



Thank You for Transforming
the Lives of Animals

Donor Impact Report • 1st Quarter 2025





Thank you for creating a better world for animals

Thanks to the incredible generosity of our supporters, World Animal Protection is always ready to help animals when they need us most. In this report, you'll read about our recent emergency response to animals impacted by the devastating fires in Los Angeles. Your support ensured that both companion and wild animals received shelter and expert care.

You'll also read an incredible story of recovery and hope. Thanks to your support, a jaguar cub in Brazil named Xamã overcame incredible challenges to become the first male jaguar successfully rehabilitated and returned to the wild - a world first! His amazing story is captured in a short documentary.

We have several important updates on our work to transform global food systems, including our efforts to stop the expansion of the world's biggest meat producer. We continue to target other large corporations, demanding that they commit to ending animal exploitation.

As we head into the next quarter, we are more energized than ever to expand our impact and continue moving the world forward to stop the exploitation and suffering of animals. Thank you for your generous support.

How You Have Helped Animals



Image credit: Pasadena Humane Society

In addition to animal rescues, Pasadena Humane Society coordinates a lost animals identification list to help reunite companion animals with their families in the aftermath of the LA fires.

Your support helps animals impacted by the disastrous Los Angeles fires

Fires devastated the city in January 2025, killing 29 people and burning more than 16,000 homes. Animals were also deeply impacted by the fires. We activated our Disaster Response Fund to support animal advocacy organizations on the front lines of this emergency. Thanks to our incredible donors, we raised over \$233,000 to support their efforts.

Funds raised helped these organizations meet the increased demand for rescues, fostering, and animal care. The Pasadena Humane Society, for example, has been able to help over 1,000 animals. Their hard work continues with the goal of reuniting 200 lost companion animals with their families. Best Friends Animal Society enabled 552 residents to foster or adopt animals and distribute cat and dog food to nearly 400 families. San Diego Humane Society was able to make space in its shelters for rescued animals and deploy veterinarians to treat injuries. Wetlands and Wildlife Care Center has been treating wild animals for burns, wounds, and smoke inhalation.



Image credit: Best Friends Animal Society

Best Friends Animal Society took in 350 animals.

World Animal Protection is dedicated to tackling the root causes of future disasters. The link between climate change and industrial animal farming is undeniable – and it's putting animals and people at risk. We're working to bring this urgent issue to the forefront and protect animals before, during, and after disasters.

If you'd like to support this critical work, please donate to our Disaster Response Fund:
worldanimal.us/DisasterResponseFund

How You Have Helped Wild Animals



We're calling on our supporters to help free Joyce and the other elephants from the confines of Six Flags Great Adventure in New Jersey.

Help us give Joyce the freedom she deserves

We're urging Six Flags Great Adventure to close down its elephant enclosure and commit to not purchasing or breeding any new elephants. We are pushing for Joyce and four other elephants at the amusement park to be sent to one of the three elephant sanctuaries in the US where they can live the rest of their lives free from exploitation. Joyce has been at the park since 2010 and is currently confined to a small, barren enclosure away from the other elephants. This enclosure is approximately 700,000 times smaller than the range of an African elephant in the wild.

By releasing Joyce and the other animals, Six Flags would be doing right by wild animals and helping to end the captive wildlife entertainment industry for good. As part of our strategy to move Six Flags, we've created an activist toolkit that provides the resources needed to put pressure on the company and urge its leadership to prioritize the protection of wild animals. Coordinated community action has a powerful impact, and together we can advocate on behalf of animals and create a better life for Joyce.

Get a copy of the toolkit: <https://worldanimal.us/JoyceActivistToolkit>

Documenting Xamã's amazing return to the wild

In previous reports, we told you about Xamã's incredible story of recovery after being orphaned by wildfires in Brazil. Too young to fend for himself, he was expertly cared for by our wildlife partners Ecotono Institute (IEco) and Onçafari. In October 2024, Xamã was released back into the wild, making him the first male jaguar to be successfully rehabilitated and returned to the jungle. This is a major win for wildlife and would not have been possible without our generous supporters. Xamã's progress will be monitored as he makes his way in the wild. The information gathered from his rehabilitation and release will provide critical insight into jaguar conservation for the future. We documented Xamã's incredible story in a short documentary that you can view from the link below.

Xamã's story: <https://worldanimal.us/xamadoc>

How You Have Helped Wild Animals



Maned wolves are just one of the vulnerable species at risk of drowning in the massive network of irrigation systems that supply factory farms in Brazil.

Wildlife drownings expose more dangers of factory farming

During a three month period of observation in Brazil, our team reported that three maned wolves, a species at risk of extinction, drowned in irrigation canals set up by factory farms. These animals accounted for up to 40% of their entire regional population. Their deaths are drawing attention to yet another destructive impact of factory farming. Irrigation canals supply large factory farms in the region with water, and thirsty animals are drawn to them only to be trapped and die. Unfortunately, the deaths of the maned wolves are just the tip of the iceberg. We have produced new reports showing that animal drownings in irrigation systems are not confined to Brazil, but also happen in Argentina, Mexico, the United States, Portugal, Spain, and the Netherlands. In fact, scientific studies reported 538 wild and domestic mammals drowned in irrigation canals in Spain over a period of 5 years. We will continue our efforts to raise awareness of this overlooked risk to vulnerable wildlife.

Read the reports:

[‘Struggling to escape irrigation canals until dying’](#)

[‘Water canals threaten global wildlife’](#)

[‘Brazil needs to step up environmental control of its agricultural irrigation’](#)

Stepping up our actions targeting Groupon

In January, we demonstrated outside Groupon’s employee holiday party in Chicago. We have been targeting Groupon for selling deals to entertainment venues where wild animals are mistreated. Our latest actions included driving a mobile billboard truck around the city, demonstrating with signs, and passing out leaflets. We were not deterred in our peaceful action even when 20 police officers showed up. We asserted that we weren’t blocking the venue’s entrance and were legally allowed to protest. After an hour, most of the officers left and we continued demonstrating. When employees learned why we were there, the majority shared their support for our campaign. We are urging our supporters and everyone who cares about animals to boycott Groupon until the company adopts a policy that protects animals from exploitation.

How You Have Helped Farmed Animals



JBS's factory farming expansion has caused wide-scale deforestation in Brazil, which worsens the global climate emergency.

Progress in targeting the world's biggest meat producer

JBS, the largest meat producer in the world, is linked to a wide range of unethical practices including grain laundering, land grabbing, deforestation, and animal cruelty. One of our strategies to change this global company's corrupt actions is to target its sources of financial support. We're working around the world to show the largest banks that JBS and other meat companies are risky investments that do not align with ethical banking principles.

In Sweden, our awareness efforts encouraged thousands of people to send protest letters to their banks, asking them to stop investing in JBS. Swedish investments in JBS have dropped by 99% after the Second AP Fund (pension fund) sold its investment worth tens of millions Swedish Korona (SEK). A total of 25 international investors have now blacklisted JBS for sustainability reasons. This progress is incredible news for the billions of animals that suffer on factory farms and for the future of our planet.

Our blog post on the financing of meat companies: <https://worldanimal.us/MeatCompaniesMakeBadInvestments>

Richa's farmed animal sanctuary tour

Richa Moorjani (right), actress and Global Ambassador for World Animal Protection, visited Luvin Arms Animal Sanctuary to help raise awareness for farmed animal welfare. We documented her visit in March in a short video featuring Richa meeting several of the sanctuary residents who now live free from harm including cows, chickens, goats, and a 600-pound pig named Gilmore.

Watch the tour: <https://worldanimal.us/LuvinArmsTour>



How You Have Helped Farmed Animals



Increasing access to healthy, plant-rich diets in the U.S. is a key part of a just food transition. Join the movement.

JustFoodTransitionRoadmap.com

Fostering a just transition in the world's food systems

In 2024 we co-wrote the white paper, 'The Just Transition from Industrial Animal Production to Equitable, Humane, and Sustainable Food Systems'. This paper unites a shared vision of civil society organizations dedicated to building a food system that protects, empowers, and makes a livable future on our planet possible.

We introduced the Just Transition Grant Program to support grassroots movements in developing their own roadmaps for local sustainable, humane food systems. These grants, recently deployed across Nigeria, Kenya, Togo, the Philippines, Brazil, and Paraguay, are raising awareness of the negative impact of industrial animal agriculture. As a result, local civil society organizations in Nigeria have mobilized to oppose a deal between the government and JBS that would have enabled the meat producer to expand destructive factory farming in this country.

We're also working with advocacy organizations interested in co-creating the US Just Transition roadmap, outlining the policy priorities for shifting the American food system away from factory farming and towards producing and providing nutritious, accessible, and diverse plant-based foods.

The white paper was developed in collaboration with the Center for Biological Diversity, and co-written with Global Forest Coalition, Brighter Green, and incorporated the contribution of over 50 organizations across the world.

Read the white paper: <https://worldanimal.us/JustTransitionWhitePaper>

World Animal Protection: News In-Brief

Protecting companion animals in disasters

As climate change continues to cause more disasters around our world, it's important to be prepared and help animals – both companion animals and wild animals – get to safety and receive the care they might need. Natural disasters don't just threaten homes and human lives, they put countless animals in grave danger. At World Animal Protection, we know that response plans for natural disasters should always include animals, and we've created a range of materials to guide people in preparing for emergencies.

Disaster preparation resources:

<https://worldanimal.us/DisasterResponseHub>

Trunks of Love event

A group of animal advocates gathered for an intimate fundraiser with a big mission – to free Joyce the elephant. Hosted by our restaurant partner Plant Junkie, Trunks of Love brought together supporters who believe that change starts with collective action. The evening featured a specially curated 100% plant-based menu with dishes like savory Korean “steak” skewers. Supporters learned about Joyce's story, asked insightful questions, and committed to taking action to help secure Joyce's freedom.



Attendees at the Trunks of Love event in New York City support efforts to release Joyce the elephant.

A winning pledge for chickens

During the Super Bowl, an estimated 1.47 billion wings are consumed: this staggering number represents the killing of over 700 million chickens for this one event. Leading up to game day, we encouraged people to pledge to skip chicken wings in favor of plant-based alternatives. Over 2,000 people took the pledge, showing that interest in compassionate choices that help animals is growing. They received a coupon for jack & annie's buffalo wings, allowing them to enjoy the big game without animal cruelty.

Expanding animal retail sales bans

Following the success of the retail pet sales ban for cats and dogs in New York City, we are now working with Voters for Animal Rights on a new initiative to support a bill that would ban the sale of birds. We are working to connect with NYC animal rescues and the advocacy community to strengthen our efforts and build a stronger movement across the city.

Lipsi dolphin sanctuary action

We mobilized our global community to urge Greek officials to take action on the delayed opening of the Aegean Marine Life Sanctuary in Lipsi. The sanctuary could provide a safe home for five dolphins currently in captivity in Greece. Without the necessary permits from the Greek government, however, these dolphins risk being relocated thousands of miles away to a marine park in the U.S. By amplifying public pressure, we aim to push decision-makers to approve the permits and ensure these dolphins can finally live in the environment they deserve.

Campaigning for animals in Australia

Our Australian team demonstrated outside the Melbourne headquarters for Webjet, Australia and New Zealand's leading online travel agency. The team drew attention with posters and a large elephant costume. They were interviewed by local media, raising awareness of the company's continued promotion of captive wildlife attractions.



Thank You for Supporting World Animal Protection

Without you, our work to protect the world's animals would not be possible. We deeply value your support for our mission to stop animal cruelty.

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

From a Donor-Advised Fund (DAF):

bit.ly/WAPDonorAdvisedFund

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

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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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