarming, the notorious company is trying to expand its operations by listing on the NY stock exchange, which would give them access to more capital. To-date, World Animal Protection and our coalition partners have delayed their plans to list on the NYSE for 18 months. To further this goal, we received an anonymous grant to support our work targeting JBS' plans for expansion.

Through this generous grant, we will work to stop funding streams to JBS, cutting off their revenue sources and making it more difficult for them to continue their cruel, unsustainable business model.

# How You Have Helped Wild Animals



We're advocating for the release of Joyce, an elephant trapped in captivity at Six Flags theme park in New Jersey.

## Freedom for Joyce

World Animal Protection is working to release Joyce, an African elephant who has been suffering in captivity since 1984. Joyce is confined at Six Flags Wild Safari in New Jersey in a small, barren enclosure. She is very close to roller coasters, which is concerning as elephants are deeply sensitive to vibrations.

We are raising awareness of the cruelty behind wildlife captivity at Six Flags through a short documentary narrated by award-winning actress and activist Evanna Lynch. In the film, Miguel Endara, World Animal Protection US's programs manager, and Dr. Jan Schmidt-Burbach, wildlife veterinarian, document Joyce's poor living conditions.

With donor support, we're continuing to advocate for Joyce's release and move to a sanctuary. Last year, our supporters enabled us to help rescue Mundi, who was captured in the same operation as Joyce in 1984. Mundi was moved from a zoo to an elephant sanctuary in Georgia.

Our documentary: [worldanimal.us/JoyceDocumentary](http://worldanimal.us/JoyceDocumentary)

## Rescue of Captive Monkeys



Jakarta Animal Aid Network

Your support enabled us to help Jakarta Animal Aid Network (JAAN) rescue 31 macaque monkeys. These monkeys have been cruelly abused since they were infants and forced to perform for tourists. They are now recovering in a JAAN rehabilitation center. Whenever possible, they will be reintroduced into the wild where there is no chance of human interaction.

Until a ban on the use of monkeys for entertainment is implemented, they are at risk of being exploited. We are working with JAAN to ensure this is the last generation of dancing monkeys and the cruelty these monkeys endured ceases.

# How You Have Helped Wild Animals



We targeted travel company GetYourGuide for selling tickets to tourist attractions like Amer Fort in India where 81 elephants are suffering every day.

## GetYourGuide Campaign

### Exposing travel company in new report

Our report 'Making Memories Misery', found that GetYourGuide sells tickets to some of the worst captive wildlife venues in the world, exploiting a wide range of species including dolphins, alligators, primates, turtles, and elephants.

The company has a history of profiting from cruelty; it has raked in profits from Miami Seaquarium – a venue so cruel that the county of Miami-Dade recently terminated its lease due to animal welfare concerns – and other venues that have ties to the heinous Taiji dolphin hunts.

Read our report: [worldanimal.us/MakingMisery\\_GetYourGuide](http://worldanimal.us/MakingMisery_GetYourGuide)

### Raising awareness in New York City

We demonstrated outside of the Skift Global Forum, where many of the largest global travel companies converge and where GetYourGuide's co-founder, Tao Tao, was speaking. We were positioned at the entrance with posters, leaflets, and a 5-foot captive elephant image collage. Many attendees engaged with us and promised to speak to Tao during the conference. Several attendees were from companies like Tripadvisor who've worked with us to set their own ethical travel policies.



In May 2024, we were outside GetYourGuide's staff retreat in Berlin with a mobile LED truck that screened a video promoting an end to animal cruelty.

### False claims challenged on LinkedIn

GetYourGuide tried to claim in a post on LinkedIn that it removes activities that don't follow its policies, and shared its updated responsible tourism guidelines that explicitly state the company prohibits activities involving captive wild animals. Our evidence clearly shows that these claims are false.

In response, we launched an online action and over 100 of our supporters commented on the LinkedIn post calling it out for this hypocrisy. The company turned off commenting after less than 24 hours.

## How You Have Helped Wild Animals



### Wildlife. Not medicine

We recently launched our new 'Wildlife-friendly Medicine Network' (WFMN) which explores humane and animal-friendly alternatives to wildlife-derived, traditional Chinese medicine (TCM). The project brings together leading pharmaceutical companies, industry associations, research institutions, doctors, academics and conservation experts to transform traditional medicine. The network seeks to end the cruelty of this industry including the captive breeding of wild animals.

The WFMN is endorsed by Health Daily, a leading voice on health issues in China. It is joined by diverse partners, including pharmaceutical groups, an online doctor platform, a senior citizen association, and the multinational services network Deloitte.

As of September, 6,262 clinicians have pledged to not prescribe or recommend products containing wildlife ingredients. More than 130,000 consumers have pledged to refuse products containing wildlife ingredients.

WFMN: [worldanimal.us/WildlifeFriendlyMedicine](https://worldanimal.us/WildlifeFriendlyMedicine)

### Power of Animals Launch



The Power of Animals campaign launched in September.

In September, we launched our Power of Animals campaign, a bold new vision for restoring our relationship with animals and the natural world. Our core programs and strategies remain the same, but this campaign provides a fresh opportunity to re-imagine our relationship with animals, nature, and the planet. We know we have challenging work ahead, but as Lindsay Oliver, World Animal Protection US Executive Director, reminded us during our campaign launch: "What we have the power to cause, we also have the power to fix - to create a world where animals are with us, not for us. By changing the world for animals, we change the world for everyone."

Campaign video: [worldanimal.us/PowerofAnimalsVideo](https://worldanimal.us/PowerofAnimalsVideo)  
Strategy: [worldanimal.us/PowerofAnimalsCampaign](https://worldanimal.us/PowerofAnimalsCampaign)

# World Animal Protection: News in Brief

## Petco recommits to adoption, not sales

After a national outcry from animal protection organizations, rescues, and shelters, Petco reversed its decision to sell rabbits in its stores. The company had stopped selling rabbits in 2008 but recently started selling them again in select stores. Pressure from advocates and the public moved Petco to recommit to an adoption-only policy for rabbits. We remain committed to ending the sale of all animals in pet stores.

## New protections for wildlife across US

With World Animal Protection providing testimony and support to local advocates, the Allentown City Council (Pennsylvania) voted unanimously to ban the retail sale of guinea pigs. Arlington, MA has become the first city to ban the sale of mammals, birds, reptiles, amphibians, and fishes in pet stores. This is the first time a ban of this kind has included fishes. Thanks to a generous grant from the New York Community Trust, we are working towards a ban on pet sales in New York City. This ban would prohibit the sale of turtles, guinea pigs, birds, and other wild species in stores like PetSmart and Petco. California has passed a ban on octopus farming and we are now supporting a federal bill to stop commercial octopus farming.

## Traveling circus ban

Massachusetts is the 11th state in the country to ban certain wild animals in circuses. The new law bans the use of elephants, big cats, primates, giraffes, and bears in traveling exhibits and shows. We joined a coalition of advocates in 2021 that has been pushing for this bill over the past two decades in the Massachusetts Legislature.

## Freedom for abused bear in Vietnam

Earlier this year Chinh, an Asiatic black bear exploited by the bear bile industry for 20 years, was rescued by FOUR PAWS, supported by World Animal Protection and the Vietnam Forest Protection Department (FPD). Chinh is now at FOUR PAWS bear sanctuary in Ninh Binh for specialist care and recovery from years of neglect.

### Review Our 2024 Quarterly Reports

1st quarter: [worldanimal.us/Q1DonorImpactReport](https://worldanimal.us/Q1DonorImpactReport)

2nd quarter: [worldanimal.us/Q2DonorImpactReport](https://worldanimal.us/Q2DonorImpactReport)



## Sanctuary partner wins award

Following Giants, a 45-acre elephant sanctuary in South East Asia, won a 2024 Traveler's Choice Award from Tripadvisor's customers. The sanctuary is a World Animal Protection-supported venue and home to four elephants. The venue is observation-only, giving elephants the freedom to roam, graze, and bathe while happily socializing with each other.

## Animal Obituaries

Our new Animal Obituaries project honors captive wild animals who have recently perished, such as Shila, a gray wolf from Seattle's Woodland Park Zoo. This project ensures their lives are remembered and shines a light on the cruelty of captivity.

## Miami Seaquarium

Miami-Dade County has evicted the poorly run attraction and demanded the The Dolphin Company vacate the property, following years of advocacy by our team, our supporters, and others. The full closure of Miami Seaquarium is now held up in courts, but we remain hopeful the venue will shut down and wildlife can be relocated to sanctuaries.

## Animals are calling

Tune in to our second season of 'Animals are Calling', where we discuss a range of issues related to animal advocacy. The podcast is available on Spotify, Apple, and Youtube. Check out the link below for the guest list and topics.

Animals are Calling podcast: [worldanimal.us/Podcast](https://worldanimal.us/Podcast)

# Thank You for Supporting World Animal Protection

## Make a gift to support animals

Thanks to a generous foundation, when you give before December 31st, your gift will be doubled!



## Options for giving

**Online:** [www.worldanimalprotection.us](http://www.worldanimalprotection.us)

**In your will or estate plan:** [www.worldanimalprotection.us/ways-give/legacy-society](http://www.worldanimalprotection.us/ways-give/legacy-society)

**Donor-advised fund:** You can use your donor-advised fund (DAF) to make a one-time gift, or to create a recurring monthly or quarterly gift for even more impact. Our tool integrates with most major donor-advised fund sponsors, saving you time while streamlining the grant request process.  
[worldanimal.us/DonorAdvisedFund](http://worldanimal.us/DonorAdvisedFund)

**With stock:** When you give stock or securities, you may be eligible for a double tax benefit. This is one of the easiest gifts to give and one of the most useful in accomplishing your philanthropic goal.  
[worldanimal.us/StockGiving](http://worldanimal.us/StockGiving)

**By mail:** World Animal Protection, PO Box 9007, Waldorf, MD 20604-9808

## Get the gift of peace of mind

We have a new estate planning tool, courtesy of FreeWill, to help you start preparing your will for free and even help you make provisions that protect your own pets.

For more information: [worldanimal.us/FreeWill\\_EstatePlanning](http://worldanimal.us/FreeWill_EstatePlanning)

**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

## For more information, please contact:

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