



# Thank You for Transforming the Lives of Animals

Donor Impact Report • Year in Review 2023





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

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*Lindsay Oliver*  
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US Country Director

From being on the ground during Mundi's rescue and witnessing her journey to the sanctuary, to advocating for a climate-friendly food system during New York City's Climate Week, I am extremely proud and inspired by the progress we have made together for animals this year. Thank you for your unwavering support and for joining us on this challenging, yet rewarding journey. Your belief fuels our determination to end the suffering of animals and create a brighter future.

We have ambitious plans for 2024 to continue saving individual animals, while pushing for systemic changes that will impact the lives of animals for generations to come. This work wouldn't be possible without you and your dedication to animals. I hope that as we head into the holiday season, and round out 2023, you take a moment to reflect on the forward progress for animals that you and our collective community have made.

## How You Have Helped Farmed Animals



We invited New Yorkers to try delicious animal-free sandwiches during Climate Week in September.

### Climate Week in NYC

Factory farming is not only cruel for animals, it's also devastating for our planet. During Climate Week in New York City, we were on the streets to raise awareness of industrial agriculture's links to the climate crisis. For our "Give a Cluck About Climate" event, we served over 500 delicious animal-free bao bun sandwiches, provided by animal-free food company Meati. The event was a fun opportunity for people to learn how our food choices impact the environment. The team from PLNT Burger also joined us, generously offering coupons for their restaurants and giveaways.

Watch the event wrap-up: <https://bit.ly/3MBKWHc>

### Panel discussion at Columbia University

We led a panel discussion at Columbia, focusing on how multi-national meat producers are responsible for deforestation, land encroachment, and wildlife degradation. We stressed the need to eliminate or drastically reduce meat production in the US to save animals and our planet. We were joined by a representative from Meati, and the CUNY Urban Food Policy Institute, who shared their visionary solutions aimed at forging a more sustainable food system and enhancing food security.

Watch here: <http://bit.ly/3FJIZFE>

### True crime campaign

We also launched our "Climate Crimes" campaign. We placed posters in 250 locations around Manhattan asking, "who is killing wild animals like jaguars, anteaters, sloths, and monkeys?". We installed crime scenes at 4 locations with chalk outlines of wild animals on the sidewalk. A QR code linked to our website where we explain how meat companies are killing animals and destroying habitats.



### UN meeting on pandemic prevention

We attended the UN's crucial meeting on preventing the next pandemic. We were included due to our consultative status with the Economic and Social Council of the UN. We advocated for an end to wildlife exploitation and factory farming to prevent the next pandemic and better protect animals, humans, and our planet.

## How You Have Helped Farmed Animals



### Exposing JBS

We investigated and ranked the world's top five factory farming giants and uncovered that JBS, the largest meat processor in the world, is the top polluter with emissions equivalent to 14 million cars on the road per year. The company has yet to make commitments to reduce emissions or to stop illegal deforestation for feed crop production. Earlier this year, we also released a short documentary in collaboration with 'Repórter Brasil', revealing the extensive impacts caused by factory farming and deforestation in Brazil.

### Opposing JBS' expansion plans

We were also outside the NY Stock Exchange, along with other groups in our Drop JBS coalition, demanding that financial regulators reject JBS' request to list publicly in the US. The company is already publicly traded on the São Paulo Stock Exchange. Its proposal to sell shares in New York could generate more cash to grow the company's operations at a faster rate. The request, if granted, would also give more control to the company's founders who are known for corruption and for disregarding human rights and environmental issues.

Read the JBS report: <https://tinyurl.com/3xx7u97s>

Documentary: <https://tinyurl.com/5n8h8sa4>

### Climate culprit scorecard

Our 2023 carbon life cycle assessment scorecard finds that the world's 5 biggest factory farming companies, including JBS, slaughter 11.5 billion chickens and 150 million pigs every year. These companies are also responsible for emissions equivalent to 36.4 million cars on the road annually. Report: [bit.ly/3QpLQc](https://bit.ly/3QpLQc)

### New Jersey bans crates

A new law banning the use of crates for mother pigs and baby cows was passed in New Jersey, making it the ninth state to pass a crate-banning bill. Our supporters helped make this possible by taking action and contacting their legislators and governor. This win for farmed animals represents the culmination of several years of work and many actions by our New Jersey supporters.

### California's Proposition 12 upheld

The Supreme Court upheld California's Proposition 12, which provides new welfare requirements for chickens, pigs and calves. We joined numerous other organizations in support of the legislation when it was introduced in 2018. This decision is a hard-fought victory for animals and would not have been possible without our dedicated supporters.

## How You Have Helped Wild Animals



Mundi is living a life as close to the wild as possible at her new home at the Elephant Refuge North America sanctuary in Georgia.

### Freedom for Mundi

At two years old, Mundi was taken from her home in Africa and brought to America. She was sent to a zoo in Puerto Rico where she spent almost her entire life in a small enclosure, alone and forced to perform tricks for tourists. In May, her lonely life changed forever when our partners transported her to the Elephant Refuge North America sanctuary in Georgia.

We were on hand to witness Mundi's arrival in the US and her transition to her new home. She is now spending her days roaming the 850 acres of the

sanctuary. She enjoys the company of the other elephants and is thriving in the natural, protected environment.

We are incredibly grateful to our supporters who helped make Mundi's rescue and transitional care at the sanctuary possible. And we appreciate all those who stand up for animals by rejecting cruel wildlife entertainment or attractions.

Watch Mundi's rescue: <https://bit.ly/3Msnfka>

### Campaigning for the rescue of Baloo

A bear named Baloo has been locked in a cage at a ski resort in Romania for 23 years. Since he was a cub, he's been mistreated. He has been poked with sticks and even given alcohol. Even though it's illegal for private individuals to possess bears in Romania, Baloo remains in captivity. We're calling on the government to take action and transfer him to Liberty, our bear sanctuary partner in Romania.



## How You Have Helped Wild Animals



Humane alternatives to captive wildlife attractions include the Santa Barbara Channel Whale Heritage Area in California. We are supporting the expansion of Wildlife Heritage Areas like these around the world.

### Join us in shutting down Miami Seaquarium

Tragically, the orca Tokitae never got the chance to experience her long delayed freedom outside the concrete enclosure of the Miami Seaquarium. After more than 50 years of captivity, the venue finally agreed to release her, but sadly she passed away in August before she could be moved to a sanctuary. Against all the odds, Tokitae survived in cruel captivity when so many other animals did not. Up until her dying day, Miami Seaquarium failed her.

Tokitae wasn't the first animal to die at Miami Seaquarium, and she likely won't be the last. There are still dolphins, manatees, sea lions, and other animals there that continue to live in cruel and unnatural conditions, exploited for profit.

We are working to make this the last generation of dolphins in captivity. Marine animals should be experienced in the wild and not in captive, unnatural environments. When possible, we advocate for the release of animals to sanctuaries. Our goal is to gather one million signatures from people around the world to urge Miami Seaquarium to close its doors forever.

Sign our petition: <https://tinyurl.com/3v97yxxr>

### Travel company's new welfare policy

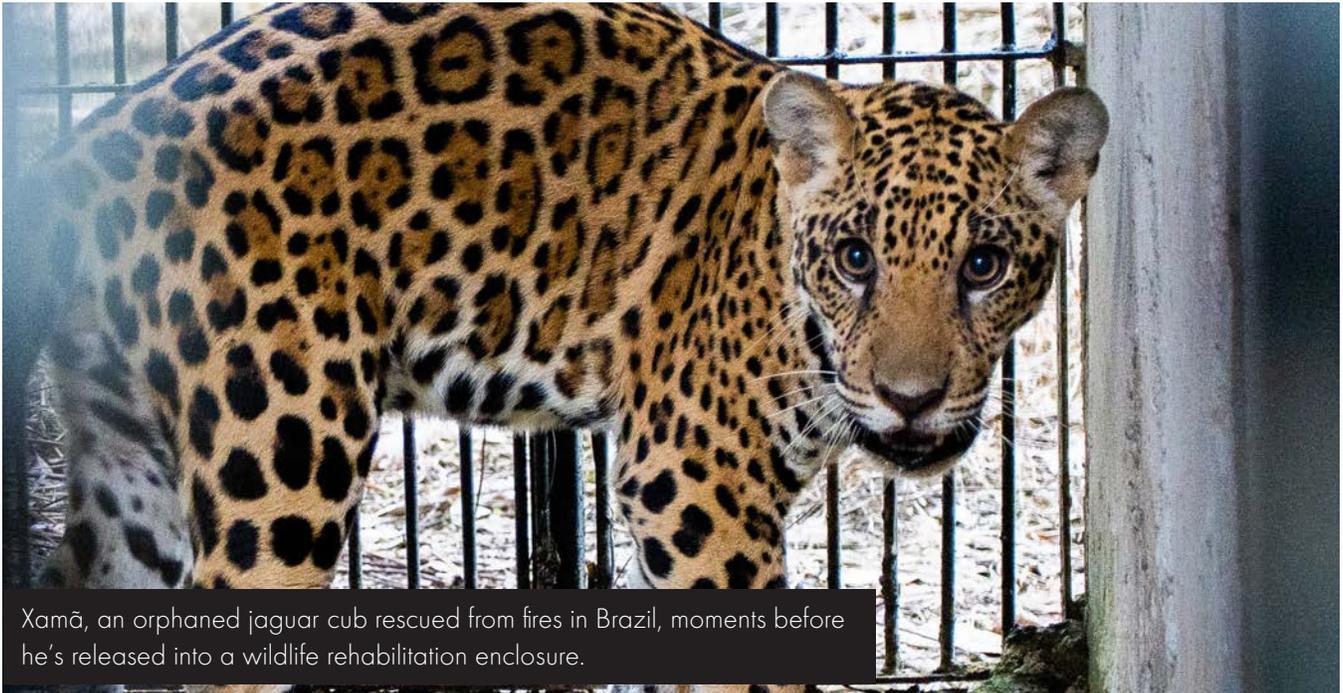
Travel company Klook responded to its poor score in our 'Tracking the Travel Industry' report by creating a new animal welfare policy. Klook received the lowest score in our 2023 report, based on their practice of selling and promoting exploitative animal "experiences" including elephant rides, tiger selfies, and swimming with dolphins.

The company has since created a wildlife-friendly policy and plans to drop relationships with circuses, shows, and performances – including Miami Seaquarium. This is incredible progress for animals. We are grateful to our supporters for enabling us to investigate companies that profit from animal cruelty and to work with them to change their practices.

### Wildlife. Not Pets

New York City's ban on the retail sale of guinea pigs will protect countless animals from suffering. Animals sold in stores generally come from mills where large numbers of animals are bred in stressful, inhumane conditions. We provided evidence of these alarming conditions to city council members. This cruel industry focuses solely on profits. By stopping the sale of animals, we can cut off the mills' revenue source and end the cruelty.

## How You Have Helped Wild Animals



Xamã, an orphaned jaguar cub rescued from fires in Brazil, moments before he's released into a wildlife rehabilitation enclosure.

### Jaguar moves to rehabilitation center

After being rescued in 2022 by our team in Brazil, and recovering with our partner care providers, Xamã is one step closer to returning to the wild. In 2023, he was moved to a rehabilitation enclosure where he will be supported in learning basic behaviors such as hunting and defense, skills he did not have the opportunity to receive from his mother.

When Xamã is ready to be on his own, he will be released into a suitable and safe area to live a wild life again. He will be the first rescued male jaguar in Brazil to be successfully reintroduced into the Amazon. We thank our generous supporters who made Xamã's rescue and rehabilitation possible.

### Groupon protest in Chicago

We demonstrated outside the Groupon headquarters during an investors meeting this year in protest of the company's continuing practice of selling tickets to captive wildlife attractions. As part of our action, we played the sounds of wild animals on loudspeakers. The public was very supportive of the demonstration and a boycott. The company's CEO responded by agreeing to meet with us. This is a very promising step towards protecting more animals from exploitation.

### Wildlife. Not Medicine

Zhejiang Wuchan Zhongda Pharmaceutical Co. LTD (ZWZP) in China signed our Wildlife. Not Medicine pledge this year. This commitment means the company will stop producing products with ingredients derived from wild animals. The director has also committed to educating staff and consumers on plant-based and humane alternatives. ZWZP is the 14th company to sign our pledge. We will continue our push to end the exploitation of wildlife in the traditional medicine industry, focusing particularly on the 20,000 bears in China kept in captivity for their bile.

### Petco and Petsmart campaigns

We targeted the pet store brands with three billboards in high-traffic areas around San Diego's Petco Park baseball stadium. The billboards exposed Petco's hypocrisy in promoting adoption, while selling wild animals as pets. The ads coincided with Petco's Bark at the Park events, which are special nights when baseball fans can bring their dogs to a San Diego Padres game. The messaging encouraged people to extend the "adopt, don't shop" philosophy to animals beyond puppies and linked to a web page describing our pet store campaign.

## World Animal Protection: News in Brief

### Food brand offers plant-based options

IHOP has agreed to serve menu items featuring Impossible burgers and sausages at all of its restaurants nationwide. The company's decision to expand its plant-based breakfast foods follows the release of our 'Moving the Menu' report, in which the company ranked the lowest for its lack of progress on increasing plant-based menu options.

### Farm bill action party

We brought our supporters together to call their senator and representative and advocate for an animal-friendly farm bill. The bill determines how the government will allocate funding to agriculture for the next five years. We urge decision-makers to prioritize the treatment of farmed animals, stop the expansion of factory farms, and increase access to plant-based foods.

### PetSmart and Petco action

We mailed approximately 3,000 holiday postcards to PetSmart and Petco stores in the US. In addition, over 500 supporters agreed to send postcards to their local PetSmart and Petco stores, and their corporate headquarters and charitable organizations.

### Mink VIRUS Act

We joined the coalition supporting the Mink VIRUS Act, which would prohibit mink farming. The Act will both protect these animals from cruel exploitation and people from the risk of animal-borne viruses like COVID-19.

### LA dinner party

On November 9th, passionate supporters gathered with US team members at plant-based restaurant Pura Vita in Los Angeles. We celebrated recent



successes including the rescue of Mundi and our progress with target corporations. Looking forward to 2024, we unveiled our action plans including animal rescues and in-depth investigations. We look forward to meeting more supporters, like you, at future events.

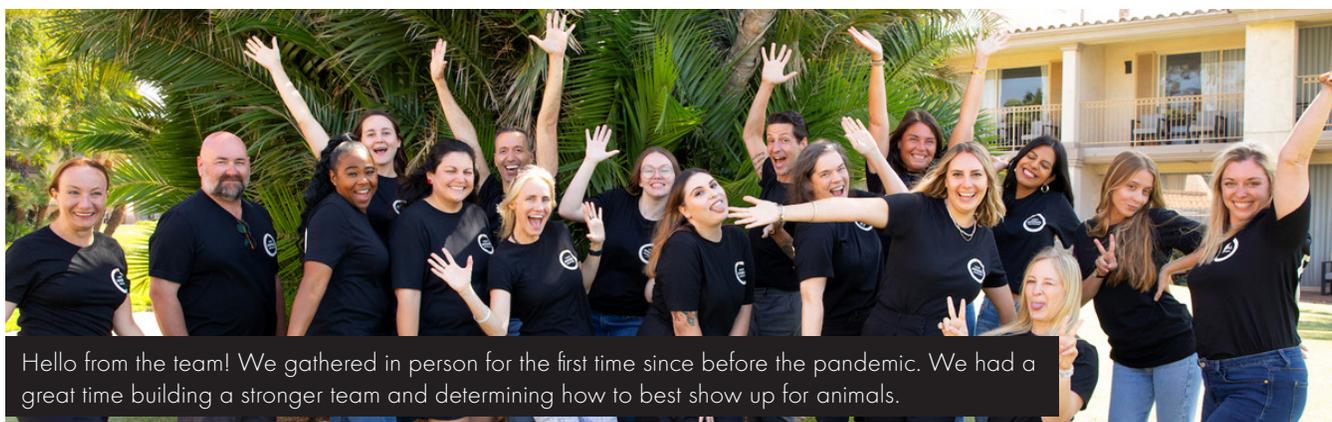
### Big Cat Public Safety Act (BCPSA)

We helped push for the BCPSA, which prohibits importation, transportation, sale and possession of prohibited wildlife species. The first charge under the act was in Texas this year when a couple tried to sell a baby jaguar and a margay cub. If convicted, they face up to five years in federal prison and a possible \$20,000 fine.

### Fish in the pet industry

We hosted a webinar in August that explored how fish suffer in the pet industry. There are 140 million freshwater fish in homes around the country, making them the most popular animal companion in the US. Unfortunately, most are bred in captivity in poor conditions.

Learn more: <https://tinyurl.com/mwdtmc69>



Hello from the team! We gathered in person for the first time since before the pandemic. We had a great time building a stronger team and determining how to best show up for animals.

### Review Our 2023 Quarterly Reports

Report on 1st quarter: <https://bit.ly/3u8Ufrx>

Report on 2nd quarter: <https://bit.ly/470SOdg>

# Thank You for Supporting World Animal Protection

## 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)

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



## 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: <https://bit.ly/3QAIvkt>

**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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