



Thank You for Transforming  
the Lives of Animals

Donor Impact Report • 2nd Quarter 2025







## Thank you for creating a better world for animals

In our report for this quarter, we share the details of a monumental decision affecting animals: the World Health Organization (WHO) member states have approved a pandemic agreement. We have been campaigning for this moment since 2020 and are thrilled that the agreement will have far-reaching impacts for farmed and wild animals – and considerable benefits for human health. We greatly appreciate our generous, committed supporters for helping to make this global milestone possible.

We also provide the latest news on our ongoing battle to hold JBS accountable for its animal abuses and corrupt business practices. The fight for a just, sustainable food system is one of our top priorities and, with your help, we are continuing to put pressure on the world's largest exploiter of farmed animals.

Your support for urgent wildlife rescues and recovery means so much for animals in crisis and suffering in captivity. In this report, we provide updates on animals who are making the inspiring transition to life in their new wildlife-friendly homes.

Thank you for being a compassionate champion for animals. Your support is driving progress towards a kinder world where more animals can live free from exploitation and cruelty.

## How You Have Helped Animals

---



WHO Director-General Tedros Adhanom Ghebreyesus (right) and INB Co-Chair Anne-Claire Amprou of France (left) celebrating at the conclusion of negotiations for the new Pandemic Agreement.

### A historic win for the world's animals and human health

In May 2025, countries around the world approved the World Health Organization (WHO) Pandemic Agreement. The Agreement sets out the principles, approaches, and tools for better international coordination for pandemic prevention, preparedness, and response. Importantly, the Agreement includes the concept of One Health, which recognizes the connection between human, animal, and environmental health. This is a historic achievement and a powerful example of systems change.

#### Our role

In 2020, we launched a campaign targeting the G20, an intergovernmental forum for dealing with common global challenges such as climate change, pandemics, and global economic recovery. This campaign led to the G20 Agriculture and Water Ministers requesting a list of wildlife species and conditions that could contribute to pandemic spread. The WHO began drafting the agreement in 2021 and just four years later we have a legally binding international agreement.

Throughout this journey, we worked closely with partners to engage the WHO. We have been driving home the message that we must address the root causes of pandemics – poor animal welfare, wildlife exploitation, and intensive farming – to prevent them in the future. In the agreement, we secured language on the interconnections between human health, animal welfare, and the environment.

The Agreement provides a foundation that will help us advance our goals for protecting wild and farmed animals. Countries around the world will need to take action to tackle the worst sources of animal suffering including intensive farming and the commercial wildlife trade. We greatly appreciate our dedicated supporters who are enabling this incredible progress and changing systems that exploit animals.



## How You Have Helped Wild Animals



Credit: The Lions Foundation

*After years of isolation, surrounded by the constant noise of amusement park rides, Mannie is finally taking his first steps towards a cruelty-free life.*

### Freedom for Mannie the lion

Thanks to your support, Mannie has been relocated to The Lions Foundation, a private nature reserve in South Africa. For most of his life, Mannie lived alone in an indoor enclosure at the Mondo Verde theme park in the Netherlands, with only occasional access to a small outdoor passage. Today, he's being lovingly cared for in a special adaptation enclosure to help him adjust to his new surroundings. When he's ready, he'll be introduced to a 3.7-hectare savannah and two lionesses – Sara and Naija – who have been at the sanctuary since 2022. With patience and care, they will hopefully become his new pride.

Mannie's journey to freedom was made possible because of a 2024 report from the nonprofit organization Bite Back, which uncovered troubling welfare violations at Mondo Verde. After the report's release, Bite Back successfully negotiated Mannie's relocation and, by November 2024, the plan was in motion. We played a crucial role in this rescue by bringing Mannie's story to the Dutch government and calling for lasting change in zoo policies. Thanks to our incredible supporters, we raised the funds needed for Mannie's transport and new enclosure.

But Mannie's journey doesn't end here. We are committed to covering the cost of his food and medical care at the sanctuary to ensure he makes the successful transition to his new wildlife-friendly home.

Donate today: <https://worldanimal.us/manniethelion>



*Residents at The Lions Foundation and potential new friends for Mannie.*

## How You Have Helped Wild Animals

---



*Credit: Jakarta Animal Aid Network*

*Unyil, a young, orphaned monkey who was stolen from his mother, recovering in quarantine at a sanctuary in Indonesia.*

### Update on the rescue of monkeys in Indonesia

World Animal Protection, in partnership with Jakarta Animal Aid Network (JAAN), rescued 31 monkeys from captivity at a monkey training center where they were forced to perform for street entertainment. Since their rescue, the monkeys have been placed in quarantine to keep them safe, while limiting human interaction. JAAN is encouraging the monkeys to form social groups that mimic natural troop dynamics, with the hope that some animals will be able to return to the wild.

The monkeys who are not suitable for release into the forest will be able to live the rest of their lives in the safety and peace at JAAN's sanctuary. Sanctuary staff will assess each monkey and create specialized rehabilitation plans. Whether they return to the wild or remain at the sanctuary, we can ensure they all live a life of dignity thanks to our compassionate supporters.

Donate today: <https://worldanimal.us/31macaques>

### YouTube milestone calls attention to wildlife captivity

YouTube is marking its 20th anniversary this year. The very first video on the platform was called 'Me at the Zoo', which showed YouTube co-founder, Jawed Karim, standing in front of an elephant enclosure at the San Diego Zoo. While much has changed in the world since that video was uploaded, wild animals are still suffering in captivity for entertainment and tourism. To raise awareness of this issue, we released a haunting new video, 'Us Still at the Zoo'. The video imagines the experience depicted in that first video from the perspective of the elephant.

We also seized the opportunity presented by this milestone to expose the ongoing cruelty experienced by wild animals like Joyce, an African elephant. She is languishing in unnatural confinement at the Six Flags amusement park in New Jersey. By raising awareness, we aim to generate enough public support to convince Six Flags to release Joyce and four other elephants to a reputable sanctuary. These elephants deserve to live in an environment as close to the wild as possible.

Watch the video: <https://www.youtube.com/watch?v=p5NVC9o59E4>



# How You Have Helped Farmed Animals



*In a shocking decision, the US Securities and Exchange Commission (SEC) approved JBS's request for listing on the New York Stock Exchange (NYSE).*

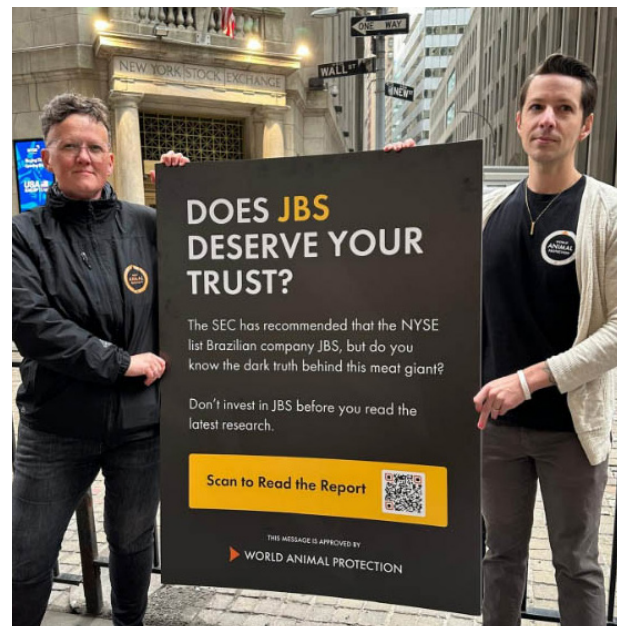
## Exposing JBS as a delinquent corporate citizen

Despite mounting evidence documenting JBS's track record of corrupt and illegal dealings, the SEC approved the company's request to move its primary stock exchange listing to the New York Stock Exchange. JBS has been cited for child labor law violations, conspiracy to underpay American farmers, and bribery.

JBS has also mastered complex tax-avoidance schemes. Thanks to our supporters, we were able to commission research exposing the details of these schemes. Our research, and a separate report by the Netherlands-based Centre for Research on Multinational Corporations (SOMO), expose JBS's strategies for shifting taxable profit to jurisdictions where taxes are very low or non-existent. It is estimated that JBS avoided paying between \$221 and \$442 million in taxes between 2019 and 2022.

Armed with this evidence, we will continue to demand that financial institutions hold JBS accountable for conduct that is both illegal and destructive to animals, people, and the planet. As part of our ongoing actions targeting JBS, we ran two front-page advertisements in 'The Financial Times' ahead of the SEC's final listing decision in May.

**Read the report:** <https://worldanimal.us/ExposingJBS>



*Interim US Executive Director Cameron Harsh and Global CEO Tricia Croasdel delivered a clear message to Wall Street: JBS is bad business. From child labor allegations to deforestation to animal cruelty, JBS's track record is a major red flag for any investor.*



## How You Have Helped Farmed Animals



Iconic wildlife like the jaguar and its habitat are at risk from JBS and its relentless drive to expand destructive, unsustainable factory farming.

### Mobilizing supporters in Brazil to stop JBS

World Animal Protection Brazil took to the streets of São Paulo to expose JBS while shareholders prepared for the company's annual general meeting in April. As part of our efforts, we drove a truck with large banners and loudspeakers around the city, broadcasting messages describing JBS's financial and environmental crimes.

We also created a social media mobilization kit for supporters with ready-to-use content that details JBS's links to deforestation, climate change, and animal cruelty. And we held a public event with film screenings and community discussions on the need to reform our food systems.

As preparations for this year's COP 30 (the 2025 UN Climate Change Conference) are ramping up in Brazil, JBS is brazenly continuing to destroy the environment and exploit animals. We remain committed to mobilizing supporters and the public to put pressure on governments and financial institutions to acknowledge the unmistakable truth about JBS.



Activists in Brazil with banners that read: "We will not be silenced as long as there is animal suffering".



## How You Have Helped Farmed Animals



Deep Sea Vegan, a mobile food truck brand in Nashville, TN, joined our Dine Vegan Nashville event where they handed out over 400 samples of delicious vegan seafood.

### Promoting vegan dining in Nashville

We brought kindness to the table during Dine Vegan Nashville, a week-long celebration of plant-based food in June. This special event was designed to inspire the Nashville community to choose delicious, cruelty-free meals that protect animals and our planet. We kicked things off with a lively launch event at Deep Sea Vegan, where guests sampled innovative vegan seafood and some took home a custom Dine Vegan Nashville bamboo cutting board – just one small way we encouraged eco-conscious choices. Throughout the week, we spotlighted incredible local restaurants offering vegan options, helping more people discover just how flavorful and accessible plant-based eating can be. We were proud to create a fun, engaging experience that showed Nashvillians the power of their plates. Together, we're building a better world for animals – one bite at a time.

### Factory farm expansion plans shut down in the UK

Thanks to overwhelming public opposition, plans to expand a massive pig and poultry farm were stopped in Norfolk, UK. Cranswick, a major UK meat producer, applied to expand their "megafarm", which would have allowed nearly 900,000 animals to be raised on-site. The local council received 12,600 objections, a 42,000-signature petition, and powerful advocacy from local groups and NGOs, including World Animal Protection UK. In response, the council rejected the company's application. This win for animals, the environment, and human health is a clear signal that people are galvanized to stand up against factory farming expansion.



## World Animal Protection: News In-Brief

### Adidas stops using kangaroo leather

Adidas recently announced that it will no longer use kangaroo leather in its products. Diadora, Puma, Nike, New Balance, and now Adidas have all ended the use of kangaroo leather. This decision distances Adidas from the largest commercial slaughter of land-dwelling wild mammals on earth. Thanks to our supporters, fewer wild animals will suffer for this senseless slaughter.

### Animal Matters

In April, Liz Cabrera Holtz, Senior Campaigns Manager at World Animal Protection, was a guest on Animal Matters, a radio show on WBAI in New York. This show presents topics related to animals and policies and issues that impact them. Liz discussed bans on pet sales, wildlife tourism, and plant-based food.

Listen here: <https://on.soundcloud.com/UWO3hZdibM6tdHrzT4>

### LA Climate Week Food Day

In April, we joined LA Climate Week Food Day, an event focused on how supporting plant-based food can drive climate action. The event featured opportunities for networking, sharing expertise, engaging youth, and enjoying delicious plant-based meals.

### Oaks for leopards

We supported a new initiative that aims to restore habitats for the endangered North China leopard by planting 10 million oak trees. The campaign officially launched in China with a ceremony where over 1,500 native oak trees were planted.

### Proposed ban on bird sales

Diana Ayala, New York City council member and deputy speaker, introduced a bill that would ban the sale of birds in the city's pet stores. We're encouraging New Yorkers to contact their council members and ask them to support this important bill.

More info: <https://worldanimal.us/KeepBirdsFree>

### Highlighting our milestone year

Tricia Croasdel, World Animal Protection Global CEO, wrote an op-ed highlighting our 75th anniversary for FairPlanet, a global non-profit social enterprise and solutions media organization. She highlighted several achievements from the organization's past seven decades including the heroic rescue of over 10,000 animals from catastrophic flooding in Suriname in 1964.



*We joined forces with several animal advocacy organizations to host a Congressional screening of a new HBO Max docuseries that chronicles harrowing stories of chimps who were kept in captivity as “pets” or “entertainers.”*

### Advocating for chimps in Congress

We co-hosted a screening of a new documentary series, 'Chimp Crazy', for members of Congress in support of legislation that would ban the private possession of nonhuman primates. Shockingly, it's still legal to own non-human primates in the US. We co-hosted with several organizations including the Animal Legal Defense Fund, Animal Welfare Institute, and Born Free USA.

### Wildlife-free fashion in Australia

Thanks to our supporters, we moved Australian Fashion Week to ban all wildlife materials including fur, wild animal skins, and feathers. The decision comes after years of advocacy and collaboration with Collective Fashion Justice and the Australian Fashion Council. This win builds on previous wildlife-free commitments achieved for Melbourne Fashion Week, Melbourne Fashion Festival, and international runways in Berlin and Copenhagen.



## 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](http://www.worldanimalprotection.us)

With stock: [www.worldanimalprotection.us/ways-give/giving-stock](http://www.worldanimalprotection.us/ways-give/giving-stock)

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

From a Donor-Advised Fund (DAF): <https://bit.ly/3IIX4qC>

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

### For more information, please contact:

Naomi Silverman  
Senior Philanthropy Manager  
World Animal Protection, 3rd Floor, 535 Eighth Avenue  
New York, NY 10018

T: 646.783.2206

E: [naomisilverman@worldanimalprotection.us](mailto:naomisilverman@worldanimalprotection.us)





**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.

535 Eighth Avenue, 3rd Floor

New York, NY 10018

Phone: 646-783-2800

Email: [info@worldanimalprotection.us](mailto:info@worldanimalprotection.us)



World Animal Protection US



@MoveTheWorldUS



[worldanimalprotectionus](https://www.worldanimalprotection.us)



[worldanimalprotectionus](https://www.worldanimalprotectionus)

