



Thank You for Transforming  
the Lives of Animals

Donor Impact Report • Year in Review 2025







Credit: Jo-Anne McArthur / We Animals

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

As I reflect on 2025, I am so incredibly grateful for your continued and steadfast support. You have enabled World Animal Protection to take bold action and deliver on our campaigns for animals around the world.

In this report, you'll learn about amazing animal rescues and our progress toward ending the captivity of wildlife around the world. We are also excited to report on our activities exposing JBS, the world's largest meat producer, for its corruption, cruelty, and climate harms. And, thanks to your support, we're moving more people to make the transition to plant-based eating, which means less suffering for animals in our food system.

This year marks our 75th anniversary, a milestone that highlights both how far our movement has come and the vital work still ahead. It has also been a year of transition, challenge, and determination. Having been on the World Animal Protection team since 2018, I've seen firsthand the strength of our movement and the incredible change that is possible. I was honored to step into the role of Interim Executive Director earlier this year and am proud of the energy, compassion, and creativity our team embodies every day. Thank you for your generous support!



Cameron Harsh  
Interim Executive Director



## How You Have Helped Farmed Animals



### Building grassroots momentum in the fight to stop JBS's expansion

#### Nigeria action to block JBS

In 2025, we brought together Nigerian stakeholders to challenge JBS's expansion there. The Nigerian government is proposing a US\$2.5 billion commitment that would enable JBS to establish six large-scale industrial farms. We are the first organization to partner with local civil society organizations in a united effort to disrupt JBS's industrial farming plans.

#### Exposing JBS's financial schemes

Earlier this year, we reported on JBS's complex tax-avoidance schemes, which enabled the company to avoid paying between \$221 and \$442 million in taxes between 2019 and 2022. In addition to tax avoidance, the company is being propped up by global financial institutions that continue to invest in the company.

Fortunately, financial institutions are starting to take notice of our awareness efforts. In Sweden, investments in JBS have dropped by 99% after a pension fund sold its investment worth tens of millions in Swedish krona (SEK). As of 2024, 25 international investors have taken the significant step of blacklisting JBS over its sustainability failures.

Our latest research shows that 75% of UK consumers surveyed are concerned about Barclays' investment in JBS, and 80% believe banks should be held accountable for financing factory farms. In response, we're launching a series of new social media campaigns, media outreach, and website content focused on holding JBS to account.

#### Legal victory over JBS in Brazil

After our Brazilian office held a peaceful protest during JBS's shareholder meeting in São Paulo, JBS filed a lawsuit against World Animal Protection. JBS wanted to use legal action to discourage organizations from protesting the company publicly and calling it out in social media campaigns. The court ruled in favor of World Animal Protection, confirming our right to peaceful demonstrations and public criticism of JBS.

### Celebrating 75 years of protecting animals!

View highlights of our work moving the world to protect animals over the past seven decades:  
<https://protectanimals.us/75Years>

## How You Have Helped Farmed Animals



Luvin Arms residents Miraa and Krishna, a mother and six-month-old baby cow, were rescued from a breeder raising cows to be killed for beef.

### Falling in love at Luvin Arms sanctuary

In October, World Animal Protection staff attended a fall festival at one of our partner sanctuaries, Luvin Arms Animal Sanctuary in Erie, Colorado. Thanks to your support, we are enabling Luvin Arms to care for previously abused or neglected cows, pigs, turkeys, chickens, horses, goats, donkeys, sheep, and ducks.

While there, we learned about the incredible impact Luvin Arms has on farmed animals like Miraa and her calf Krishna. Krishna was born with dwarfism and was slated to be killed as a baby, as the industry deemed him of no value. Fortunately, the mother and baby duo were rescued and delivered to Luvin Arms to live the rest of their lives in peace together.

At the festival, local community members had the chance to enter and win one of three raffle prizes: swag bags filled to the brim with World Animal Protection merchandise. Around 700 people stopped by to speak with us – proving that the public truly is interested in seeing rescued farmed animals happy and healthy.



World Animal Protection staff attended a fall festival at Luvin Arms Animal Sanctuary in Erie, Colorado.

We joined a collection of animal-focused vendors from plant-based food trucks, to mission-driven animal groups, to sellers of animal-friendly products and apparel. We spoke with local supporters about our partnership with Luvin Arms, the lifesaving work that we do for both farmed and wild animals, and why it's so crucial to support true animal sanctuaries like Luvin Arms.



## How You Have Helped Farmed Animals



Switching to a plant-based diet can help reduce demand for factory-farmed animals.

### Advocating for a humane food revolution

Embracing plant-based diets is not only better for animals, it's also a great way to protect the planet and improve health. Over the past year, World Animal Protection has supported initiatives to help more people make this transition.

#### Dine Vegan Nashville

This summer, we launched the very first Dine Vegan initiative in Nashville, a weeklong celebration of plant-based eating in Music City! We partnered with local establishments like Deep Sea Vegan, a popular mobile food truck, which handed out more than 400 samples of delicious vegan seafood at our packed kick-off event. Throughout the week, we also spotlighted a variety of incredible local restaurants offering special vegan menu items to mark the occasion.

#### Black VegFest

In August, we joined thousands of people in Brooklyn at Black VegFest, an event that brought together over 100 vegan vendors, and featured talks and cooking demos. The event was created in 2018 by Omowale Adewale, an international speaker on veganism, a community organizer, and an educator. He started Black VegFest after recognizing the absence of Black and POC speakers at vegan events as well as a lack of multicultural influences.

World Animal Protection staff were on hand to spread the word about a critical animal protection bill we recently introduced into the New York City Council. This bill would end the sale of birds in pet stores, protecting countless parrots, finches, and many other bird species from immense suffering.

#### No Meat November

To promote plant-based eating in November, World Animal Protection partnered with amazing recipe creators to share delicious meat-free dishes. We featured recipes like vegan Iranian onion dolma from @theiranianvegan, which received over 25,000 likes on Instagram!

#### Plant-Powered Changemakers

For year-round support on your cruelty-free eating journey, we've created the Plant-Powered Changemakers, a community of passionate individuals dedicated to creating a more sustainable world through the power of plant-based foods. By signing up for Plant-Powered Changemakers, people learn about how they can make small changes to remove animals from their plates or become a plant-based advocate in their community.

## How You Have Helped Wild Animals



Sand sculpture artists John and Laura Gowdy created this amazing sculpture on the beach at Ventnor Pier in New Jersey to bring awareness to Joyce the elephant's story.

### Pressure mounting on Six Flags to free Joyce

We are continuing to put pressure on Six Flags Wild Safari in New Jersey where Joyce the elephant is confined in a small, barren enclosure. Over the past year, we've intensified creative tactics to raise awareness of Joyce and the inhumane conditions she endures.

We launched two highway billboards within 20 miles of the park to call out Six Flags for keeping elephants in unnatural and unsafe conditions. The messaging takes inspiration from local New Jersey idioms and grabbed everyone's attention – including Six Flags' leadership.

We partnered with the Animal Protection League of New Jersey to hand out leaflets and bumper stickers at various events throughout the state. On World Elephant Day, we delivered a petition to Six Flags with over 75,000 signatures. Our goal is to reach 100,000 by the end of the year.

These collective efforts led to media outlets demanding a response from Six Flags – the first time they have publicly addressed our campaign. The company's reply included false claims, such as stating that it provides

Joyce and the other elephants with sanctuary. To be clear, the safari is not a true sanctuary. The company also stated it may be too risky to move Joyce at her age but continues to refuse our request for an external veterinarian to assess Joyce's health.

We worked with seismologists from the University of Maryland to place sensor nodes at eight locations around Six Flags. We found that vibrations from roller coasters, safari trucks, and a nearby water treatment plant pass through Joyce's enclosure area at levels similar to the tremors felt during a small earthquake. This means the ground is persistently shaking beneath Joyce's feet and she's unable to move away from their range in an environment that offers little freedom.

We also launched a new toolkit with actions people can take to join the campaign. Together we can win the fight for Joyce's freedom!

Toolkit: <https://protectanimals.us/JoyceToolkit>  
Seismology findings: <https://protectanimals.us/ShakingGround>



## How You Have Helped Wild Animals



Cecília the giant anteater, who was rescued as an orphaned cub in 2021, is now raising her own cub.

### A heart-warming story of resilience and renewal

In an amazing win for conservation, Cecília overcame the odds and is thriving as a new mother! Her journey began in 2021 when she was found orphaned in the Pantanal, Brazil, after her mother was tragically killed in a traffic accident. Rescued by authorities and rehabilitated by the Tamanduá Institute, Cecília proved to be irrepressible. She grew strong and healthy thanks to expert care, environmental enrichment, and patient monitoring.

Her charismatic, playful nature – and love of cold showers – earned her the Wild Animal Unique Wildlife Personality award in 2022, along with a US\$10,000 prize that supported the Orphans of Fire Project and helped other giant anteaters affected by wildfires.

In 2023, Cecília was released into the wild, fitted with a radio collar to monitor her progress. She readily left the enclosure to explore the region and, after a year and a half, the collar was removed. She had learned to survive on her own in the natural habitat.

But Cecília's most inspiring chapter came in August 2025. After seven months without a sighting, she reappeared with a newborn baby clinging to her back. That single image of survival, renewal, and hope symbolizes the impact of dedicated conservation efforts and the resilience of nature.

Cecília's sighting came as another giant anteater, Manduvi, was being released back into the wild. Manduvi and two other juveniles, Aroeira and Tamanduá, spent nine months building their strength in preparation for re-release into the wild. Against the backdrop of fires, habitat loss, and the constant risk of road kills, Cecília's return as a mother shows that with protection, care and persistence, wildlife can find a way to thrive in the face of adversity.

#### Review Our 2025 Quarterly Reports

Q1 report: [https://protectanimals.us/Q12025\\_Report](https://protectanimals.us/Q12025_Report)

Q2 report: [https://protectanimals.us/Q22025\\_Report](https://protectanimals.us/Q22025_Report)

#### End of Year Global Video:

<https://protectanimals.us/2025YearEnd>

## How You Have Helped Wild Animals



Baloo the bear suffers in heart-breaking conditions in a cage at a ski resort in Romania.

### Keeping up the fight for Baloo's freedom

Baloo the bear has suffered in captivity for 24 years. He should be roaming the Romanian forests, but instead, he's trapped in a cage next to a noisy ski lift and mountain-biking trail in Straja. Tourists feed him cereal, lemonade, and even alcohol. Children poke him with sticks. He's alone, visibly traumatized, and pacing endlessly in a barren enclosure that offers nothing but misery.

#### How we're working to rescue Baloo

World Animal Protection has worked for years with our partner, Millions of Friends Association (AMP), to free Baloo and bring him to the Libearty Bear Sanctuary. At the sanctuary, more than 100 rescued bears live in peace, surrounded by forests and lakes, and under proper veterinary care. This life is what Baloo deserves – not another day in a cage.

Thanks to our generous supporters, we have been able to engage Romanian lawyers to explore legal avenues for his relocation. We also delivered a petition with nearly 180,000 signatures to the Romanian Ministry of Environment demanding freedom for Baloo. Additionally, we attended a hearing with the animal police and sent a letter to the Prime Minister of Romania, requesting the bear's release.

In 2024, we conducted expert welfare assessments that confirm Baloo is suffering from mobility issues, an inappropriate diet, a lack of enrichment, and severely inadequate care. We sent a letter to the Ministry of Environment, Waters, and Forests ahead of the parliamentary elections emphasizing that any incoming Prime Minister be informed of Baloo's deteriorating situation. Despite overwhelming public support for Baloo's release, government officials are still dragging their feet.

#### Why we care so much about Baloo

Baloo is just one bear, but he represents the senseless cruelty caused by wildlife exploitation. No wild animal should suffer in captivity for entertainment. Baloo's freedom can be achieved with the engagement of our supporters and continuous pressure from organizations like World Animal Protection. We've successfully carried out countless wildlife rescues around the world, many under extremely challenging circumstances. That's why we won't give up on Baloo and will continue to fight for his freedom.

Video documenting the cruel treatment of Baloo:  
<https://protectanimals.us/Baloothebear>



## How You Have Helped Wild Animals



The moment when Mae GohGae and her daughter Mayura were reunited after a brief separation.

### Better lives for formerly captive elephants

#### One elephant family's incredible bond

Mae GohGae, a graceful 54-year-old mother, and her daughter Mayura, 35, lived apart for years. They were forced to work in harsh conditions on the Thailand-Myanmar border. Despite their long separation, they never forgot each other. In 2018, they were reunited at Chang Chill, a former elephant exploitation venue that we helped transform into a true sanctuary. Since then, they have been inseparable, demonstrating the incredibly deep bond that elephants naturally form.

This connection was clearly evident recently when Mayura wasn't feeling well and had to be taken away for treatment. For two long days and nights her mother cried out for her. Fortunately, it turned out to be something simple – constipation! During the monsoon season, elephants often drink less water, which can cause digestive issues.

Their reunion, even after such a short time, was magical. Mae GohGae was quietly eating when she suddenly realized her daughter was back. She immediately stopped eating, spun around, and ran toward her, trumpeting with joy: "Prrrrannnn!" The two greeted each other with flapping ears, excited calls, and tender trunk touches.

#### Launch of new elephant-friendly venue

Their loving bond is a reminder of the importance of respecting wildlife's needs. Wild animals should never be forced into captivity and separated from their families. Thanks to your support, we're ensuring more elephants in Thailand can live good lives, expressing their natural behaviors. We're transforming other elephant venues to become sanctuaries – just like Chang Chill. Thanks to donor support, we've been helping Sappraiwan Elephant Sanctuary make this transition and, in 2025, it was relaunched as the animal-friendly Elephant Forest Phitsanulok.

Sappraiwan Elephant Sanctuary began working with us during the pandemic. With our support, they have eliminated direct contact between the animals and visitors. We also supported them in becoming self-sufficient in their production of food for the elephants and in improving the venue's infrastructure.

This milestone is part of a broader program developed by World Animal Protection to help elephant camps across Thailand. This program is helping them transition away from exploitation and towards genuine sanctuaries where animal well-being comes first and elephants can form bonds that last a lifetime.

# World Animal Protection: News in Brief

## Support for animals during LA fires

Thanks to generous support, we enabled the care of hundreds of animals impacted by wildfires in Los Angeles last January. Working with local partners, we helped with food, veterinary care, and reuniting pets with their families.

## Retail sales bans on animals

In a groundbreaking victory for animals, West Hollywood has passed the most comprehensive ban on the sale of animals in pet stores in the entire country. The city's new law covers mammals, birds, fishes, reptiles, amphibians, arachnids, and even hermit crabs. Meanwhile, Easton has made history as the first city in Pennsylvania to ban the sale of mammals, birds, reptiles, and amphibians in pet stores.

## Glue traps banned

Austin, Texas discontinued the use of glue traps in city buildings, following the recommendation of the Austin Animal Advisory Commission. World Animal Protection was proud to support this initiative, alongside the Travis Audubon Advocacy Committee, Austin Bat Refuge, Texas Humane Legislation Network, local advocate Kristin Dunn, and many others.

## Fashion events ditch cruelty

Australian Fashion Week has banned all wildlife materials including fur, wild animal skins, and feathers. The move comes after years of advocacy and support, as well as collaboration with our friends at Collective Fashion Justice. Next year's New York Fashion Week will also ban the use of animal fur in its shows.

## Pandemic agreement reached

In a major win for animals, countries around the world approved the World Health Organization's (WHO) new Pandemic Agreement. For the first time in a legally binding international treaty, it recognizes One Health – the vital connection between human, animal, and environmental well-being.

## New York City Climate Week

Tricia Croasdell, World Animal Protection CEO, attended Green Leadership Trust's New York Climate Week reception: 'Our Power to Build a Vibrant Democratic Future'. The networking event brought together leaders

serving on the boards of environmental organizations. NYC Climate Week is attended by change-makers, advocates, and the public to explore solutions for a healthier planet.

## Tiny Beam supports grassroots movement

We were honored to receive support from Tiny Beam Fund to advance our Just Transition work. The award enabled us to support two civil society organizations, one in Paraguay and one in Brazil, to produce locally grounded research. Heñói localized the Just Transition white paper, while ANA AS-PTA mapped over 500 community-led agroecology and climate justice initiatives. This evidence-based work provides the foundation for phasing out industrial animal agriculture while recognizing the leadership of the Global South. Tiny Beam's support has strengthened local capacity and mobilized grassroots movements toward a more sustainable food system worldwide.

## Thai tourism event

Our Thai team joined the Amazing Green Fest, hosted by the Tourism Authority of Thailand. We showcased our vision of wildlife-friendly tourism and the principle of 'Wildlife. Not Entertainers', together with a map of elephant-friendly venues in Thailand.

## Bangkok climate parade

Our Thai team took part in the Bangkok Climate Action Week to raise awareness for our campaigns and climate-friendly living. Over 100 participants walked through Bangkok's old town to support the action.

## Animal and food safety conference

Our team in China participated in an animal health and food safety conference in Qingdao, China and co-hosted an animal welfare forum. More than 1,100 people from government, academia, and the food industry attended the session.

## Australia Webjet campaign

Webjet, one of Australia's largest online travel agencies, is collaborating with World Animal Protection on a new animal welfare policy. Webjet's action is in response to 4,000 passionate supporters who expressed concerns about the company offering cruel animal activities like elephant rides.



# Thank You for Supporting World Animal Protection

## Make a gift to support animals

Thanks to generous donors, 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.

<https://protectanimals.us/daf-giving>

**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.

<https://protectanimals.us/stockgiving>

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

## Get the gift of peace of mind

We offer an 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: <https://protectanimals.us/freewill-estate-planning>

**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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