

# Humane World for Animals United Kingdom

England & Wales · Charity number 1098925

## Details

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**Other names** THE HUMANE SOCIETY INTERNATIONAL (UK)

**Status** Registered

**Legal form** Charitable company

**Company number** [04610194](#)

**Registered** 2003-08-11

**Register** [View on the Charity Commission register](#)

## Contact

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**Website** [www.humaneworld.org](http://www.humaneworld.org)

## Activities

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**Objects:** (I) TO PREVENT OR SUPPRESS CRUELTY AND TO RELIEVE THE SUFFERING OF ANIMALS; AND(II) TO ADVANCE PUBLIC EDUCATION ABOUT ANIMALS, THE ANIMAL KINGDOM AND IN THE CARE AND TREATMENT OF ANIMALS THROUGHOUT THE WORLD AND TO DO ALL SUCH LAWFUL ACTS AS THE FOUNDATION MAY CONSIDER TO BE CONDUCTIVE OR INCIDENTAL TO THE ATTAINMENT OF THESE OBJECTS.

**Activities:** Animal welfare services. Grants to animal welfare charities. Research and education into animal welfare.

## Classification

- **How:** Makes Grants To Organisations, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Animals, Environment/conservation/heritage
- **Who:** The General Public/mankind

## Geography

- Scotland
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£3,913,192	£4,344,525	£1,859,738	31
2023-12-31	£3,453,028	£3,471,372	£2,291,071	25
2022-12-31	£2,782,581	£3,560,137	£2,309,415	22
2021-12-31	£2,794,014	£2,310,042	£3,086,971	20
2020-12-31	£3,159,033	£2,315,238	£2,602,998	16

## Trustees

Name	Role	Appointed
ALEXANDRA FREIDBERG		2018-02-05
Armedia Wallace		2025-11-07
Cristobel Block		2018-03-09
William Henry Hall III		2023-02-01

**Humane World for Animals United Kingdom**

England & Wales - Charity number 1098925

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# Accounts

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2024 Annual Report

# Achievements for Animals



**Humane  
World for  
Animals™**

Formerly called  
The Humane Society International (UK)



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## Who we are and what we stand for.

**As Chair of Humane World for Animals, I am proud to introduce our 2024 Annual Report - a reflection of a year defined by bold advocacy, strategic evolution and unwavering compassion.**

This year marked a significant milestone in our journey. Formerly known as Humane Society International UK, we rebranded in early 2025 as Humane World for Animals. This new name reflects not only our global reach, but also our clarity of purpose: to create a world where animals are treated with compassion, dignity and respect.

Our mission is to confront cruelty in all its forms – whether in factory farms, wildlife trade, animal testing or the fur industry – and to drive systemic change through policy, public engagement and partnerships. We work to protect animals not just in moments of crisis, but by addressing the root causes of suffering and building long-term solutions.

In 2024, we deepened our impact by influencing policymakers with public mobilisation and powerful

storytelling. We strengthened our relationships with politicians, expanded our supporter base and laid the groundwork for future changes for animals. Our work is grounded in evidence, driven by compassion, powered by the belief that animals deserve better and that change is possible.

This report captures the breadth of our work and the passion behind it. It also reflects our collective strength - none of our progress would be possible without the generosity, dedication and belief of our supporters. You are the reason we can speak up for animals and build a more humane world.

Thank you for standing with us.

**Jeffrey Flocken, Chair of Trustees,**  
Humane World for Animals United Kingdom

## Our mission

# Together, we tackle the root causes of animal cruelty and suffering to create permanent change.





# Welcome to our 2024 annual report – a year of major change.

In May 2024, then Prime Minister Rishi Sunak called a General Election, and we responded rapidly by mobilising over 50,000 people to urge parliamentary candidates to take our 'Crackdown on Cruelty' pledge to stand up for animals in Parliament if elected. Our report *Political Animals* showed just how much animal welfare matters to voters, and over 260 candidates pledged their support – many of whom are now MPs.

We held a post-election parliamentary reception to welcome new MPs and introduce our priority animal protection issues. Over 80 MPs attended, and the new Animal Welfare Minister, Baroness Hayman, pledged Government action. Whilst we welcomed many commitments, we were deeply disappointed that a ban on the UK's fur trade was not among them.

So we renewed the urgency of our campaign for a Fur Free Britain. Our investigations in Finland and China exposed the cruelty of fur farms on national TV. Our new report revealed shocking biosecurity failures in the industry, with virologists warning of pandemic-level public health risks. Cross-party support surged to almost 200 MPs, and we worked with Ruth Jones MP, who introduced her Private Members' Bill to ban fur imports and sales. We won't stop until the UK's complicity in the cruel, outdated fur trade is abolished.

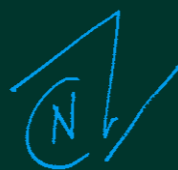
This year also saw our work protecting farmed animals make headlines. We rescued two sows, now known as Hope and Blossom, from farrowing crates, and they became the faces of our fight to end the cruel confinement of mother pigs on UK farms. We captured their journey, from suffering to sanctuary, in a powerful short film which moved thousands and inspired action.

We were proud when over 7,000 of our supporters urged their MPs to back the Hunting Trophies (Import Prohibition) Bill. Though the bill didn't progress, a new version was introduced by David Reed MP in October. Ending imports of hunting trophies was a Labour Party manifesto commitment, and we're optimistic that this long-overdue reform will finally become law.

We celebrated an important win for wildlife: Scotland banned the unlicensed use of glue traps in March, followed by England's ban on public use in July. These traps are inhumane, indiscriminate and indefensible. We also commissioned new research to identify gaps in UK wildlife protection laws, laying the foundation for future work.

And finally, this has been a transformative time for us as a team. After extensive research and reflection throughout 2024, we rebranded in early 2025 as Humane World for Animals. This new name was chosen to better represent our international scope and our unified mission to protect animals everywhere. While our name has changed our passion and focus for animals remains the same.

Thank you for standing with us through a year of change. Together, we're building a world where animals are treated with compassion, dignity and respect.



Nick Jones, Executive Director



Humane World for Animals' Claire Bass with rescue pig Hope.

## Snapshot of our achievements for animals in 2024

**Humane World for Animals UK's impact for animals was achieved through four key mechanisms: changing laws; changing corporate practices; education and research; and providing direct care to animals in need. A summary of our achievements in these areas, across all of our campaigns, is presented here.**

### Changing laws and policies for animals

- In January 2024, South Korea's National Assembly passed legislation to ban the dog meat industry.
- By mobilising our compassionate supporters and lobbying MPs, we helped to secure a historic ban on live exports of animals for slaughter or fattening.
- Over 50,000 people joined our campaign to urge candidates at the General Election to take our 'Crackdown on Cruelty' pledge, and we provided candidates with evidence of how animal welfare matters to voters in our report *Political Animals*. Two-hundred and sixty candidates made pledges, including many who were elected as MPs in July.

- Our Animals Matter Hustings event for the General Election provided a platform for spokespeople from the four largest parties to state their plans for animal protection.
- Our reception to welcome new MPs and introduce our priority animal welfare issues was attended by over 80 MPs and featured a speech from new Animal Welfare Minister Baroness Hayman, pledging Government action for animals.
- The Scottish Government introduced legislation to ban the use of rodent glue traps (except in exceptional circumstances), meaning bans are now in place across Great Britain. England's ban on use of glue traps by the public came into force in July.
- Our campaigning helped secure a ban on keeping of primates privately as pets in England without a license.
- The Hunting Trophies (Import Prohibition) Bill, sponsored by John Spellar MP, passed its second reading in the House of Commons. Our e-action mailing urging MPs to attend and support the Bill mobilised over 7,000 supporters.

COVER: SALLY IVENS/HUMANE WORLD FOR ANIMALS; PAGE 2: GEORGE CLERK/GETTY IMAGES; PAGE 4: MICHELLE RILEY/HUMANE WORLD FOR ANIMALS; PAGE 5: CLAIRE BASS/HUMANE WORLD FOR ANIMALS; OPPOSITE: NICK JONES/HUMANE WORLD FOR ANIMALS; THIS PAGE: SALLY IVENS/HUMANE WORLD FOR ANIMALS



Clockwise from top: Humane World for Animals' Joanna Randall on a panel at Plant-Based World Expo; Forward Food chef training; attending Food Matters Live.

## Training, educating and research

- We commissioned a major piece of research to understand current deficiencies and gaps in UK wildlife protection laws, to inform a new campaign in 2025.
- We delivered plant-based culinary training for chefs within the English Football League at Leeds United's Elland Road Stadium. With 12 on-site restaurants and over 50 kiosks at the stadium, we estimate this could reduce demand for over 2,000 animals annually by transitioning at least 10% of their meals served to plant-based.
- We trained 12 chefs from UK universities in plant-based cuisine, reaching approximately 34,000 students and with a projected impact of switching around 39,000 meals from meat to plant-based in future menus.
- Our Forward Food team delivered plant-based catering implementation workshops to around 150 campaigners at the Plant Based Universities summer camps in England and Germany.
- We delivered plant-based cooking demos to around 70 hospitality students at the University of West London.

- Labour's election manifesto included a pledge to ban the import of hunting trophies. A new Hunting Trophies (Import Prohibition) Bill was introduced as a private members' bill in the House of Commons by David Reed MP in October.
- Ruth Jones MP utilised her place in the Private Members' Bill ballot to introduce a bill to ban fur imports and sales.
- Our Fur Free Britain event in November was attended by scores of politicians, including many newly elected MPs who confirmed their support for our campaign.
- We launched a joint petition calling for an end to the use of farrowing crates in the UK, which was signed by over 13,500 supporters.
- We supported the Ministry of Defence Vegan and Vegetarian Network at multiple events and meetings, engaging senior Ministry officials on our recommendations to reduce the amount of animal products procured for the Armed Forces, and ensuring inclusive menu options.

## Corporate advocacy and impact

- We helped convince Jet2holidays to stop selling tickets to captive dolphin and whale entertainment attractions.
- Working with colleagues in the Fur Free Alliance, we launched a campaign to convince Max Mara to go fur-free, engaging around 270,000 members of the public and taking our message onboard a hot-air balloon above the fashion brand's headquarters. The company has since confirmed it no longer sells real fur.



Animal-Free Safety Assessment (AFSA) event at Parliament

- We provided training in Bolivia to improve the spay/neuter skills and welfare outcomes of dozens of Latin American veterinarians and veterinary technicians.
- Our senior wildlife campaigns manager delivered a guest lecture to students at University of Winchester about the legal and illegal trade in wild animals.
- Our continued sponsorship of the annual Wildlife Crime Conference facilitated critical conversations between enforcement agencies towards better prevention and detection of wildlife crimes.



Clockwise from left: demonstration urging fashion brand Max Mara to go fur-free; rescuing dogs from a dog meat fattening facility in Viet Nam; staff from grant recipient Jakarta Animal Aid.



## Direct animal care and rescue

- Veterinary care provided to thousands of dogs in Bolivia and Chile.
- Veterinary services provided to hundreds of dogs in Romania.
- Our Models for Change program in Viet Nam conducted two dog meat farm closures and a cat meat farm closure in Thai Nguyen. We also closed a dog meat restaurant and slaughterhouse in Dong Nai province that was responsible for killing thousands of animals during its 20 years of operation. Seventy-four dogs and 20 cats were saved from slaughter because of these closures.
- After spending around a quarter of their lives confined in cages so small they could not even turn around, we rescued and rehomed two mother pigs in collaboration with

their farmer. We facilitated a sanctuary placement for the two sows, who will become ambassadors to raise awareness of farrowing crate cruelty for our campaign.

- Our continued financial support for the Association of Cats and Dogs Homes allowed six small grants to be made to members, to allow them to improve standards and undertake essential maintenance and repair works, as well as to increase the capacity of an Irish member to expand an effective sterilisation programme in County Cork.
- We provided funds to Orangutan Veterinary Aid (OVAID) after the Sumatran Orangutan Conservation Programme (SOCP), which provides care to around 50 orangutans, suffered a devastating landslide that destroyed the clinic. Our funds were used to rebuild the dental veterinary resources.



From left: Ruth Jones MP speaking at a Humane World for Animals event in Parliament; campaigners gather outside the Scottish Parliament calling for improved wildlife protections.

CLOCKWISE: JOANNA RANDALL/HUMANE WORLD FOR ANIMALS; FOOD MATTERS LIVE; FOOD MATTERS LIVE; JAY INGRAM/HUMANE WORLD FOR ANIMALS; OPPOSITE (CLOCKWISE): HUMANE WORLD FOR ANIMALS; TIM GERARD BARKER/AP IMAGES FOR HUMANE WORLD FOR ANIMALS; JAKARTA ANIMAL AID; RSPB; NACHO RIVERA



Humane World for Animals' public affairs team outside Parliament with the Time for Change coalition, calling for stronger laws against fox hunting.



## Our goals and impact in depth

Throughout 2024 Humane World for Animals UK's campaigns and policy teams continued to make progress on a range of issues affecting the welfare of animals both in the UK and globally. In supporting Humane World for Animals' global campaigns and programmes, our UK charity staff worked in close collaboration with our overseas affiliates. Our programmatic work was organised under six areas:

- Securing stronger legal protections and standards for animals in the UK
- Tackling wildlife trade and promoting safe and humane human-wildlife coexistence
- Ending the dog meat trade and protecting street animals
- Stopping animals from suffering on farms
- Promoting the development and use of non-animal methods in research and testing
- Coming to the aid of animals in disaster

### Securing stronger legal protections and standards for animals in the UK

#### Need and scope

The UK has the oldest animal protection laws in the world, and over that time a complex statute has evolved. However, legal protections for animals are frequently inconsistent or inadequate, and the enforcement of many laws, especially for wildlife and for the billion animals on British farms, is insufficient. Humane World for Animals UK plays a leading role in the animal protection sector and collaborates with a diverse range of animal protection partners to pursue opportunities to strengthen laws to protect animals in the UK.

#### Goal

Strengthen political representations and legal protections for animals in the UK.

FOUR PAWS; OPPOSITE: HUMANE WORLD FOR ANIMALS

## Key activities and outputs

A significant amount of our political advocacy for animals in 2024 was focused on our public campaign to position animal protection as an issue of voter concern to parties and candidates in the general election. Alongside Animal Aid, we co-led the Crackdown on Cruelty campaign, which was supported by over 20 animal organisations and asked election candidates to pledge their support on 10 key animal welfare issues. To provide candidates with evidence that animal welfare matters to voters, we commissioned and distributed an academic report quantifying public interest and exploring the democratic and electoral case for political parties implementing strong animal welfare policies.

We led the planning and delivery of a political hustings on animal welfare on 21st May in Westminster, which turned out to be the night before the election was called. We secured party spokespeople from the four largest parties to sit on a panel. The event was attended by more than 100 people, including political media, and moderated by ITV news anchor Lucrezia Millarini.

Both before and after the election result, we were able to secure positive meetings with policy teams from the Labour, Liberal Democrat and Green parties, and we engaged with dozens of new MPs to brief them on our key policy goals as well as understand their interests and priorities.

For the third year running, we joined with three other leading animal protection organisations to hold an Animals Matter stand at Labour and Conservative Party conferences, and we also attended and spoke on panel events at the Liberal Democrat and Green Party conferences. In October, we co-organised and hosted an Animals Matter Parliamentary reception for new MPs and Ministers, hosted by celebrity supporter Kirsty Gallacher. Humane World for Animals was one of 10 NGOs invited by the Animal Welfare Minister, Baroness Hayman, to participate in a roundtable meeting in November to provide input on the new Government's forthcoming animal welfare strategy. We were also one of five animal protection organisations invited by Government to a workshop to review the Animal Sentience Committee's first year of operation.

## Reactive work

Throughout the year we responded to a number of consultation opportunities, including to advocate for mandatory Method of Production labelling on meat products. Our experts were invited to contribute extensively to consultations on the regulations to ban the keeping of primates as pets in England, as well as preparing briefings for several MPs during the legislation's stages of becoming law. Our briefing was referenced and praised during the regulations' final reading in Parliament.

Clockwise (opposite) from top left: protest against badger culling; we provided a grant to Jakarta Animal Aid for care for carriage horses; Humane World for Animals' Claire Bass speaking on a panel at the Liberal Democrats Party conference; celebrity Kirsty Gallacher hosting our Animals Matter event in Parliament; wildlife crime conference; with TV naturalist Megan McCubbin outside the Scottish Parliament.

We continued to advocate for an end to the badger cull, and against proposals to extend licensing to kill badgers. We joined NGOs, celebrities and allies for the National Day of Action Against the Badger Cull, organised by the Badger Trust, urging the Government to stop culling badgers and adopt a humane and effective Bovine TB strategy. We also sponsored a roundtable meeting at Westminster, where two expert vets presented new evidence on bovine tuberculosis control measures to invited guests, including Peers and MPs.

This year saw the successful passage into law of Scotland's Wildlife Management Muirburn Act, after our campaigning efforts ensured that it included a ban on the use of rodent glue traps and sticky boards (except if authorised in exceptional circumstances). Our Unstuck campaign led to the Scottish Government committing to a glue trap ban in 2022. The legislation also introduced a complete ban on the use of snares to trap animals; stronger controls on use of other traps; and licensing control for grouse shooting. We continued to lobby Ministers for bans on the sale of glue traps in England, Scotland and Wales.

Continuing our wildlife crime workstream, our experts were invited to workshops with the Animal and Plant Health Agency (APHA), Border Force, Defra, Natural England, Nature Scot, police forces and special investigations teams to help build robust, intelligence-led interagency collaboration to tackle wildlife crime. Our team also sponsored and attended the Wildlife Crime Enforcers' Conference with a stand, where we sought perspectives from police attendees on the effectiveness and clarity of current wildlife law.

Also focusing on wildlife protection, we co-commissioned, with the RSPCA, an academic review of wildlife law, identifying problems and providing recommendations to policymakers on UK wildlife law reform. The report is scheduled to be launched at a Parliamentary reception on World Wildlife Day in 2025.

We continued our campaigning efforts to secure a ban on live exports, submitting briefings to MPs, providing supportive commentary in response to questions from the press, and mobilising thousands of supporters to back the ban. Our collaboration on the campaign to strengthen the law to prevent hunting with dogs continued through our position on the steering committee of the Time for Change coalition.



CLOCKWISE: THE BADGER TRUST; JAKARTA ANIMAL AID; HUMANE WORLD FOR ANIMALS; NACHO RIVERA; HUMANE WORLD FOR ANIMALS; NICOLA WHITE/HUMANE WORLD FOR ANIMALS

## Impact

- The Animal Welfare (Primate Licences) (England) Regulations passed into law, making it an offence to own a primate privately in England without a licence.
- The Wildlife Management and Muirburn (Scotland) Bill passed into law, banning the use of rodent glue traps, amongst other positive measures. England's glue trap ban came into force, meaning public use is now banned across Britain. Our Unstuck campaign was referenced in the passage of glue trap legislation in all three nations. We also celebrated Guernsey's ban on the use of glue traps and snares.
- We celebrated the UK Parliament finally banning live exports of cows, sheep, goats, pigs and horses for slaughter and fattening.

- In response to pressure from animal protection organisations, including Humane World for Animals, Jet2holidays announced that it would no longer sell tickets to captive dolphin and whale entertainment attractions.
- As a result of our Crackdown on Cruelty pledge campaign during the general election, some 50,000 people urged their candidates to commit to stronger animal protection policies, and more than 260 candidates took pledges.
- Our attendance at party conferences resulted in over 120 engagements with politicians, including Ministers. Our Animals Matter reception at the start of the new Parliament was attended by over 80 MPs, and new Animal Welfare Minister Baroness Hayman attended to pledge action from the new Labour Government for improved animal protection.
- The incoming Labour Government's manifesto pledged a number of animal welfare commitments in response to public interest and discussions at our Hustings event.

## Protecting wildlife

### Overview

Our campaigns to protect wildlife were focused in 2024 on the fur trade and trophy hunting.

## Wildlife: Fur Free Britain campaign

### Need and scope

The UK banned fur farming over 20 years ago, on animal welfare grounds, but since then the UK has effectively been outsourcing that same cruelty from overseas. Although the trade in cat and dog fur and seal fur from commercial hunts is already prohibited, the equivalent of over 1 million animals' worth of fur from other species (primarily fox, mink and raccoon dog) is imported to the UK each year.

Not only does fur farming inflict extreme and unacceptable suffering on animals, it has become ever more evident in recent years that it also presents a significant public health risk. Keeping thousands of animals in cramped, dirty cages on fur farms, coming into contact with humans and at times other animals such as birds, provides the perfect conditions for the mutation and spread of zoonotic diseases such as COVID-19 and avian influenza.



Humane World for Animals' senior fur campaign adviser Shely Bryan at our Fur Free Britain reception in Parliament.



Humane World for Animals' Claire Bass investigating a fur farm in Finland; a fox trapped in a cage on a fur farm during the same investigation.

Fur farming is also an environmentally damaging industry. The feeding of millions of carnivorous animals typically fed on a diet of chicken and fish results in a high carbon footprint, and it can in no way be described as a sustainable or efficient use of resources. Further, the waste produced by animals on fur farms can cause significant water pollution, and the use of toxic and carcinogenic chemicals to treat furs to prevent them from rotting also poses a risk to both the environment and workers.

Working with our allies in the Fur Free Alliance, Humane World for Animals is leading the global campaign to end the cruel, unnecessary and dangerous fur trade. Our campaign is driven and underpinned by gathering and presenting fresh evidence of and insights into the cruelty and risks of the fur trade. By mobilising the public, engaging politicians and companies, and sharing the plight of fur-bearing animals in the press, we are building public, political and corporate support for a Fur Free Britain. Such a ban would make Britain the first country in the world to fully ban the import and sale of animal fur, following the example set by the U.S. state of California, setting an extremely important precedent globally and eliminating a market for around 1 million animals each year.

### Goal

End the import and sale of animal fur in the UK, contributing to our global goal of ending fur farming and commercial trapping.

### Key activities and outputs

Our work to highlight the compromised welfare of animals on fur farms, and their susceptibility to disease, continued with the release in April of our newly commissioned investigation to expose conditions on Chinese fur farms, which received widespread press coverage, including features in Reuters, NBC News and *The Daily Mail*. The new footage enabled us to encourage almost 6,000 of our supporters to urge their MP to support our campaign for a Fur Free Britain.

With a mid-year change of UK Government came the need and opportunity to introduce our Fur Free Britain campaign to new Ministers and MPs. In October two of our staff joined Finnish investigators to document the conditions on so-called 'welfare assured' fur farms, and they discovered animals clearly suffering. The investigation secured coverage in a number of press titles, including *The Daily Mirror*. In November we organised a parliamentary reception to share this footage with policymakers, which was attended by over 70 politicians and their representatives. We also used the event as opportunity to launch our new zoonotic disease briefing to clearly articulate the public health threat posed by fur farming, securing a segment on ITV's *News at Ten* which featured our senior campaigns and public affairs director and our investigative footage of animals on fur farms in China. The event was endorsed by celebrity supporter Will Young, and a range of cross-party MPs gave speeches in support of our campaign goal, including Sir Roger Gale, Adam Jøgee and Tim Farron.

We increased cross-party parliamentary support for our Fur Free Britain campaign throughout the year, bringing the total to 197 parliamentarians, including many newly elected Members of Parliament. We encouraged parliamentarians to raise dozens of questions to the Government on its policy position on a fur import and sales ban. We also worked with Members of the House of Lords who secured a debate on a fur import and sales ban, with the Defra minister noting that fur imports had halved in recent years and describing this as a "good news story".

We were invited to provide oral and written evidence to the Animal Welfare Committee, which had been commissioned by the Government to produce a report on fur sourcing. We provided a substantial tailored package of information and footage highlighting the cruelty and public health risks posed by the fur trade.

Having raised the issue of fur with numerous MPs at party conferences, in October we were delighted when Ruth Jones MP agreed to use her ballot bill to introduce legislation to ban the import and sale of fur. We worked closely with her team to support her Bill.

Working with our Fur Free Alliance colleagues around the world, we developed a corporate campaign to urge Italian fashion brand Max Mara to commit to a fur-free future. After engagement from more than 270,000 members of the public, a message floated on a hot air balloon during Milan Fashion Week and widespread press coverage, we were delighted to welcome the company's confirmation a few months later that it had adopted a fur-free policy.



**DAILY Mirror**

**“Imports ban a step closer as MP introduces bill to protect more animals.”**

From a full-page feature in *The Daily Mirror* newspaper - October 15 2024.

A fox trapped in a barren wire cage on a fur farm.

CLOCKWISE: SALLY IVENS/HUMANE WORLD FOR ANIMALS; CLAIRE BASS/HUMANE WORLD FOR ANIMALS; CLIVE TAGG/FOR HUMANE WORLD FOR ANIMALS; OPPOSITE: CLAIRE BASS/HUMANE WORLD FOR ANIMALS



Campaigners and MPs gather in Westminster Hall to celebrate John Spellar MP's Hunting Trophies (Import Prohibition) Bill passing its Second Reading in the House of Commons.

We welcomed the announcement that Queen Camilla will no longer buy real fur. Our media spokesperson was quoted on the issue by numerous media outlets, including the BBC, *The Times* and *The Daily Mirror*.

Finally, in October, we celebrated a huge success in our campaign to end the farming of chinchillas and mink in Romania, when the President signed a ban on fur farming into law.

## Impact

- With our support, MP Ruth Jones introduced a bill to ban fur imports and sales into the UK Parliament, and we secured extensive positive media coverage by several outlets, including *The Daily Mirror*, *Wales Online*, *Yahoo* and *Talk Radio*.
- Our Fur Free Britain parliamentary event in November saw more than 70 parliamentarians, including many new MPs, show their support for the campaign to end the fur trade.
- Our investigations showing the reality of fur farming in both China and Finland, and a new report highlighting the serious public health risks associated with fur farming, achieved widespread coverage including on ITV's *News at Ten*, *The Daily Mirror*, *the Daily Mail*, *Reuters* and *NBC News*. On social media our videos from the investigation were viewed over 800,000 times.
- We secured an exclusive press interview with celebrity anti-fur advocate Kirsty Gallacher, who expressed her support for a ban on fur sales.
- We celebrated Romania becoming the 21st country to ban the farming of mink and chinchillas following a campaign by Humane World for Animals.

## Wildlife: End trophy hunting

### Need and scope

The latest wildlife trade data from CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora) shows that the number of hunting trophies from endangered animals imported to the UK increased significantly in 2023 (the most recent year for which data is available). Trophies, such as skins and stuffed body parts such as animal heads, from 39 animals – including lions, elephants, a brown bear, a leopard, a hippo and a cheetah – were shipped to the UK in 2023, over four times more than were imported in 2022.

Hunting trophies come in many forms, not only as full-body taxidermy or wall-mounted heads, but also with tiger skins as rugs, elephant feet as footstools, hippo skulls as coffee tables and teeth or tails as trinkets. Hunters target vulnerable and endangered species which are already under increasing pressure from habitat loss, climate change, poaching and illegal wildlife trade.

Humane World for Animals leads a global campaign to end trophy hunting, citing the strong evidence that it causes suffering to hunted animals and that it can negatively affect species populations through both direct and indirect impacts, including for endangered and vulnerable species. We also collate and present evidence to highlight that hunting quotas are inaccurate and often based on inadequate or out-of-date data about wildlife populations. Mismanagement and corruption mean that only a fraction of funds generated from hunting irreplaceable wildlife actually trickle down to conservation projects or the communities of people who live alongside wildlife.

HUMANE WORLD FOR ANIMALS, OPPOSITE: JAMES WARWICK/GETTY IMAGES

Successive UK Governments have promised – but so far failed to deliver – a ban on the import of hunting trophies. Our work centres on political advocacy to ensure delivery of the most comprehensive and robust ban possible. Over 80% of the British public support a ban, and the Government must deliver on its election promise to finally put an end to the UK's part in this cruel, outdated and extractive industry.

### Goal

Secure robust legislation to ban the import of hunting trophies into the UK, and support our long-term global goal of reducing the trophy hunting of five target African species (lion, elephant, leopard, black rhino and giraffe) by 90%.

### Key activities and outputs

In 2024 we rallied public and political support for the Hunting Trophies (Import Prohibition) Bill, a Private Member's Bill sponsored by John Spellar MP, which passed its Second Reading in the House of Commons in March 2024. Ahead of the debate, we led the preparation of a joint NGO briefing, with input from Dr Ross Harvey at Good Governance Africa, which we provided to MPs. We drafted and sent (on behalf of the Coalition Against Trophy and Canned Hunting) a letter to the Secretary of State for Environment, Food and Rural Affairs urging the Government to support the Hunting Trophies (Import Prohibition) Bill. Our e-action mailing, urging MPs to attend the Second Reading, mobilised over 7,000 supporters.

During the Second Reading debate, we were named and thanked by several MPs, including the bill sponsor John Spellar MP, Rosie Duffield MP and Ruth Jones MP. Our press outreach generated extensive media coverage, including in *The Daily Mail*, *Evening Standard* and *The Independent*.

A spoof video we produced, featuring comedian Tom Ward as a travel agent attempting to sell trophy hunting 'kill for conservation' holidays, was shared on social media during the week of the Bill's Second Reading, gaining over 20,000 views on Instagram and almost 10,000 impressions on X.

Sadly, due to the General Election being called, John Spellar MP's Hunting Trophies (Import Prohibition) Bill failed to pass into law.



The Labour Government was elected under a manifesto commitment to ban the import of hunting trophies, and throughout the second half of the year we wrote to and met with new Ministers and Defra officials to urge the timely introduction of a Government Bill, and provide specific information requested to inform their policy position.

A new Hunting Trophies (Import Prohibition) Bill was introduced as a private members' bill in the House of Commons by David Reed MP, in October, keeping the issue on the Parliamentary agenda.

At the end of 2024, plans were well underway for *Still Life*, a London exhibition of photographs by award-winning wildlife photojournalist Britta Jaschinski, including images of endangered animal bodies, skins and parts confiscated by border forces. The exhibition in 2025 will raise awareness that imports of hunting trophies continue to be imported to the UK and mobilise more members of the public to support our call for an import ban.

We were delighted when our senior campaigns director was interviewed by presenter Michaela Strachan, for *Tuskers. Saving the Last Gentle Giants*, a documentary highlighting the plight of the last remaining large tusker elephants, directed by Nick Chevallier.

## Impact

- Bill to ban imports of hunting trophies from endangered species passed its Second Reading in the House of Commons (before the General Election caused it to fall); a new Bill was subsequently introduced in October.
- Our briefing with evidence for a ban on imports of hunting trophies was quoted, and we were thanked, in a debate in the House of Commons.
- Our e-action mailing urging MPs to attend the Second Reading of the Hunting Trophies Bill and support the Bill mobilised over 7,000 supporters.
- Labour's manifesto included a pledge to ban the import of hunting trophies.

**“We need the Government to remain focused on the almost 90% of the public who want this ban on the import of hunting trophies.”**

Humane World for Animals' Claire Bass, quoted in *The Independent*.



Closing a dog meat farm in South Korea.

## Protecting companion animals

### Need and scope

Each year, millions of dogs and cats are subjected to extreme suffering and cruelty as they are brutally killed for human consumption. Humane World for Animals stands at the forefront of the global campaign to end this horrific practice. We are focused on ending the dog and cat meat trade in South Korea, China, India, Indonesia and Viet Nam. While extreme animal suffering is a common occurrence across all countries where the dog and cat meat trade exists, the trade also poses significant public health risks, including the spread of rabies. Additionally, the trade often involves the illegal theft of family pets, a clear violation of the law and a devastating betrayal of the bond between families with their pets.

Hundreds of millions of dogs and cats roam the streets of cities, towns and villages around the world. Many fend entirely for themselves; some receive varying levels of care from the community. Street animals face harsh and often short lives, battling starvation, dehydration, injury and exposure to the elements. On top of these daily struggles, they also face the constant threat of either being inhumanely killed or locked away in overcrowded public shelters because of conflicts with humans.

It's estimated that over 250,000 animals go into rescues in the UK each year. Leading rehoming organisations describe year-on-year increases of animals needing care and placement. In England and Wales, there is no requirement for animal rescue and rehoming establishments to be licensed or to operate according to standards set by law, which can lead to sub-optimal welfare outcomes. The Association of Dogs and Cats Homes brings together 160 rescue and rehoming member organisations to create a professional and sustainable sector which improves the lives of dogs and cats.

### Goal

To end the dog and cat meat trade in South Korea, Indonesia, India, China and Viet Nam; to ensure that free-roaming dogs and cats are cared for and their populations humanely managed, promoting peaceful coexistence with humans; to support improvements in the quality and capacity of rescue and rehoming organisations in the UK.

### Key activities and outputs

After a decade of campaigning by Humane World for Animals Korea and local groups, in January 2024 the South Korean government passed a landmark law banning the dog meat industry, specifically the farming, sale and slaughter of dogs or dog meat for human consumption. With a three-year phaseout period to enable industry sectors to either transition to alternative livelihoods or retire from the trade, the law is set to come

into force by February 6, 2027. By this date, dog meat farms, slaughterhouses and restaurants must cease all commercial activities related to dog meat. This ban represents a major turning point in animal protection within South Korea as well as a significant milestone in our efforts to end the dog and cat meat trade across Asia and beyond.

In 2024, Humane Worlds for Animals' campaign in Viet Nam focused on addressing the dog and cat meat trade in two provinces with the overall aim of creating provinces that are free of dog and cat meat. We signed MOUs with the provincial governments in Thai Nguyen and Dong Nai to focus on reducing the dog and cat meat trade and increasing awareness of companion animal welfare. We partnered with local government officials to rescue 58 puppies from two dog-fattening farms. Thanks to our support, the owners of both facilities have since transitioned to sustainable, cruelty-free livelihoods. Also in Thai Nguyen, the owner of a cat-fattening farm and slaughterhouse permanently shut down his operation after receiving a grant through our Models for Change program. He is now growing tea and fruit, and we successfully rescued 20 young cats from the farm before its closure. In Dong Nai, we collaborated with the provincial government to close a dog meat restaurant and slaughterhouse, rescuing 16 dogs from the site.

The Dog Meat Free Indonesia (DMFI) Coalition, of which Humane World for Animals is a founding member, produced and submitted three legislative proposals to the House of Representatives in Indonesia. These legislation proposals, if passed, will transform companion animal protection in Indonesia, including introducing a ban on the dog and cat meat trade. These would be Indonesia's first-ever laws dedicated to the protection of companion animals and would make Indonesia the sixth nation in Asia to explicitly ban the dog and cat meat trade.

During 2024, Humane World for Animals' partner in China, Vshine, conducted several slaughterhouse closures and confiscations of dogs being transported for the meat trade, working with local authorities and local animal welfare groups.

We developed a strategy to address the dog meat trade in the northeastern states of India. This strategy will be piloted in Nagaland in 2025 and will include engaging with Market Associations to close down the slaughter of dogs and selling of dog meat, transitioning vendors caught up in the trade to sustainable livelihoods, raising awareness of the public health and safety risks associated with the dog meat trade, and stopping the supply of stray dogs coming in from Assam to Nagaland.

Thanks to generous funding from Edgard and Cooper, we have been able to address problems for dogs and cats in Chile, a country with one of the highest human-to-dog ratios in the world. We teamed up with local veterinary and

OPPOSITE: JEAN CHUNGHUMANE WORLD FOR ANIMALS



This page (clockwise): Rescued dog from a dog meat farm in Asan, South Korea; wildfire response, Chile; puppies locked in a cage at a dog meat farm, South Korea; spay and neuter clinic days in La Paz and el Alto, Bolivia; Humane Journeys exploratory visit, Bolivia; dog meat farm rescue, Asan, South Korea; dog rescued from a meat fattening facility, Viet Nam.

NGO partners to deliver care to animals living in remote communities across the Coquimbo Regency of Chile. In 2024, we reached the milestone of having treated 6,464 companion animals. Each clinic we supported offered heavily discounted spay/neuter, vaccination and deworming services for dogs and cats who live in some of the most remote areas of the country.

In neighbouring Bolivia, we treated 6,475 companion animals. Additionally, our veterinary team trained 42 veterinarians and veterinary technicians, from both Bolivia and Mexico, to improve spay/neuter skills and access to affordable spay/neuter services across the region.

We continued to support the Association of Dogs and Cats Homes with both core funds and grant funds. Our core funding contributed to ADCH's maintenance and promotion of its Minimum Welfare and Operational Standards, designed to raise welfare standards for more dogs and cats. All told, 46 assessments and 54 site visits were conducted to evaluate current practices and provide actionable feedback. Applying our funds, ADCH supported 18 member organisations to develop action plans, identifying over 60 specific areas for improvements, including animal housing, care procedures, staff training and operational practices. Six grants were awarded to ADCH members using our funds, allowing members to deliver improved welfare outcomes for hundreds of animals.



A cat with a collar, indicating she's a stolen pet, awaits rescue at the 6th Models for Change facility in Viet Nam, a cat fattening facility where they would be destined for the cat meat trade, in Thai Nguyen province, Viet Nam.

MEREDITH LEE; OPPOSITE (CLOCKWISE): JEAN CHUNG; CLAUDIO RAMIREZ; JEAN CHUNG; DIANA RODRIGUEZ; DIANA RODRIGUEZ; JEAN CHUNG; JEAN CHUNG. ALL IMAGES FOR HUMANE WORLD FOR ANIMALS

**“This ban signals the end of dog meat farming and sales in South Korea, and we stand ready to contribute our expertise until every cage is empty.”**

**Humane World for Animals' Jeff Flocken, commenting on South Korea voting through a ban on the dog meat industry.**

### Impact

- A landmark victory was achieved in South Korea with the introduction of a ban on dog meat farming, slaughter and sales by 2027, ending the suffering of millions of dogs in the future.
- We helped rescue 885 dogs and cats from the dog and cat meat trade.
- Four dog and cat meat traders in Viet Nam have transitioned out of the trade to animal-friendly, sustainable livelihoods and are ambassadors for the 'Models for Change' program, showing other traders that it is possible to leave the dog and cat meat trade.
- Three legislative proposals have been submitted to the House of Representatives in Indonesia which, if passed, will transform companion animal protection in Indonesia and benefit hundreds of thousands of animals.
- Veterinary care provided to thousands of dogs in Bolivia and Chile.
- Training in Bolivia to improve spay/neuter skills and welfare outcomes provided to dozens of Latin American veterinarians and veterinary technicians.
- Our grant to the Association of Dogs and Cats Homes (ADCH) enabled the delivery of training and practical support that enabled 18 member organisations to develop action plans to improve care for the animals in their charge. Nearly 10,000 dogs and around 8,000 cats will benefit from these improvements.
- Our grants distributed through ADCH were awarded to six member organisations (Axholme Cat Rescue, Team Poundie, Saving Saints Rescue UK, Tails Animal Welfare, Community Cat Network and Band of Rescuers North Yorkshire). These grants facilitated a range of positive outcomes for hundreds of animals, including veterinary care for an abused dog; care, rehabilitation and rehoming for abandoned animals; and provision of spay/neuter to cats in County Cork.

Team members with Hope, one of the two mother pigs we saved from slaughter, at Hopefield Animal Sanctuary.



## Reducing the number of animals suffering on farms

### Need and scope

Industrial animal agriculture is one of the biggest causes of animal suffering – most of the more than 94 billion land animals raised for meat, dairy and eggs around the world suffer horribly on factory farms, where they can be subjected to extreme confinement in crates and cages.

We aim to measurably reduce the number of animals suffering on farms by campaigning for bans on extreme confinement on farms, and by advocating for greater uptake of plant-based diets.

Our UK Forward Food program focuses on inspiring and enabling public sector caterers to reduce their animal product procurement by serving more tasty, nutritious

and environmentally friendly plant-based foods. We have developed a suite of resources to provide greater support to the needs of food businesses and educational institutions moving to more plant-centric menus, including a business case, toolkit and implementation guide. We also provide a bespoke environmental impact report to demonstrate the positive changes that can be made by making simple swaps from animal-based to plant-based menu options.

In the UK, some 200,000 mother pigs are kept in farrowing crates for up to five weeks, around the time they give birth.

These crates are so small the mothers cannot even turn around, much less interact as they naturally should with their piglets. They suffer physically and mentally, and we believe such farming methods have no place in British farming. Our campaign aims to end the use of farrowing crates for mother pigs.

SALLY NIEN/HUMANE WORLD FOR ANIMALS OPPOSITE (CLOCKWISE); FOOD MATTERS LIVE; FOOD MATTERS LIVE; CONFIDENTIAL

### Goals

Reduce the number of farmed animals in production; farrowing crates no longer permitted or used by UK farmers by the end of 2030.

### Key activities and outputs

In March our team saved two pigs from slaughter, after they had spent their first years of life as breeding sows in farrowing crate facilities. We facilitated their rescue with full support from the farmer, who wished to anonymously support our campaign for an end to the use of farrowing crates. The two pigs were safely transported to Hopefield Animal Sanctuary in Essex, where they will live out the rest of their natural lives. A campaign film was produced about the rescue to support our efforts to raise awareness of farrowing crate usage in the UK and engage with industry and policymakers. We launched the story of their rescue publicly in mid-June and held a competition, with singer-songwriter Leona Lewis's involvement, for our supporters to help name the two sows, now called Hope and Blossom.

In late 2024 we contracted a public affairs agency in Edinburgh to assist with building and delivering a political engagement plan in Scotland. Working in collaboration with other NGOs calling for a ban on the use of farrowing crates, we launched a petition calling for an end to the use of farrowing crates in the UK, which by the end of the year had been signed by 13,588 of our supporters.

We also met with Defra policy leads to discuss upcoming Animal Health and Welfare Pathway grants, which were an initiative of the previous Government in England. We offered technical recommendations with setting the criteria of the grants; however, we were advised that progress on the topic would be delayed due to the election and need for further Ministerial guidance in 2025.



Demonstration by our Forward Food chef Jenny Chandler at Food Matters Live; plant-based canapés made at a Forward Food cooking demo.

## Plant-based solutions

### Key activities and outputs

In January we hosted a Forward Food culinary training as part of the Green Football Weekend. An initiative of Count Us In, the Green Football Weekend is the world's largest climate-football campaign and mobilises fans, clubs and leagues to tackle climate change head-on. Football fans were encouraged to give plant-based food a try over the weekend of actions. We held our training at Leeds United football club and alongside the clubs' chefs; we were also joined by visiting chefs from West Bromwich Albion.

In March, our Forward Food team were invited to the Future Plates, Future Chefs annual event at the London Geller School of Hospitality and Tourism, at the University of West London. This event presents sustainable food solutions to hospitality graduates and guests. This year's theme was 'Beans is How', which fit perfectly with our own approach to training chefs in whole food, plant-based cuisine, celebrating plant-based protein sources such as pulses. Our chef trainer held a cooking demo, and we supported students in a workshop on how to get more people eating beans in the UK.

In April we responded to a consultation on Scotland's National Good Food Nation Plan, which sets out six outcomes for improving Scotland's food system. This provided us with an opportunity to advise the Scottish Government on what a Good Food Nation would look like for



A mother pig confined in a farrowing crate - a cruel practice which we are campaigning to end.

businesses, producers and consumers; and we encouraged Scotland to instil meat reduction targets and improve animal welfare standards in farming.

Through several months in the year, we hosted an intern from the University of Birmingham, who researched and made valuable recommendations for improving our Environmental Impact measurement method, which is an important tool for engaging public sector catering institutions in our Forward Food programme. Later in 2024, this student successfully applied for and gained a paid position in our team, demonstrating our ability to foster young campaigners and sustainable food leaders of the future.

We participated in the Ministry of Defence Vegan and Vegetarian Network's AGM, where we supported the development of the strategy to encourage the Ministry of Defence towards more sustainable, inclusive food provision in the armed forces. Preliminary menu analysis was performed on the DMS Whittington Junior Mess menus to demonstrate the positive impact that could be made by reducing meat procurement. In early 2025 we will present this analysis to the Whittington-based personnel with our recommendations.

We commissioned an economics research agency, WPI Economics, to produce a feasibility study on the potential economic benefits of transitioning public procurement to more plant-based food. The results of the study showed that benefits to the public purse could be realised from shifting to plant-rich menus in the public sector (such as schools, hospitals and prisons).

We developed a new Menu Magic workshop for food service professionals to teach them how to effectively market plant-based options – applying science-backed Nudge Theory to help diners choose more sustainable plant-based options without feeling like choices are being taken away from them. We delivered this workshop at Food Matters Live to around 30 food service professionals.

We participated in several workshops and meetings with student campaigners aiming to encourage greater availability of plant-based food on their university campuses across the UK and Europe. We developed a support package to help the students effectively engage with the catering teams on their campuses; we also led workshops on understanding the culture and structure of university catering, and how their plant-based campaign asks may be implemented when successful. To support this advocacy, we also part-funded the production of a report produced by the Bryant Research agency on how UK universities can both save money and contribute positively towards their sustainability goals by implementing plant-based menus.

We trained chefs at the University of Nottingham and representatives at 12 student unions. We updated a number of our culinary training resources in 2025 too, including

updating our progress tracking, our support package process, recipes and implementation materials.

We engaged with food service professionals from across sectors at key events. At Plant-Based World Expo we hosted a panel session of chefs leading on sustainable food initiatives, and at Food Matters Live we delivered cooking demos and ran plant-based roundtables and workshops.

## Impact

- We trained 12 chefs from UK universities in plant-based cuisine, reaching approximately 34,000 students and with a projected impact of switching around 39,000 meals from meat to plant-based in future menu settings.
- Delivered plant-based culinary training for chefs within the English Football League at Leeds United's Elland Road Stadium. With 12 on-site restaurants and over 56 kiosks, feeding over 36,000 people at Elland Road, we estimated this could impact over 2,000 animals per year by transitioning at least 10% of the facility's meals served to plant-based.
- By engaging senior officials in the Ministry of Defence with recommendations to increase the proportion of plant-rich food offered to armed forces personnel, we helped ensure inclusive menu options.
- Delivered plant-based catering implementation workshops to around 150 Plant-Based Universities campaigners at the PBU Summer Camps in England and Germany.
- Delivered plant-based cooking demos to around 70 hospitality students at the University of West London.
- Secured press coverage on our analysis of new statistics showing that a quasi-Government body (the AHDB) is spending millions of pounds on a pro-meat marketing campaign.
- Presented plant-based solutions training and a cooking demo to representatives from 12 student unions at an event hosted by the NUS Charity at the University of Warwick.
- Delivered presentations, workshops, panel sessions and cooking demos to over 30 food sector professionals at Food Matters Live and the Plant Based World Expo Europe, where we piloted our new Plant-Based Marketing Workshop.
- Our petition calling for an end to the use of farrowing crates in the UK was signed by 13,588 Humane World for Animals supporters.
- Rescued two mother pigs from slaughter after they had been confined to farrowing crates for around a quarter of their lives, and secured press coverage on the pigs as our campaign ambassadors.



Chef instructors from the Ministry of Defence take part in a Forward Food culinary training workshop

OPPOSITE: HUMANE WORLD FOR ANIMALS



Humane World for Animals' Jay Ingram at a roundtable discussion.

## Promoting the development and use of non-animal methods in research and testing

### Need and scope

The UK has always been one of the top users of animals in research across Europe, with an annual average of more than 3.5 million uses of animals for the last decade. Animal use for research and testing in the UK shows no consistent or meaningful decline, despite mounting scientific evidence that animals poorly predict human responses for safety testing or for disease modelling and drug development, and the fact that animal 'models' are being rapidly outpaced by newer, non-animal technologies. Most of the animals used are rodents; the other animals used in procedures in the UK in 2022 (the most recent data available) included dogs, cats, horses, sheep, rabbits, fish, birds, monkeys and other nonhuman primates. Most of the animals are killed at the end of the experimental procedure.

As many as nine out of every 10 new drugs fail in human trials, and the leading contributor to this failure is lack of effectiveness and/or safety for people. This equates to huge loss of life (both animal and human), wasted research funding and, ultimately, a delay in the delivery of effective treatments to patients as a result of misleading results of animal testing. We owe it to ourselves and the animals to embrace and further develop the innovative, non-animal technologies that are more reliable and more predictive of human responses.

Animal testing is also widespread in the chemical sector, driven primarily by regulatory requirements. Many regulations still require or accept animal test data despite the availability of high-quality, validated Non-Animal Methods (NAMs).

Our UK Research and Toxicology team works closely with scientific researchers, regulators and industrial partners, both in the UK and internationally, to promote the development and use of more human-relevant, non-animal methods for testing and research. This year, a new medicines workstream was created to tackle the use of animals in the early (preclinical) testing of medicines, building on our successes in replacing animal use in testing of human vaccines.

### Goals

- 1. Redirect research funding away from supporting animal models of human disease and towards more human-relevant, non-animal research methods.**
- 2. Increase awareness of non-animal research methods across all relevant parties.**
- 3. Promote further uptake of non-animal methods for toxicity (chemical safety) testing.**
- 4. Work with policymakers and regulatory agencies to phase out animal models for toxicity (chemical safety) testing and medicines approval.**

TREVOR WILSON/SILVER PHOTOGRAPHY; OPPOSITE: TEK IMAGE/SCIENCE PHOTO LIBRARY/GETTY IMAGES

### Key activities and outputs

To redirect research funding away from animals and promote further uptake of non-animal methods in toxicity testing, we actively engage in scientific conferences, meetings and workshops, and respond to public consultations. In addition, our experts sit within the following groups:

- Animal Protection and Welfare Stakeholder Group (APAWSG) – within the Animals in Science Regulation Policy Unit of the Home Office
- Competent Authorities for Registration, Evaluation, Authorisation and Restriction of Chemicals and Classification, Labelling and Packaging and its sub-groups
- The European Chemical Agency Member State Committee
- The European Chemical Agency Expert Group on Endocrine Disruptors
- The International Council on Animal Protection in Pharmaceuticals Products
- The International Council on Animal Protection in OECD programmes.

Along with several other animal protection organisations, we are part of the Animal Protection and Welfare Stakeholders Group (APAWSG) and continue to attend the meetings with the Animals in Science Regulation Unit Policy team. This provides us with an opportunity to raise issues of concern regarding the use of animals in science and also to hear of the recent activities and changes occurring in the Unit. This is vital information that we can make use of when responding to commenting opportunities of relevance to the UK. For example, we responded to a survey on the UK statistics on animal use in science, where we emphasised the importance of clear metrics, and reiterated our request to reinstate the publication of the 'additional' statistics on the number of animals bred and killed without being used for science.

We are active contributors to ICAPO and ICAPPP – these are international coalition groups that work together with the aim of replacing animals for chemical testing (ICAPO) and for drugs (ICAPPP). Through ICAPPP, we also submitted comments on draft guidance documents assessing potential genotoxicity and reproduction toxicity, from the International Cooperation on Harmonisation of Technical Requirements for Registration of Veterinary Medicinal Products. For these, we requested that the principles of the 3Rs were prioritised throughout both documents and the use of non-animal methods was emphasised. We commented on the European Medicines Agencies regulatory network strategy to 2028, emphasizing the need for the development and incorporation of non-animal technologies into regulatory approvals for medicines. The opportunity to comment on EU activities helps us to maintain a competitive pressure

for UK science to adapt, to remain in touch with EU advances and to ensure that, in terms of research and development innovation, the UK is not being left behind. Humane World for Animals' experts were invited to present their knowledge and experience at numerous high-profile events linked to the promotion of non-animal methods and phasing out animal models relating to the toxicity testing of chemicals and consumer products. We continued to play an active role in discussions on the EU road map to phase out animal testing in 2024 and will continue into Q1 2026, when the commission plans to publish the road map. This is applicable to all areas of animal testing, including chemicals and medicines.

Our UK experts represented Humane World for Animals at a seminar hosted by the Cosmetic, Toiletry and Perfumery Association (CTPA) – the UK's cosmetics trade association – on defining a UK strategy to phase out animal testing. Our team was recognised as part of Lush Cosmetic's NAM Dream Team at a Parliamentary event in November. Additionally, Humane World for Animals was invited to a parliamentary breakfast by the CTPA to help reinforce the need to phase out animal testing for chemicals and consumer products. Our Director, Chemicals was invited to present at Eurotox on the topic of "Working effectively together to build confidence in NAM-based regulatory assessments". We were invited to speak on a panel discussing animal testing at the Vegan Party Conference in September and were among the speakers at the Future of Science event in Bristol in November.

### Impact

- We contributed to the draft framework for training and continuous professional development under the Animals (Scientific Procedures) Act. We raised issues relating to animal research and requested that training in literature searching was part of the learning outcomes. We will



continue to monitor this, with the aim of ensuring that any training offered considers the 3Rs (of replace, reduce and refine animal use) to their fullest extent.

- We presented at several events which were attended by regulators, industry representatives and policymakers, providing opportunities for furthering the cause of ending the regulatory requirements to test on animals.
- We have been engaged in shaping policy relating to animal testing, by requesting to be added to the UK Chemicals Stakeholder Forum within Defra, and providing comments in response to a meeting of a European Commission expert group, in collaboration with other animal protection NGOs, providing scientific arguments against the introduction of additional animal tests and supporting the deletion of existing animal tests in the EU regulation governing the manufacture and import of chemical substances.

## Disaster response and rescue

### Need and scope

In 2024 Humane World for Animals continued to support our global disaster response team to quickly, effectively and safely help affected animals and people in crisis situations.

### Key activities and outputs

We granted £5,000 to Orangutan Veterinary Aid (OVAID) after the Sumatran Orangutan Conservation Programme (SOCP) rescue site suffered a devastating landslide which completely destroyed the veterinary clinic and facilities.

### Impact

Our grant to OVAID was used to rebuild the dental veterinary capacity of the orangutan clinic, which provides care to around 50 orangutans.

## General

We continued our involvement with, and contributions to, several umbrella bodies during 2024, including the Association of Lawyers for Animal Welfare, the All-Party Parliamentary Group for Animal Welfare, the CITES Liaison Group with the UK CITES Management Authority, the Fur Free Alliance, and Wildlife and Countryside Link. Our senior campaigns director remained Chair of Link's Animal Welfare Strategy Group for an eighth year, and our senior campaign adviser continues to hold a seat on the Fur Free Alliance's Executive Committee.

Can we change to: Male Sumatran orangutan in Gunung Leuser National Park, Indonesia.



Opposite page (top to bottom):  
TV presenter Kirsty Gallacher;  
Pete Wicks with TV news anchor  
Lucrezia Millarini at our Animals  
Matter political husting event.

This page: TV personality, podcaster  
and animal advocate Pete Wicks  
helping Humane World for Animals  
shut down a dog meat farm.



## Media communications, celebrity engagement and online supporter engagement

During 2024, we continued to achieve high levels of international and national media coverage for both our UK and global campaigns. We recorded over 280 UK media hits, reaching a wide and diverse audience with our expert opinions on a range of high-profile animal issues discussed in the media. Our media outreach strategy, press releases and reactive media statements secured stories and quotes in influential outlets across the political spectrum, including *BBC Online*, *Sky News*, *The Daily Mirror*, *The Daily Mail*, *The Independent* and *The Standard*. We also secured coverage of our campaigns in target niche outlets such as *Country Living* and *Vegan Food and Living*. We grew our broadcast media presence, with radio interviews on stations including BBC Radio, Talk Radio and Times Radio, and with television pieces such on *BBC News* and *ITV News at Ten*. We responded to various invitations to comment on animal stories in the press, including interviews on BBC Radio and LBC, and commentary in *The Times*, following the very high-profile media story of a calf who had escaped from a farm being purposely driven into by police. We also secured considerable social and media coverage of our commentary on Olympian Charlotte Dujardin whipping horses in training, including in *Vice* and *Sky News*.

We published and promoted advice to help people keep their animals safe during periods of very hot and very cold weather, and during the fireworks season.

Throughout the year we strengthened relationships with our celebrity supporters such as Dame Joanna Lumley,

Dr Amir Khan, Pete Wicks and Kirsty Gallacher. We also expanded our network of celebrity supporters, building relationships with new contacts who have lent their voices to support our work, including Will Young and Rich Hall.

We continued to grow our brand awareness and network of supporters through our dedicated Humane World for Animals UK social media channels.

Our social media strategy led to a 5% increase in our combined following over the course of the year, growing our supporter base and reaching new audiences with our messages. Across our three key social media channels (Facebook, Instagram and X) we achieved 5.8 million impressions and drove over 523,000 interactions with our content. Towards the end of the year we launched a LinkedIn Page for Humane World for Animals UK, to enable us to reach and engage with a wider range of people and help us foster more connections both within and more widely than the animal welfare sector.

**“We like to say that we’re a nation of animal lovers who are disgusted by animal cruelty, but what about the cruelty that happens beyond our own backyard?”**

**Pete Wicks, TV personality and animal campaigner, addressing the panellists at our Animals Matter political hustings, calling for an import ban on fur and foie gras.**





# Structure, governance and management

**Humane World for Animals United Kingdom is a charity registered in England and Wales (charity number 1098925) and a company limited by guarantee (company number 04610194).**

The charitable company is governed by its Memorandum and Articles of Association dated 5 December 2002 as amended by special resolution dated 18 October 2016.

In the event of the company being wound up, members are required to contribute an amount not exceeding £1.

## Recruitment and appointment of the Trustees

The governance of the Charity is overseen by its Board of Trustees. In accordance with the Articles of Association, the Trustees have the authority to appoint new members to the Board and to fill any vacancies as they arise. Trustees are appointed for a term of three years.

## Trustees' induction and training

New Trustees are introduced to the Charity's mission, values, and operational activities through an induction process led by existing Board members. Ongoing training and regular updates are provided to ensure all Trustees

remain informed about developments in the charity sector, including changes in relevant legislation and regulatory requirements.

The following individuals served as Trustees during the reporting period and up to the date of approval of this report:

Cristobel Block

Alexandra Gabrielle Freidberg

Jeffrey Flocken

William Henry Hall III

## Organisational structure

Humane World for Animals UK is affiliated with Humane World for Animals, Inc. (incorporated in November 1954 in the state of Delaware, USA) and Humane World for Animals International (incorporated in May 1991 in Washington, D.C., USA). Its primary mission is the worldwide advancement of humane treatment of animals through public education, awareness campaigns and direct animal care campaigns. Humane World works around the globe to promote the human-animal bond; rescue and protect dogs and cats, improve farm animal welfare, protect wildlife,

promote animal-free research and testing, respond to disaster and confront cruelty to animals in all its forms.

Humane World for Animals UK maintains close ties with both Humane World for Animals International and Humane World for Animals Inc., as the current Trustees of Humane World for Animals UK also serve as Directors of both affiliated organisations.

The Trustees meet regularly to review the UK Charity's overall objectives and to ensure its effective performance. Responsibility for the day-to-day management of the Charity is delegated to the Executive Director, Nick Jones.

## Statement of Trustees' responsibilities

The Trustees, who are also directors of Humane World for Animals United Kingdom for the purposes of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law, the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law).

Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006.

The Trustees are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable

steps for the prevention and detection of fraud and other irregularities.

## The Trustees confirm that:

- There is no relevant audit information unknown to the auditor.
- They have taken all necessary steps to ensure they are aware of any relevant audit information and that the auditor is informed.

## Public benefit

The Trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission in determining the activities undertaken by the Charity.

- We represent the interests of the sizable proportion of the British public who support stronger and better enforced animal welfare legislation and empower them to take effective, collective action in support of this goal.
- Through our Forward Food programme, public sector catering institutions, such as universities, are serving less animal products and adopting more plant-rich, healthy and affordable menus. This shift to lower-carbon eating is in keeping with recommendations from the Government's Climate Change Committee for achieving Net Zero goals, and has the added benefit of contributing to the prevention diet-related diseases including certain types of cancer.
- Our campaigns to end the most intensive types of cage confinement farming not only improve animal welfare but also enhance animal health, as less stressed animals require less veterinary interventions and medications. This shift is vital to efforts to reduce antibiotic over-use in farming, which has the effect of increasing strains of antibiotic-resistant bacteria.
- We help to prevent human-wildlife conflict by promoting and enabling the adoption of ethical wildlife management principles, helping to ensure both human safety and animal welfare.
- Our work to end trophy hunting carefully considers the interests of communities living alongside wildlife targeted by hunters. Our research demonstrates the ways non-lethal uses of wildlife and land offer more sustainable and beneficial outcomes to communities and the ecosystems on which they depend.
- Our global campaign to end the fur trade collaborates with leading virologists to amplify to policymakers their findings that fur farms pose a major public health and pandemic risk. Our goal of ending fur farming would reduce the significant zoonotic disease risk that is inherent to this industry.
- We support humane street dog management programmes worldwide, which sustainably reduce oversized stray dog

populations and the associated problems they can cause people (e.g., bites, traffic accidents), and provide rabies vaccinations to protect both human and canine populations.

- Our work to come to the aid of animals affected by disasters also helps people. We enable people fleeing conflict or evacuated from disaster zones to keep their precious pets with them and safe, improving their own health and wellbeing.

## Approach to remuneration

The achievements of the charity over more than 20 years have been made possible only through the dedication, expertise, and tireless efforts of our employees. As we look to the future, we recognise that our continued success in advancing our mission depends on our ability to attract, recruit, retain, and reward talented individuals.

Humane World for Animals UK adopts a thoughtful and equitable approach to remuneration. Our compensation strategy is guided by regular benchmarking against similar mission-driven organisations, and external economic conditions such as inflation. Pay awards and role-based remuneration are determined with these factors in mind.

To ensure equity and transparency, all salaries are managed through an internal grading system. Our aim is to provide competitive total compensation and benefits that reflect the value our staff bring to the organisation—supporting a motivated, committed workforce while ensuring strong value for the charity.

## Principal risks and uncertainties

The Trustees have responsibility for the oversight of risk management within the Charity and take an active part, along with the Executive Director and senior management, to review risk on a regular basis. We maintain a full risk register which is updated regularly and reviewed by the Trustees. Each review incorporates an assessment of the impact and likelihood of individual risks, the actions that have been taken to mitigate or control risks, the effectiveness of our risk management controls and whether there are new risks for the charity that need to be considered.

Alongside the risk review process the Trustees operate an established programme of audit and assurance activity to provide assurance that operational and financial controls are sufficiently robust to mitigate the principal risks and uncertainties the charity faces. Our internal auditors work with operational teams across the charity to test our internal controls and provide recommendations for enhancements where appropriate. It is recognised that our systems and internal controls can only provide reasonable assurance that major risks have been adequately managed.

The principal risks and uncertainties that the charity faces are:

### 1. Fundraising strategy underperforms

We actively monitor and adapt our fundraising strategy to respond to performance challenges. We focus on diversifying our income streams while ensuring we do not exhaust our existing supporter base. Key decisions, including messaging and content used in campaigns and fundraising, are reviewed by senior fundraising staff to ensure strategic alignment and effectiveness. Fundraising efforts are subject to internal reviews to ensure full compliance with the standards code of conduct set by the Fundraising Regulator.

### 2. Failure to meet financial goals

We closely monitor our financial performance through regular reviews of budgets, with actual results compared against budgets and forecasts each month. Cash flow is tracked continuously to ensure financial stability. The Directors meet quarterly to review overall performance, financial results and forecasts. We maintain a reserves policy to safeguard the organisation's sustainability and manage reserve levels to ensure they remain appropriate to our needs and risk profile.

### 3. Staff turnover and loss of key personnel

We work actively to retain skilled and experienced staff by offering competitive remuneration, supported by regular reviews of salary and benefits packages. Annual salary reviews allow for adjustments in line with inflation, helping to reduce financial stress and minimise the risk of turnover or recruitment challenges.

To support staff wellbeing, we provide access to an Employee Assistance Programme. We also conduct annual staff surveys and implement targeted action plans to address key areas for improvement.

To foster team cohesion and a strong sense of belonging, we organise departmental and all-staff days to encourage collaboration, engagement, and connection across the organisation.

We have robust policies in place requiring senior staff approval for all external communications. Our Communications staff and spokespeople receive regular training in media and social media engagement to ensure consistency and professionalism. Additionally, our Supporter Care team is well-trained to respond promptly and appropriately to public enquiries and complaints, helping to protect and maintain our reputation.

### 4. Gaps in governance, compliance and data security

We regularly review our policies to ensure full compliance with GDPR and alignment with the standards set by the Fundraising Regulator. Where appropriate, we seek external advice and conduct audits to maintain best practices. Trustees and staff receive ongoing training on UK charity law and regulations, and we have a structured plan in place to support the continuous evolution of our governance framework.

### 5. Cyber security threats

Our Information Security policies and procedures are designed to safeguard the organisation against cyber threats. We implement Multi-Factor Authentication (MFA) for all system access and provide regular staff training, including specific guidance on identifying and responding to phishing attempts.

### 6. Fraud and misappropriation of funds

Our finances are subject to regular annual audits by independent external auditors. We maintain robust internal controls to prevent mismanagement or misuse of funds. All collaborations with individuals or organisations are carefully assessed for reputational risk, and formal agreements are structured to ensure accountability, confidentiality, and transparency.

## Grant making

Humane World for Animals UK supports like-minded, not-for-profit organisations through grants that advance our shared mission of building a more humane world. We work in partnership with organisations that reflect our values and have the capacity to deliver meaningful, sustainable impact for animals.

We go beyond simply providing funding – offering technical and programmatic support to help ensure the highest quality outcomes. Together with our partners, we co-design projects, monitor progress through regular reporting, and share learning to continuously improve our collective efforts.

All partnerships are governed by a rigorous process, including partner due diligence, clear agreements, and executive sign-off. This ensures transparency, accountability, and the responsible use of charitable resources.

Through these partnerships, we extend our reach and deepen our impact – creating lasting change for animals globally.

## Commitment to responsible fundraising and personal data protection

Our supporters are at the heart of our mission to improve the lives of animals every day. Their generosity is vital to achieving our ambitious goals, and we are deeply committed to protecting their trust and interests. We uphold the highest standards of transparency and accountability, ensuring every donation is used effectively, ethically, and in line with our values.

Our fundraising work complies with the Fundraising Code of Practice including relevant legal requirements and the standards set by the Fundraising Regulator. Adhering to strict fundraising regulations is not just a requirement for us, but a pledge to our supporters to honour their trust and maximise the impact of their generosity.

We sometimes use external fundraising partners who bring specific knowledge, expertise and experience to help us

deliver our fundraising campaigns. We regularly monitor and review our fundraising activities and those of partners that fundraise on our behalf. We provide ongoing training, assess call recordings, and conduct regular service reviews to ensure our partners meet the high standards we expect.

In 2024 we received and actioned twelve requests to stop communications via the Fundraising Regulator's Fundraising Preference Service, compared to four in the previous year. We also received seventeen complaints, of which ten related to fundraising practices. All complaints were carefully considered and addressed within three working days in accordance with our policy. We use this feedback to continuously refine our fundraising approach and enhance the experience for donors and supporters – both online and offline.

Our policies and procedures – guided by the Code of Fundraising Practice – are designed to foster respectful, fair, and positive relationships with supporters. We are especially committed to protecting vulnerable individuals. We have a dedicated policy and guidelines in place to identify and safeguard anyone who may lack mental capacity or otherwise be at risk. When such concerns arise, we take appropriate steps to safeguard that person while respecting their dignity and any expressed wish to support Humane World for Animals UK.

Our privacy policy, available at [humaneworld.org/en/privacy-policy](https://humaneworld.org/en/privacy-policy), outlines our commitment to keeping personal data secure and handling it in full compliance with data protection laws. When we work with trusted third parties to help deliver services or fundraising activities, we ensure they meet our strict data protection standards. These partners are only permitted to use supporter data for clearly defined and agreed purposes, and always in accordance with UK data protection laws.

## Our team

As of the end of 2024, our team consisted of 33 staff members, including those leading our international campaigns and programmatic initiatives. Like other leading animal welfare organisations, we recognise that our impact is driven entirely by the passion, expertise and resilience of our people. We appreciate their unwavering commitment and remain dedicated to making our organisation a great place to work.

We have continued to invest in staff development through a programme of training in diversity, equity and inclusion, effective communication, and regulatory compliance – demonstrating our commitment to continuous learning and professional excellence.

Looking ahead, we are committed to ongoing improvement, fostering a supportive, inclusive and high-impact workplace – so that, together, we can further our mission to create a more humane world.



# Financial review

Throughout 2024, Humane World for Animals United Kingdom (formerly The Humane Society International UK) remained committed to our mission of promoting animal welfare through advocacy, education, and direct support. Our financial performance reflects a careful balance between sustaining core activities and investing in future impact.

## Income

Total income for the year ended 31 December 2024 was £3.91m (2023: £3.45m), with the majority of funding derived from donations and legacies. Unrestricted donations totaled £3.59m, while restricted income amounted to £0.33m. Legacy income remained a vital source of support, contributing £0.59m in 2024. We are deeply grateful to

those who have remembered us in their Wills, enabling us to continue our work for animals in need.

At year-end, we were aware of additional legacy entitlements totaling £57k that had not yet met the criteria for income recognition. These will be recognised in future periods once the relevant conditions are satisfied.

## Expenditure

Total expenditure for the year was £4.34m (2023: £3.47m), reflecting our continued investment in programme delivery and fundraising. Of this, £1.5m was spent on raising funds, and £2.84m on charitable activities.

To support our ongoing committed costs as well as funding new strategic priorities, we continue to invest in raising

funds to ensure future income growth. During the year we spent £1.5m (2023: £1.1m).

Our charitable expenditure focused on:

- Advocacy and programme delivery: £1.67m, including campaigns promoting animal welfare and advocating for stronger animal protection by engaging policymakers, donors and the general public.
- Grants to partner organisations: £0.24m, supporting animal welfare projects in the UK and globally.
- UK support and governance costs: £0.93m, ensuring operational effectiveness and compliance.

We continued to allocate resources prudently, ensuring that funds were directed to areas of greatest impact while maintaining strong financial controls.

## Financial position

At 31 December 2024, total funds stood at £1.86m (2023: £2.29m), comprising £1.46m in unrestricted funds and £0.47m in restricted funds. The reduction in reserves reflects planned investment in programme delivery and a strategic decision to utilise available resources to further our mission.

Cash at bank and in hand totaled £1.25m (2023: £1.72m), providing a strong liquidity position. Creditors due within one year were £0.21m.

The Trustees have reviewed the charity's financial position and are confident in its ability to continue as a going concern. Our affiliated organisation in the US, Humane World for Animals Inc. (formerly The Humane Society of the United States), continues to provide strategic and financial support where needed.

**Looking Ahead:** As we move into 2025, we remain focused on delivering high-impact animal welfare programmes while ensuring financial sustainability. We will continue to invest in fundraising, strengthen our operational capacity, and build partnerships that amplify our reach and effectiveness.

We are deeply grateful to our supporters, partners, and staff for their unwavering dedication. Together, we are building a more humane and compassionate world.

## Our approach to revenue generation

Our work to protect animals – both here in the UK and globally – is made possible by the generosity, passion and commitment of our supporters. We view our supporters as the real changemakers, and we are dedicated to ensuring they feel valued, informed and connected to the impact they help achieve through every interaction they have with us.

We offer a range of opportunities for individuals and organisations to get involved and support our work –

from participating in fundraising events, responding to appeals, making regular monthly donations, to leaving a legacy, forming corporate partnerships, or supporting us by contributing through trusts and foundations.

In 2024, we continued a phase of strategic investment in key income-generating areas, with a particular emphasis on growing our individual giving programme. We remain focused on ensuring that our fundraising investments are carefully managed and that they deliver meaningful returns. Balancing short-term funding needs with long-term growth is vital to sustaining and scaling our global efforts to end animal cruelty.

We are truly grateful to everyone who has supported us over the past year. Your generosity and commitment have allowed us to make real progress for animals around the world.

## Our ongoing priorities:

### 1. Strengthening impact through testing

We continue to test and refine our messaging to ensure every campaign resonates deeply – motivating action and inspiring support.

### 2. Putting supporters first

Our supporters are at the heart of everything we do. We are committed to offering different and meaningful ways to get involved – whether through giving, advocacy or active engagement.

### 3. Unifying our voice for greater impact

By aligning our fundraising, communications and campaign efforts, we are building a stronger, more unified voice – amplifying our message and deepening our connection with supporters.

### 4. Ensuring financial health and flexibility

We strive to maintain a balanced mix of restricted and unrestricted income, enabling us to meet both immediate needs and long-term goals – while aiming to deliver financial surplus.

### 5. Broadening our base

To remain resilient in a changing world, we are fundraising from different sources and reaching a wider range of people, welcoming new voices and perspectives into our mission.

### 6. Building for the future

We are focused on sustainable growth by increasing regular giving and securing multi-year philanthropic partnerships, laying a strong foundation for lasting impact.

## Key fundraising areas of focus in 2024:

### Legacies

In 2024 we received an incredible £0.59m in legacy gifts from the many supporters who kindly and generously chose to remember our work in their wills. These gifts are a powerful testament to the enduring commitment of our community and play a vital role in securing the long-term future of our work.

We maintain long-standing partnerships with Legacy Futures and Smee & Ford, who we work with to identify all legacy gifts, and to ensure their efficient and lawful processing and receipt.

Throughout the year, we maintained strong investment in our legacy marketing programme, designed to inspire more supporters to consider leaving a gift in their will. This work is essential to the future financial stability of the charity.

Key achievements in 2024 include:

- Legacy income continues to show strong growth, over the 5 year period from 2020.
- Sustained and significant investment in legacy promotional campaigns on our social media channels led to a notable rise in supporters considering legacy gifts to Humane World for Animals UK.

### Individual giving

In 2024, our small gift income programme raised £1.87m (including Gift Aid), thanks to:

- 6.5k loyal supporters responding to direct mail appeals,
- 3.4k+ regular givers via Direct Debit, and
- Our vibrant digital supporter community.

Building on 2023's success, we continued investing in donor acquisition to grow sustainable income through regular giving. We expanded our Direct Response Television (DRTV) campaign, airing seven campaigns throughout the year and adapting the advert for digital platforms for the first time. This success lays a strong foundation for future growth.

### Key achievements:

- Raised nearly £1.3 million from our online digital community.
- Recruited 1.9k new Direct Debit supporters, raising £66.5k – 45% above target.
- Ran a successful “Thankathon” in February, personally thanking around 300 supporters by phone and post.

- Mail appeal income rose 4% year-on-year delivering £57k net income, 12% above budget.

### Community outreach

In early 2024, we streamlined our community fundraising strategy to focus on strategic growth areas. Despite this, our incredible UK-wide fundraisers raised £23k, taking on a variety of challenges to help animals in need.

Standout supporters included:

- Sarah Sutton, who raised £2.4k running the London Marathon.
- Chris O’Neil, who raised £0.8k in the Paris Marathon.



Clockwise from top left: supporter Chris O’Neil after running the Paris Marathon; supporter Sarah Sutton during the London Marathon; Humane World for Animals staff at our annual comedy fundraiser night.

We also built strong relationships with smaller corporate partners:

- Yellow Moon Tours donated £5.6k.
- Silver Valley Walkies contributed £0.5k.

Our annual Stand Up for Animals comedy night at The Comedy Store in London raised over £5.3k through ticket sales and a raffle supported by vegan and cruelty-free brands.

## Major donors, corporates, and trusts:

We are deeply grateful to have received £866k in philanthropic support from high-net-worth individuals, trusts, foundations, and corporate partners. Many of these contributions were directed toward specific initiatives, including our farmed animal welfare, advocacy efforts, and companion animal programmes in Chile and Bolivia.

Our fundraising team focused on building strong relationships with new networks across individuals, corporates, and trusts – both in the UK and internationally. Notably, several major donor prospects attended Parliamentary receptions, resulting in increased engagement.

We exceeded our trust application response rate target, achieving 15% against a goal of 10%, by prioritising fewer, higher-quality applications.

Corporate income surpassed its target by £46k, and workplace giving exceeded expectations by £7.8k.

Key contributions included:

- £143k from The Edgard & Cooper Foundation for our South America street dogs and cats programme.
- £61k from 11 Bit Studios to support animals affected by the conflict in Ukraine, bringing their total support since 2019 to just over £383k, helping more than 250,000 animals.
- £400k from Players of People’s Postcode Lottery for our UK campaigning and advocacy, enhancing both our responsiveness and long-term strategic capacity.
- £88k from Arcus Foundation for the care of over 60 chimpanzees at our Second Chance Chimpanzee Refuge Liberia.
- £50k from Veg Trust for our Forward Food campaigns in the UK and Brazil.
- Continued support from Olsen Animal Trust, enabling the rescue of over 50 dogs from a dog meat facility in Viet Nam. Their generous donation helped us to close the facility, rescue the animals and demonstrate that sustainable alternatives exist for those currently reliant on the trade – serving as a model for change across the country. The gift also funded critical improvements to the centre, where the dogs now receive care and rehabilitation.

### Reserves policy

The Trustees of Humane World for Animals UK conduct an annual review of the charity’s free reserves to ensure ongoing financial stability and long-term sustainability. The reserves policy is designed to maintain a prudent level of free reserves that supports the continuity of core operations and enables a flexible, measured response to changes in the external environment.



Goofie and Denyon, chimps cared for by Humane World for Animals at its sanctuary, Second Chance Chimpanzee Refuge, Liberia.

The Trustees have determined that maintaining free reserves equivalent to three months of operating expenditure is appropriate to meet these objectives.

As of 31 December 2024, the charity held free reserves of £1.39m (2023: £1.87m), significantly exceeding the target level of £615k – equivalent to three months of 2024 operating costs. The Trustees have agreed that the surplus above the target will be strategically allocated during 2025 to further the charity’s mission. This includes advancing key animal protection campaigns and providing contingency for unforeseen costs.

The Trustees remain committed to sound financial stewardship and will continue to monitor the reserves position to ensure it supports the charity’s long-term impact and resilience.

### Going concern

As part of their annual governance and financial oversight responsibilities, the Trustees of Humane World for Animals UK conducted a review of the charity’s financial position, operational plans, and principal risks in September 2024.

Following this assessment, the Trustees concluded that the charity has adequate financial resources and risk management strategies in place to continue its operations for the foreseeable future. Accordingly, the financial statements for the year ended 31 December 2024 have been prepared on a going concern basis.

The Trustees also note that, if required, the charity anticipates continued financial support from its affiliated entities in the United States – Humane World for Animals Inc. and Humane World for Animals International – which further reinforces the charity’s financial resilience and ability to meet its obligations.

# Plans for future periods

In 2025, the Trustees look forward to overseeing the charity's current campaigns and its response to evolving opportunities and threats to animal welfare in the UK. The Trustees also continue to encourage and support Humane World for Animals United Kingdom in its endeavours to improve animal protection around the globe, through both advocacy campaigns and financial support for Humane World for Animals' international programmes.

We are ambitious for our work to protect animals in the UK and around the world. We thank our partners and supporters for their continued dedication to protecting the welfare of animals, and creating a more compassionate and humane world.

In preparing this report, the Trustees have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

APPROVED BY THE TRUSTEES ON

October 2, 2025

AND SIGNED ON THEIR BEHALF BY



JEFFREY FLOCKEN, CHAIR OF TRUSTEES



Fur Free Britain campaigners with Ruth Jones MP outside 10 Downing Street.

## Statement of Financial Activities

Humane World for Animals United Kingdom Statement of Financial Activities for the year ended 31 December 2024  
(incorporating the income and expense account)

	Note	Unrestricted funds (£)	Restricted funds (£)	2024 (£)	Unrestricted funds (£)	Restricted funds (£)	2023 (£)
<b>INCOME FROM:</b>							
Donations and legacies	2	3,585,529	327,663	3,913,192	3,189,744	255,973	3,445,717
Other trading activities		-	-	-	7,311	-	7,311
<b>Total income</b>		<b>3,585,529</b>	<b>327,663</b>	<b>3,913,192</b>	<b>3,197,055</b>	<b>255,973</b>	<b>3,453,028</b>
<b>EXPENDITURE ON:</b>							
Raising funds	3	1,500,680	-	1,500,680	1,108,437	-	1,108,437
<b>Charitable activity</b>							
Promoting animal welfare	4	2,561,129	282,716	2,843,845	2,104,176	258,759	2,362,935
<b>Total expenditure</b>		<b>4,061,809</b>	<b>282,716</b>	<b>4,344,525</b>	<b>3,212,613</b>	<b>258,759</b>	<b>3,471,372</b>
<b>Net (expense)</b>		<b>(476,280)</b>	<b>44,947</b>	<b>(431,333)</b>	<b>(15,558)</b>	<b>(2,786)</b>	<b>(18,344)</b>
<b>RECONCILIATION OF FUNDS</b>							
<b>Fund balance brought forward at 1 January 2024</b>		<b>1,869,734</b>	<b>421,337</b>	<b>2,291,071</b>	<b>1,885,292</b>	<b>424,123</b>	<b>2,309,415</b>
<b>Fund balance carried forward at 31 December 2024</b>		<b>1,393,454</b>	<b>466,284</b>	<b>1,859,738</b>	<b>1,869,734</b>	<b>421,337</b>	<b>2,291,071</b>

Humane World for Animals United Kingdom (fka The Humane Society International UK) has no recognised surpluses or deficits other than those disclosed above. All transactions relate to continuing activities. This incorporates the income and expenditure accounts.

The notes on pages 45 to 51 are an integral part of these financial statements.

## Balance Sheet

Humane World for Animals United Kingdom balance sheet at 31 December 2024  
Company number 04610194. Charity registration number 1098925.

	Note	2024 (£)	2023 (£)
<b>CURRENT ASSETS</b>			
Debtors	10	819,449	753,919
Cash at bank and in hand		1,250,431	1,718,426
		<b>2,069,880</b>	<b>2,472,345</b>
<b>CURRENT LIABILITIES</b>			
Creditors: amounts falling due within one year	11	(210,142)	(181,274)
<b>NET CURRENT ASSETS</b>		<b>1,859,738</b>	<b>2,291,071</b>
<b>NET ASSETS</b>		<b>1,859,738</b>	<b>2,291,071</b>
<b>FINANCED BY:</b>			
Restricted funds	12	466,284	421,337
Unrestricted funds	12	1,393,454	1,869,734
<b>TOTAL FUNDS</b>		<b>1,859,738</b>	<b>2,291,071</b>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

These financial statements were approved by the Board of Directors and authorised for issue on \_\_\_\_\_. They were signed on its behalf by:



William H. Hall, Treasurer

The notes on pages 45 to 51 are an integral part of these financial statements.

# Statement of Cash Flows

## Humane World for Animals United Kingdom Statement of Cash Flows for the year ended 31 December 2024

	Note	2024 (£)	2023 (£)	
<b>Cash from operating activities</b>				
Net cash (used in) operating activities	A	(467,995)	(559,015)	
(Decrease) in cash and cash equivalents in the year		(467,995)	(559,015)	
<b>Cash and cash equivalents at the beginning of the year</b>		<b>1,718,426</b>	<b>2,277,441</b>	
Total cash and cash equivalents at the end of the year		1,250,431	1,718,426	
<b>A) Reconciliation of net income to net cash flow from operating activities</b>				
		<b>2024 (£)</b>	<b>2023 (£)</b>	
Net (expense) for the reporting period (as per the statement of financing activities)		(431,333)	(18,344)	
(Increase) in debtors		(65,530)	(262,746)	
Increase/(decrease) in creditors		28,868	(277,925)	
Net cash (used in) operating activities		(467,995)	(559,015)	
<b>Analysis of changes in net debt</b>				
	<b>At 1 Jan 2024 (£)</b>	<b>Cash flows (£)</b>	<b>Other changes (£)</b>	<b>At 31 Dec 2024 (£)</b>
Cash at bank and in hand	1,718,426	(467,995)	-	1,250,431
<b>TOTAL</b>	<b>1,718,426</b>	<b>(467,995)</b>	<b>-</b>	<b>1,250,431</b>

Humane World for Animals United Kingdom has no recognised surpluses or deficits other than those disclosed above. All transactions relate to continuing activities. This incorporates the income and expenditure accounts.

The notes on pages 45 to 51 are an integral part of these financial statements.

# Notes to the Financial Statements

## 1. Legal structure and significant accounting policies

### 1.1 Legal structure

On 3 February 2025 The Humane Society International UK changed its name to Humane World for Animals United Kingdom. Humane World for Animals United Kingdom is a private company limited by guarantee, registered in England and Wales, company number 04610194 and a registered charity number 1098925. The organisation was incorporated on 5 December 2002 and was registered as a charity on 11 August 2003. The organisation is governed by its Memorandum and Articles of Association as amended on 18 October 2016.

### 1.2 Accounting convention

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 October 2019) - (Charities SORP (FRS102)(second edition - October 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and Companies Act 2006.

### Basis of measurement

The financial statements have been prepared on a historical cost basis. The preparation of financial statements in compliance with FRS102 requires the use of certain critical accounting estimates. It also required management to exercise judgement in applying accounting policies.

### 1.3 Income

Income is received by way of grants, legacies, royalties/license fees, donations and gifts and is included in full in the statement of financial activities when receivable. Income is recognised when the charity has entitlement to the funds, it is probable the income will be received, the amount can be measured reliably and any performance conditions have been fully met.

### 1.4 Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure that meets these criteria is charged to the fund. Restricted funds are mostly comprised of donations received for International Animal Rescue and Ukraine and Eastern Europe Response campaigns.

### 1.5 Allocation of expenditure

Support costs have been allocated to raising funds and charitable activities on the basis of expenditure incurred, pro-rated where appropriate using the proportions of the staff time engaged in these functions. Expenditure includes irrecoverable VAT where applicable.

Expenditure has been recognised on an accruals basis.

Grants payable, which do not have any conditions attached, are accounted for in full as liabilities of the Charity when approved by the Trustees and notified to the recipient. Grant payables to third parties are included in expenditure for charitable activities. Where unconditional grants are made, these amounts are recognised when a legal or constructive obligation is created, typically when the recipient is notified that a grant will be made to them. Where grants are conditional on performance, the grant is only recognised once any unfulfilled conditions are outside of the control of the Charity.

Expenses that can be identified with a specific program or support service are charged accordingly to their natural expenditure classification. Certain costs common to multiple functions have been allocated among raising funds and promoting animal welfare. General and administrative expenses include those costs that are not directly identifiable to any specific function, but provide for the overall support of the Charity.

### 1.6 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange prevailing at the accounting date. Transactions in foreign currencies are recorded at the date of the transactions. All differences are taken to the Statement of Financial Activities.

### 1.7 Financial instruments

The Charity has financial assets and liabilities only of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognized at transaction value and subsequently measured at their settlement value.

### 1.8 Going concern

The Trustees are required to prepare the financial statements on the going concern basis unless it is not appropriate. The Trustees have reviewed the going concern status of the Charity by considering the cash position of the Charity as at 31 December 2024, together with the anticipated level of funding for the coming year and the expected continued support of its US affiliate, Humane World for Animals Inc. (fka The Humane Society of the United States (HSUS)). Based on this review, the Trustees have concluded that the financial statements should continue to be prepared on the going concern basis.

The Trustees reviewed the Humane World for Animals United Kingdom plans in September 2025 and were satisfied that these plans were affordable and that the accounts should be prepared on a going concern basis.

Given the strength of the balance sheet and availability and liquidity of unrestricted Net Assets, totalling around £1.5M, the Trustees believe that, while uncertainty exists, this does not pose a material uncertainty that would cast doubt on the Charity's ability to continue as a going concern. The Trustees, therefore, consider it appropriate for the accounts to be prepared on a going concern basis.

### 2. Donations and legacies

	Unrestricted funds (£)	Restricted funds (£)	2024 (£)	2023 (£)
Donations	2,962,716	327,163	3,289,879	2,641,234
Legacies	589,960	500	590,460	785,500
Royalty & license fees	32,853	-	32,853	18,983
	<b>3,585,529</b>	<b>327,663</b>	<b>3,913,192</b>	<b>3,445,717</b>

The donations and legacies income in 2023 was £3,445,717 of which £3,189,744 was unrestricted and £255,973 was restricted.

As at 31 December 2024 legacies where Humane World for Animals United Kingdom have entitlement but the remaining revenue recognition criteria have not been met, amount to £57,118 (2023:£210,099).

### 3. Raising funds

	Unrestricted funds (£)	Restricted funds (£)	2024 (£)	2023 (£)
Campaign costs	1,500,680	-	1,500,680	1,108,437
	<b>1,500,680</b>	<b>-</b>	<b>1,500,680</b>	<b>1,108,437</b>

The campaign costs in 2023 were £1,108,437 of which £1,108,437 was unrestricted and £Nil was restricted.

### 1.9 Judgment in applying accounting policies and key sources of estimation

The preparation of financial statements requires management to make estimates and judgments that affect the reported amounts of assets and liabilities and actual outcomes could differ from those estimates.

#### 1.10 Concentration of credit risk

The Charity's assets that are exposed to credit risk consist primarily of gifts and other receivables, and related party transactions. The Charity's gifts and other receivables balance consists primarily of amounts due from individuals and corporations. Historically, the Charity has not experienced significant losses related to the receivable balances and, therefore the credit risk to them is minimal.

#### 1.11 Legacy accounting policy

For legacies, entitlement is taken as the earlier of the date on which either; the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

### 4. Promoting animal welfare

	Unrestricted funds (£)	Restricted funds (£)	2024 (£)	2023 (£)
Advocacy for animal welfare costs	1,601,891	72,362	1,674,253	1,397,117
Grants paid (note 5)	25,850	210,354	236,204	240,875
UK support costs (note 6)	890,872	-	890,872	687,953
Governance costs (note 7)	42,516	-	42,516	36,990
	<b>2,561,129</b>	<b>282,716</b>	<b>2,843,845</b>	<b>2,362,935</b>

Expenses for promoting animal welfare in 2023 were £2,362,935 of which £2,104,176 was unrestricted and £258,759 was restricted.

### 5. Grants paid

	Unrestricted funds (£)	Restricted funds (£)	2024 (£)	2023 (£)
Animal Spay and Neuter International	-	-	-	20,000
Asociatia Nomad Vet	-	-	-	19,888
Association of Dogs and Cats Homes	25,000	-	25,000	20,000
British Divers Marine Life Rescue - BDMLR	-	-	-	10,000
Evsiz Hayvanlari Ve Dogayi Koruma Dernegi	-	-	-	10,082
Hopefield Animal Sanctuary	-	-	-	14,800
Humane World for Animals International	-	143,025	143,025	21,000
Humane World for Animals Liberia	850	67,329	68,179	69,215
Jakarta Animal Aid Network	-	-	-	20,000
Protection of Animals Welfare Society (PAWS)	-	-	-	11,290
War Paws Limited	-	-	-	24,600
	<b>25,850</b>	<b>210,354</b>	<b>236,204</b>	<b>240,875</b>

Grants paid in 2023 were £240,875 of which £77,200 was unrestricted and £163,675 was restricted.

3 grants (11 - 2023) were paid to institutions in year and nil grants (nil - 2023) were paid to individuals.



**6. UK support costs**

	Unrestricted funds (£)	Restricted funds (£)	2024 (£)	2023 (£)
Management overhead	528,274	-	528,274	379,926
Staff costs	220,165	-	220,165	183,819
Legal and professional fees	57,560	-	57,560	21,236
Rent	33,000	-	33,000	32,233
Bank charges	5,613	-	5,613	9,977
Insurance	3,259	-	3,259	3,116
Subscriptions	578	-	578	661
Printing, postage and stationery	26,390	-	26,390	44,684
Travel	7,362	-	7,362	6,359
Telecommunications	8,325	-	8,325	5,904
Foreign exchange differences	346	-	346	38
	<b>890,872</b>	<b>-</b>	<b>890,872</b>	<b>687,953</b>

Humane World for Animals United Kingdom support costs in 2023 were £687,953 of which £687,953 was unrestricted and £Nil was restricted.

**7. Governance costs**

	Unrestricted funds (£)	Restricted funds (£)	2024 (£)	2023 (£)
Audit fees: current period	42,516	-	42,516	36,990

The governance costs in 2023 were £36,990 of which £33,990 was unrestricted and £Nil was restricted.



PAGE 42-43: BRITTA; PAGE 44-45: CAROLIN VOELKER; PAGE 46-47: ACHIM MITTLER, FRANKFURT AM MAIN; THIS PAGE: ADRIA PHOTOGRAPHY; PAGE 50-51: USO. ALL IMAGES FROM GETTY IMAGES

**8. Wages and salaries**

	Unrestricted funds (£)	Restricted funds (£)	2024 (£)	2023 (£)
Wages and salaries	1,883,046	47,319	1,930,365	1,484,017
Social security costs	220,195	-	220,195	165,405
Employee benefits	62,121	-	62,121	51,439
	<b>2,165,362</b>	<b>47,319</b>	<b>2,212,681</b>	<b>1,700,861</b>

The wages and salaries costs in 2023 were £1,700,861 of which £1,676,036 was unrestricted and £24,825 was restricted.

The average number of employees during the year was 31 (2023: 25). The number of employees at 31 Dec was 33 (2023:28)

The Trustees consider the Trustees and Executive Director as the key management personnel of the Charity. The total wage cost including the employer's social security and pension contributions of the key management personnel were £118,661 (2023: £115,811).

Band	2024		2023	
	UK	Intl	UK	Intl
60 – 70,000	1	3	3	4
70 – 80,000	2	-	-	-
80 – 90,000	1	4	1	1
90 – 100,000	-	1	1	1
100 – 110,000	2	-	1	-
110 – 120,000	-	1	-	-
<b>Total</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>6</b>

Humane World for Animals United Kingdom employs international staff ("Intl") who are based in the UK, but are dedicated to Humane World for Animals' global work rather than on UK campaigns and activities. They report into managers and teams based outside of the UK.

No Trustees received remuneration for performance of their role as Trustee during the year. No (2023: Nil) expenses were reimbursed to Trustees during the year.

**9. Taxation**

Humane World for Animals United Kingdom is a registered charity and therefore is not liable to income tax or corporate tax on income or gains derived from its charitable activities, as they fall within the various exemptions available to registered charities

**10. Debtors**

	2024 (£)	2023 (£)
Other debtors	186,317	201,702
Prepayments and accrued income	633,132	552,217
	<b>819,449</b>	<b>753,919</b>

11. Creditors: amounts falling due within one year

	2024 (£)	2023 (£)
Trade creditors	146,413	86,891
Accruals	63,729	94,383
	<b>210,142</b>	<b>181,274</b>

12. Funds

Analysis of net assets between funds	Unrestricted (£)	Restricted (£)	2024 (£)
Cash at bank and in hand	784,147	466,284	1,250,431
Debtors	819,449	-	819,449
Current liabilities	(210,142)	-	(210,142)
<b>At 31 December 2024</b>	<b>1,393,454</b>	<b>466,284</b>	<b>1,859,738</b>

Analysis of net assets between funds	Unrestricted (£)	Restricted (£)	2023 (£)
Cash at bank and in hand	1,297,089	421,337	1,718,426
Debtors	753,919	-	753,919
Current liabilities	(181,274)	-	(181,274)
<b>At 31 December 2023</b>	<b>1,869,734</b>	<b>421,337</b>	<b>2,291,071</b>

13. Movement of funds

Analysis of fund movements	Balance 2023 (£) b/fwd	Incoming resources (£)	Resources expended (£)	Balance 2024 (£) c/fwd
Restricted	421,337	327,663	282,716	466,284
Unrestricted	1,869,734	3,585,529	4,061,809	1,393,454
<b>Total</b>	<b>2,291,071</b>	<b>3,913,192</b>	<b>4,344,525</b>	<b>1,859,738</b>

Analysis of fund movements	Balance 2022 (£) b/fwd	Incoming resources (£)	Resources expended (£)	Balance 2023 (£) c/fwd
Restricted	424,123	255,973	258,759	421,337
Unrestricted	1,885,292	3,197,055	3,212,613	1,869,734
<b>Total</b>	<b>2,309,415</b>	<b>3,453,028</b>	<b>3,471,372</b>	<b>2,291,071</b>

14. Restricted Funds

Breakdown of restricted funds	Balance 2023 (£) b/fwd	Incoming resources (£)	Resources expended (£)	Balance 2024 (£) c/fwd
International animal rescue	322,826	21,176	-	344,002
Dog meat trade	13,186	36,824	47,319	2,691
Bolivia spay/neuter	-	71,512	71,512	-
Chile spay/neuter	-	71,538	71,513	25
Ukraine and eastern Europe response	85,325	-	-	85,325
Factory farming	-	25,000	25,000	-
Liberia Chimpanzee Sanctuary	-	73,613	67,329	6,284
Immunocontraception	-	3,000	43	2,957
Brazil plant based campaign	-	25,000	-	25,000
	<b>421,337</b>	<b>327,663</b>	<b>282,716</b>	<b>466,284</b>

15. Lease commitments

Net income is stated after charging operating lease costs of £32,825 (2023: £28,500).

At 31 December 2024, the company had total commitments under non-cancellable operating leases as follows:

	2024 (£)	2023 (£)
Expiry date: within one year	-	-

16. Related parties

During the year, the Charity received a grant of £22,885 (2023: £14,785) from Humane World for Animals (fka The Humane Society of the United States (HSUS)).

The Charity received a grant of £592,861 (2023: £420,391) from Humane World for Animals International (fka Humane Society International). This disclosure was omitted from the prior year financial statements in error.

Included within other debtors and falling due within one year is an amount due from Humane World for Animals Europe totalling £16,098 (2023: ENil).

17. Post balance sheet events

The Trustees have assessed whether there is any known impact on the value of the year and assets and liabilities. Assets in the balance sheet are considered to be fully recoverable and therefore no adverse effects to cash flows in the coming 12 month period have been identified.

18. Ultimate controlling party

The Charity's ultimate controlling party is Humane World for Animals Inc. (fka The Humane Society of the United States (HSUS)), a not-for-profit organisation in the United States, with registration number 53-0225390. Humane World for Animals seeks to prevent and bring an end to animal cruelty in all of its forms, and to celebrate and strengthen the human-animal bond. The controlling party exercises control over by virtue of common trustees. Copies of the consolidated group accounts are available at [humaneworld.org](http://humaneworld.org).



# Independent Auditor's Report to the Members of Humane World for Animals

## Opinion on the financial statements

In our opinion, the financial statements:

- give a true and fair view of the state of the Charitable Company's affairs as at 31 December 2024 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements of Humane World for Animals ("the Charitable Company") for the year ended 31 December 2024 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Independence

We remain independent of the Charitable Company in accordance with the ethical requirements relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements.

## Conclusions related to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charitable Company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## Other Companies Act 2006 reporting

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report, which includes the Directors' Report prepared for the purposes of Company Law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report, which are included in the Trustees' Report, has been prepared in accordance with applicable legal requirements.

In the light of the knowledge and understanding of the Charitable Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic report or the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion;

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or

- certain disclosures of Directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

## Responsibilities of Trustees

As explained more fully in the Statement of Trustees' responsibilities, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Charitable Company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

## Extent to which the audit was capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

## Non-compliance with laws and regulations

Based on:

- Our understanding of the Charitable Company and the sector in which it operates;
- Discussion with management; and
- Obtaining and understanding of the Charitable Company's policies and procedures regarding compliance with laws and regulations.

we considered the significant laws and regulations to be the Financial Reporting Standard Applicable in the UK and Republic of Ireland (FRS102), the Charities SORP, Companies Act 2006, the Charities Act 2011, and UK tax legislation.

The Charitable Company is also subject to laws and regulations where the consequence of non-compliance could have a material effect on the amount or disclosures in the financial statements, for example through the imposition of fines or litigations. We identified such laws and regulations to be the health and safety legislation.

## Our procedures in respect of the above included:

- Review of minutes of meeting of those charged with governance for any instances of non-compliance with laws and regulations;
- Review of financial statement disclosures and agreeing to supporting documentation; and
- Review of legal expenditure accounts to understand the nature of expenditure incurred.

## Fraud

We assessed the susceptibility of the financial statements to material misstatement, including fraud. Our risk assessment procedures included:

- Enquiry with management regarding any known or suspected instances of fraud;
- Obtaining an understanding of the Charitable Company's policies and procedures relating to:
  - Detecting and responding to the risks of fraud; and
  - Internal controls established to mitigate risks related to fraud.
- Review of minutes of meeting of those charged with governance for any known or suspected instances of fraud;
- Discussion amongst the engagement team as to how and where fraud might occur in the financial statements; and
- Performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.

Based on our risk assessment, we considered the areas most susceptible to fraud to be management override of controls and recognition of legacy income in the correct accounting period.

Our procedures in respect of the above included:

- Testing a sample of journal entries throughout the year, which met a defined risk criteria, by agreeing to supporting documentation;
- Testing a sample of legacy income to supporting documentation; and
- Assessing significant estimates made by management for bias, including review of legacy accruals.

We also communicated relevant identified laws and regulations and potential fraud risks to all engagement team members and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

Our audit procedures were designed to respond to risks of material misstatement in the financial statements, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, misrepresentations or through collusion. There are inherent limitations in the audit procedures performed and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it.

A further description of our responsibilities for the audit of the financial statements is located at the Financial Reporting Council's ("FRC's") website at:

[frc.org.uk/auditorsresponsibilities](https://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## Use of our report

This report is made solely to the Charitable Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charitable Company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charitable Company and the Charitable Company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Katherine Henderson (Senior Statutory Auditor)

DocuSigned by:  
Katherine Henderson  
0C436E0D99A43A

Date

08 October 2025

*For and on behalf of BDO LLP, statutory auditor*

*London, UK*

*BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127).*



# Our mission

Together, we tackle the root causes  
of animal cruelty and suffering to  
create permanent change.



**Humane  
World for  
Animals™**

[humaneworld.org](https://humaneworld.org)

Humane World for Animals United Kingdom 5 Underwood Street, London N1 7LY United Kingdom  
Telephone: 020 3174 2185 [infouk@humaneworld.org](mailto:infouk@humaneworld.org) Registered charity no 1098925

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**Humane World for Animals United Kingdom**

England & Wales - Charity number 1098925

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# Accounts

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# ACHIEVEMENTS FOR ANIMALS



**HUMANE SOCIETY  
INTERNATIONAL**  
UNITED KINGDOM

*2023 Annual Report*





## *Amazing success in South Korea*

In a historic announcement, the South Korean government stated that it would introduce a bill to ban the dog meat industry. HSI is at the forefront of ending this cruelty. Since 2015, we have closed 18 dog farms across the country, rescuing over 2,700 dogs and working with the farmers to transition them to animal-friendly livelihoods.

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## Chair of Trustees' welcome: what we do and who we are

*As Chair of The Humane Society International (UK) (HSI/UK), I am thrilled to introduce our 2023 Annual Report, highlighting our efforts over the past year to advance the welfare of animals. HSI/UK is a part of our global organisation, operating in over 50 countries promoting the human-animal bond, rescuing and protecting dogs and cats, enhancing farmed animal welfare, safeguarding wildlife, advocating for animal-free testing and research, responding to disasters and confronting cruelty in all its forms.*

*In 2023, with the invaluable support of our donors and advocates, we continued our mission to create a kinder and more humane world for all animals. We take pride in the progress made through partnerships with governments, organisations and communities who share our goal of improving the lives of animals.*

*This year we celebrated significant milestones, including the South Korean Government's announcement that they plan to ban the dog meat industry – progress fuelled by the power of collective action and advocacy.*

*Moreover, in the United Kingdom, we witnessed the passing of the Animal Welfare (Sentience) Bill into law and the tabling of the Hunting Trophies (Import Prohibition) Bill. Bans on cruel rodent glue traps were also introduced and passed across the UK nations.*

*Our commitment to confronting cruelty and championing respect and compassion for animals remains unwavering. As we anticipate the challenges and opportunities of the future, I extend my deepest gratitude to our supporters for their steadfast dedication. It is through your continued generosity and advocacy that we can continue to make a difference in the lives of animals worldwide.*

CRISTOBEL 'KITTY' BLOCK, CHAIR OF TRUSTEES, HSI/UK

## Executive Director's welcome



As I look back on the past year, I'm incredibly proud of the progress we have made for animals. But I'm also deeply aware of the urgency in realising our vision for a world where all animals are treated with compassion and respect.

The global landscape provides a vivid reminder of the challenges ahead. Animals face many threats, from cruelty and exploitation to the impacts of wars, disasters and industrialised farming. However, amidst these challenges, there is cause for hope.

In South Korea, the government's monumental announcement that it plans to outlaw the sale and consumption of dog meat was a huge victory for animals. After a decade-long campaign, this achievement underscores the power of persistence in realising change and the unwavering dedication of our global team, who advocate for those without a voice.

As we commemorated the 20th anniversary of the UK's pioneering ban on fur farming, we also confronted the troubling double standard that allows the importation of fur into the UK - effectively outsourcing cruelty to overseas farms. Our investigation into fur farms in China exposed appalling suffering. We celebrated Harvey Nichols' announcement that it is going fur-free following the release of our investigation, but we will not stop until we see a truly Fur Free Britain and an end to the fur trade globally.

Our efforts to combat the suffering of animals in industrialised farming include promoting plant-based menus to reduce the demand for animal products: we collaborated with food service providers, universities and the Ministry of Defence to get more plants on plates. Our 'Crate Escape' campaign targets the abolition of farrowing crates, small cages that subject mother pigs to physical and mental suffering. We believe such methods have no place in UK farming. I'm excited to see how we progress with this campaign in 2024.

We also advocated for an end to hunting trophy imports. Two bills were introduced to Parliament in 2023, with MPs and Peers quoting HSI's evidence in debates. While the first bill did not pass the House of Lords, we remain committed to the success of the second bill, which was carried forward into 2024. We firmly believe that the killing of wildlife for 'fun' has no place in a compassionate society.

With your support, we are confident in our ability to create positive change for animals. I am inspired by the boundless energy and dedication of the HSI team. Together, with your support, we will tirelessly champion a world of kindness and respect for all sentient beings.

I hope you find inspiration in our annual report.



NICK JONES, EXECUTIVE DIRECTOR, HSI/UK



## Snapshot of our achievements for animals in 2023

**HSI/UK's impact for animals was achieved through four key mechanisms: changing laws; changing corporate practices; education and research; and providing direct care to animals in need. A summary of our achievements in these areas, across all of our campaigns, is presented here.**

### Changing laws and policies for animals

- The Animal Welfare (Sentience) Act came into force on 25th May, following a multi-year campaign co-led by HSI/UK.
- Following public pressure and expert testimony including from HSI/UK, the Welsh Government enacted a full ban on glue traps and snares.
- The Online Safety Bill was passed and, following lobbying by HSI/UK and other organisations, included an amendment to include animal cruelty in the scope of priority prohibited content.

- A government bill to ban live exports was introduced, following high-profile public campaigning by HSI/UK and other leading animal protection organisations.
- As a Steering Group member of the 'Time for Change' coalition, we helped secure Labour's commitment to strengthen the Hunting Act if elected.
- We represented the interests of sentient animals at the party conference of all major UK political parties, with over 100 positive engagements held with politicians.
- We presented at a Ministry of Defence (MOD) working lunch in Whitehall on World Vegan Day, engaging positively with leading MOD personnel responsible for climate, sustainability, DEI and health.
- With media and public campaigning support from HSI/UK, Lithuania made the decision to become the 20th country to ban fur farming.

- Responding to a 70,000 signature e-petition launched by HSI/UK, the Government confirmed that it will retain existing fur import bans (on fur from cats, dogs and seals).
- At three Parliamentary events co-ordinated by HSI/UK, more than 60 MPs and Peers showed their support for a fur import ban, and Labour gave its strong commitment for a ban.
- Two bills to ban imports of hunting trophies were introduced to Parliament, with MPs and Peers quoting our evidence in debates. The first bill was approved by the Commons; the second was carried forward into 2024.
- The Belgian Government committed to ban imports of hunting trophies.
- Jakarta banned the dog and cat meat trade following campaigning by the Dog Meat Free Indonesia coalition, which HSI/UK helps fund.
- Trading in dog meat was banned at Tomohon market, following HSI/UK-funded campaigning by the Dog Meat Free Indonesia coalition and Animal Friends Manaus Indonesia.
- Following a 10-year campaign supported by HSI/UK, the South Korean Government introduced a bill to ban the dog meat industry.

### Corporate advocacy and impact

- Our exposé of the conditions on Chinese fur farms led Harvey Nichols to announce it was adopting a fur-free policy.
- Luxury online retailer MatchesFashion went fur-free following our advocacy engagement.
- Our Environmental Impact Assessment for Oxford Brookes University showed plant-based procurement changes made following our Forward Food engagement have reduced their food-related greenhouse gas emissions by 28% and taken hundreds of animals off menus.
- We launched our ‘EatKind in restaurants’ partnership during World Vegan Month (November), producing and distributing educational materials and encouraging diners to sign our pledge to ‘EatKind’ for people, animals and the planet.



Photos (clockwise from top left):  
 Forward Food workshop.  
 #FurFreeBritain Parliamentary reception.  
 HSI/UK at the Restore Nature Now rally.  
 Celebrity Will Young at our Animals Matter stand at the Labour Party conference.  
 HSI team rescuing dogs in South Korea.  
 Demonstration outside Downing Street.

### Training, educating and research

- Our sponsorship of the annual Wildlife and Rural Crime Conference facilitated critical conversations between enforcement agencies towards better prevention and detection of wildlife crimes.
- We chaired a Public Policy Exchange webinar on ‘Raising animal welfare standards in the UK’ attended by 40+ individuals from key stakeholder groups, including civil servants and veterinarians.
- We provided training in Bolivia to improve the spay/neuter skills of dozens of Latin American veterinarians and veterinary technicians.
- We developed and delivered a masterclass in plant-based cooking and menu development for Sodexo Continental Europe, and we signed an MOU with the company to support its plant-forward menu commitments.
- We delivered plant-based culinary training for 15 chefs from catering company Baxter Storey’s Level 5 Academy at Woodspeen Cookery School.
- We ran a culinary demonstration and panel session, ‘Changing the Culture of Food on University Menus’, at Plant-Based World Expo Europe, an event attended by 3,700 delegates.
- We ran culinary trainings for 30 chefs at the Food Service Training wing of the Ministry of Defence, involving members of the MOD Vegan and Vegetarian Network in a tasting and discussion session with chefs to promote more inclusive, climate- and animal-friendly menus for military personnel.

### Direct animal care and rescue

- Our support facilitated the rescue of 25 dogs and cats from the Tomohon market slaughterhouse closure in Indonesia.
- HSI/UK staff were part of the team that closed our 18th dog meat farm in South Korea, rescuing all 200 dogs.
- Our grant in support of expansion of the RSPCA’s pet food bank programme helped enable the distribution of over one million daily pet meals, and delivery of 11 ‘Community paws’ events to provide welfare advice and veterinary vouchers at food banks to over 500 pets and their owners.
- Our Chile veterinary support and training programme has so far provided care to 45,000 dogs.
- Veterinary services were provided to hundreds of dogs in Romania.



*Our Forward Food programme has successfully trained hundreds of chefs to put more plants and fewer animals on plates.*



## Our goals and impact in depth

HSI/UK's programmatic work in 2023 consisted of a mixture of campaigns to address animal welfare issues in the UK, and support for global animal protection campaigns and programmes. In supporting global campaigns and programmes, we worked in close collaboration with our overseas affiliates, including HSI in the US. Our programmatic work was organised under six areas:

- i** Securing stronger legal protections and standards for animals in the UK
- ii** Tackling wildlife trade and promoting safe and humane human-wildlife co-existence
- iii** Ending the dog meat trade and protecting street animals
- iv** Stopping animals from suffering on farms
- v** Promoting the development and use of non-animal methods in research and testing
- vi** Coming to the aid of animals in disasters

### Securing stronger legal protections and standards for animals in the UK

#### Need and scope

Politicians often describe the UK as a 'world leader in animal welfare' yet there are many areas where legal protections for animals are lacking or inconsistent, as well as considerable problems with enforcement. We played a leadership role in the animal protection sector and worked with other leading animal protection organisations to identify and act upon opportunities to create new and stronger laws to protect animals in the UK.

Photo (above): Demonstration staged outside Downing Street.

## Goal

Strengthen legal protections for animals in the UK and achieve recognition of animal sentience in UK law.

## Key activities and outputs

We were one of five animal protection organisations invited to act as consulted stakeholders on the development of the new Animal Sentience Committee and attended several meetings with the Chair of the Committee, providing input into the Committee's consultation to develop its workplan and priorities.

We were invited by Defra, along with the pest control industry and academics, to attend stakeholder meetings to help shape the licensing scheme for the new ban on the use of rodent glue traps. While the industry sought permissive (class) licensing, we made a strong case for individual licensing only in exceptional, defined circumstances, with the Government's decision expected in early 2024. We also lobbied Welsh Ministers in support of the Government introducing a complete ban on glue traps and snares in Wales.

Alongside colleagues from other leading animal protection charities, we led and delivered high-profile campaigning efforts to save the Kept Animals Bill, including organising a celebrity letter to the Prime Minister led by Dame Joanna Lumley, a media stunt at Downing Street, and an open letter from 25 charities. Despite all this the Bill, which contained measures to ban live exports and ban the keeping of primates as pets amongst others, was officially dropped by Government on 25th May. Our quote, calling it 'an astonishing betrayal' was picked up by more than 20 media outlets, including the Times, BBC, Independent, Guardian and ITV. We then campaigned to have the Bill brought back, co-ordinating a statement from 18 organisations in support, and working with cross-party MPs to help them prepare speeches for Parliamentary debates. Disappointingly, the Government rejected this attempt,



and we achieved media coverage on this development in the Guardian, BBC and other outlets.

As a result of the strong media and social media discourse we helped create around the loss of the Bill, and our mobilisation of over 10,000 compassionate citizens writing to their MPs, the Government was compelled to make strong commitments in Parliament to bring back the measures in the Bill as single-issue Bills.

As a member of the Time For Change coalition, we participated in various campaign activities calling for the ban on hunting with dogs to be strengthened, and to eliminate the 'smokescreen' of trail hunting.

We were invited by Defra to provide a detailed response on the Government's proposed licensing regime to govern the keeping of primates as pets. We submitted written and oral evidence, highlighting in particular concerns over feasibility of enforcement by already stretched local authorities. We also wrote with other organisations to the Environment Secretary to protest and provide evidence against the Government's new 'epidemiological culling' of badgers.

We reacted swiftly to the opportunity to call for inclusion of content showing cruelty to animals within scope of the Online Safety Bill. We wrote several letters to the UK government, in



partnership with other NGOs, and prepared briefings and speaking notes for MPs to advocate in support of this amendment during the Bill's passage through Parliament.

We also reacted to plans to build the world's first octopus farm, joining with 25 other organisations to write to the UK Environment Minister to urge the Government to put pressure on Spain to stop the farm from being established in the Canary Islands, and to commit to prohibit imports of farmed octopus products. We were invited by the Daily Express to offer a comment when a gruesome Faroes whale hunt was witnessed by shocked cruise ship passengers.

HSI/UK both sponsored and attended the 34th annual Wildlife and Rural Crime Conference, attended by representatives from the police, government agencies and NGOs – to facilitate a partnership working together and sharing best practices to protect wildlife.

We joined with other NGOs to produce a new report looking at how animal welfare protections have changed since Brexit, which was released to press and sent to Ministers and shadow ministers. Our public affairs director was invited to chair a Public Policy Exchange webinar on raising animal welfare standards in the UK, attended by 40+ individuals from key stakeholder groups, including civil servants and veterinarians.

We began the process of advocacy to influence manifesto content, ahead of the upcoming 2024 general election. This included drafting of a written response to Labour's National Forum Policy consultation, including advocacy for stronger wildlife laws, animal welfare integration in trade policy, and promotion of growth and innovation in the alternative protein sector; we also held meetings with the Green Party's policy team.

For the second year running, we joined with three other leading animal protection organisations to hold an 'Animals Matter' stand at Labour and Conservative Party conferences, and we also attended the Liberal Democrat and Green Party conferences. Our presence at conferences secured over 100 positive direct engagements with politicians, including the Environment Secretary, Shadow Environment Secretary, Party Chairs, the Prime Minister's wife and celebrities Will Young and Suzy Eddie Izzard.

## Impact

- The Animal Welfare (Sentience) Act came into force on 25th May, and the Animal Sentience Committee was announced on the same day.
- We celebrated the Animals (Low-Welfare Activities Abroad) Bill becoming law in September.
- In October we celebrated when, following public pressure and expert testimony from HSI/UK and others, the Welsh Government enacted a full ban on glue traps and snares.
- Following a number of letters to the Government urging the inclusion of animals in the scope of the Online Safety Bill this was acted on by Government, when it agreed to support an amendment to include animal cruelty offences.
- Despite the Government's extremely disappointing dropping of the Kept Animals Bill, the sustained public and media pressure we created helped lead the Government to introduce a new Bill to ban live exports in December.
- As a result in part from pressure from the Time For Change coalition, for which HSI/UK sits on the steering committee, Labour publicly confirmed its intention to strengthen Hunting Act, if elected to Government, at Labour Party conference.
- Sponsored a successful Wildlife and Rural Crime conference, which facilitated critical conversations between enforcement agencies towards better prevention and detection of wildlife crimes.
- Animal welfare effectively represented at a stand and side events at all main Party conferences, with more than 100 positive engagements made with politicians.

### Photos (opposite page top):

Suzy Eddie Izzard with HSI at our Animals Matter stand at the Labour Party conference.

### Photo (above left to right):

Joint Parliamentary event calling for a ban on live exports with George Eustice MP. HSI's senior wildlife campaigns manager attends National Wildlife Crime conference.

*The sustained public and media pressure we created helped lead the Government to introduce a new Bill to ban live exports in December.*





## Protecting wildlife

### Overview

Our campaigns to protect wildlife were focused in 2023 on the fur trade and trophy hunting.

## Wildlife: Fur Free Britain campaign

### Need and scope

Fur farming has been banned across the UK since 2003, on animal welfare grounds, but since then the UK has effectively been outsourcing that same cruelty from overseas. Although the trade in cat and dog fur, and seal fur from commercial hunts is already prohibited, the equivalent of over one million animals' worth of fur from other species (primarily fox, mink, and raccoon dog) is imported to the UK each year.

**Photos (clockwise top to bottom):**

Celebrities and MPs joined us at our #FurFreeBritain Parliamentary reception in January 2023.

We held a screening and panel event in Parliament drawing attention to the cruelty of fur and the environmental impacts of the trade.

**Photos (opposite page):**

Our #FurFreeBritain ad campaign, which ran online and on digital billboards in Westminster (pictured here with various supportive MPs) and across London.

In recent years it has become clear that fur farming not only inflicts extreme and unacceptable suffering on animals, it also presents a significant public health risk. Keeping thousands of animals in cramped, dirty cages on fur farms, coming into contact with humans and at times other animals such as birds, provides the perfect conditions for the mutation and spread of zoonotic diseases such as Covid-19 and avian influenza.

Fur farming is also an environmentally damaging industry. Keeping and feeding millions of carnivorous animals typically fed on a diet of chicken and fish results in a high carbon footprint, and can in no way be described as a sustainable or efficient use of resources. Additionally, the waste produced by animals on fur farms can cause significant water pollution, and the use of toxic and carcinogenic chemicals to treat furs to prevent them from rotting also poses a risk to both the environment and workers.

Working with our allies in the Fur Free Alliance, HSI is leading the global campaign to end the cruel, unnecessary and dangerous fur trade. Our campaign is driven and underpinned by gathering and presenting fresh evidence and insights of the cruelty and risks of the fur trade. By mobilising the public, engaging politicians and companies, and sharing the plight of fur-bearing animals in the press, we are building public, political and corporate support for a #FurFreeBritain. Britain would then be the first country in the world to fully ban the import and sale of animal fur, following the example set by the US State of California, setting an extremely important precedent globally and eliminating a market for more than one million animals each year.

### Goal

End the import and sale of animal fur in the UK, contributing to HSI's global goal of ending fur farming and commercial trapping.



### Key activities and outputs

To mark the 20th anniversary of the UK becoming the first country in the world to ban fur farming, we partnered with Fur Free Britain coalition partners to hold a Parliamentary reception. The event allowed us to screen new investigation footage of fur farms in China, and was attended by 37 MPs and Peers, plus celebrity supporter Pete Wicks. A range of cross-party MPs gave speeches backing our campaign, including Shadow Environment Minister, Daniel Zeichner MP.

Our new footage and images of fur farms in China showed foxes and raccoon dogs suffering in barren wire cages little bigger than their bodies, many exhibiting stereotypical behaviours. We secured a prominent media exposé in The Mirror, which also included evidence of fur from China being sold at Harvey Nichols and Harrods.

Political support for our Fur Free Britain campaign grew in 2023; we secured 26 written questions from cross-party MPs and Peers urging the Government to release the results of the 2021 Call for Evidence on the UK fur trade, in addition to questions on Government oversight and action regarding outbreaks of avian influenza on fur farms in Finland. In May, we worked with Tracey Crouch MP to secure signatures from 53 MPs on a letter to the Defra Secretary of State calling for publication of Call for Evidence and a ban on fur sales.

We uncovered Freedom of Information data regarding the Call for Evidence showing 96% of the 30,000 respondents agreed it was wrong to kill animals for fur, and confirmation that in 2021 the Government was planning to take forward a ban on fur imports and sales. We used this information to call on the



Minister to release the findings raising further support through press coverage and written Parliamentary questions.

In June we secured two more parliamentary events focused on fur. The first was a screening of the film 'Slay' exposing the impact of fashion on animals, combined with the launch of our new report 'Fur's Dirty Footprint' quantifying the environmental harm caused by fur farming. TV and radio personality Kirsty Gallacher spoke at launch, and it was covered by The Mirror's Environment Editor. Our educational animation was shared widely on social media.

The second event was a Westminster Hall debate on the UK fur trade, led by Conservative MP Giles Watling. Mr Watling told MPs and the Minister: "we must look beyond our shores and ensure that we are not perpetuating the infliction of cruelty overseas, by trading in cruel products like fur."

The Parliamentary e-petition we launched in support of legislation to stop fur imports and sales was backed by several celebrities including in a video from Ricky Gervais, and enabled almost 70,000 people to show their support for a ban.

We were invited to meet with the Chair of the Animal Welfare Committee (AWC) and Defra team to discuss the Committee's formal review of fur trade and fur sourcing, and began preparing a dossier of evidence for submission to the AWC.

To help highlight the pandemic disease risks of fur farming, we collaborated with British virologists at Imperial College to promote a damning editorial published in the journal Proceedings of the National Academy of Sciences, warning that mink fur farms could provide the optimum conditions for avian influenza to mutate and make the jump to humans, potentially leading to



the next global pandemic. We secured press coverage of the article, including in the Daily Express, and HSI was interviewed for several publications highlighting pandemic risk and new avian flu outbreaks in Finland (including The Pathologist). We also responded to the Science & Technology Committee’s Call for Evidence on emerging diseases and learnings from Covid-19.

We met with two financial Institutions to begin dialogue towards adoption of policy to disinvest from fur the industry, and also presented on the damage caused to nature by the fur trade to around 50 companies at a meeting of the ‘Finance for Biodiversity initiative’.

We continued to raise public and political awareness of the cruelty of the fur trade, including by running a series of adverts titled ‘Cruelty to Declare’ for a four-week period in November/December at 12 venues across the West End of London (broadcast approximately 3 million times); in Westminster tube station (broadcast approximately 250,000 times); and in a number of key political journals (400,000 impressions). We also ran the adverts on social media, which received over 388,000 impressions, 30,000 post engagements and 12,500 new petition signatures towards our goal of reaching 1.5 million petition signatures for a Fur Free Britain.

Our fur experts supported the anti-fur campaigning underway by our European colleagues, including through attending and speaking at a roundtable event in the Romanian Parliament to help champion the passage of a ban on chinchilla and mink fur farming there; the event received prominent and positive national news coverage in Romania. We also secured UK media coverage of a new investigation showing animals suffering in Lithuanian fur farms, in support of the campaign to secure a ban on fur farming there.

We met with the sustainability managers of some of the last remaining high-profile fur retailers in the UK to discuss their companies’ evolving policies on fur products, and provided evidence on animal welfare, environment and human health risks as well as corporate and financial risk. We also met with Selfridges’ new sustainability team to discuss the fur-free campaign and wider animal welfare/sustainability/next generation materials issues.

We developed a positive dialogue with fur retailer MatchesFashion, sharing evidence of the animal welfare and environmental problems inherent to the fur trade, and convinced it to remove real fur items from its website, and confirm in writing a fur-free commitment.

### Impact

- Following our Daily Mirror media exclusive highlighting the poor conditions on fur farms in China, Harvey Nichols announced it would be going fur-free; we welcomed this decision in various media articles, including The Telegraph, Drapers and The Industry Fashion.
- British luxury online retailer MatchesFashion confirmed its new no-fur policy.
- Lithuania became the 20th country to ban fur farming, following a campaign supported by the Fur Free Alliance including Humane Society International.
- E-petition calling for a Fur Free Britain concluded in July, having almost 70,000 signatures. In response, the Government confirmed that it will retain existing fur bans (cats, dogs, seals).
- Three successful Parliamentary events allowed more than 60 MPs and Peers to show their support for a fur import ban, and helped secured Labour’s strong commitment for a ban on the UK fur trade.

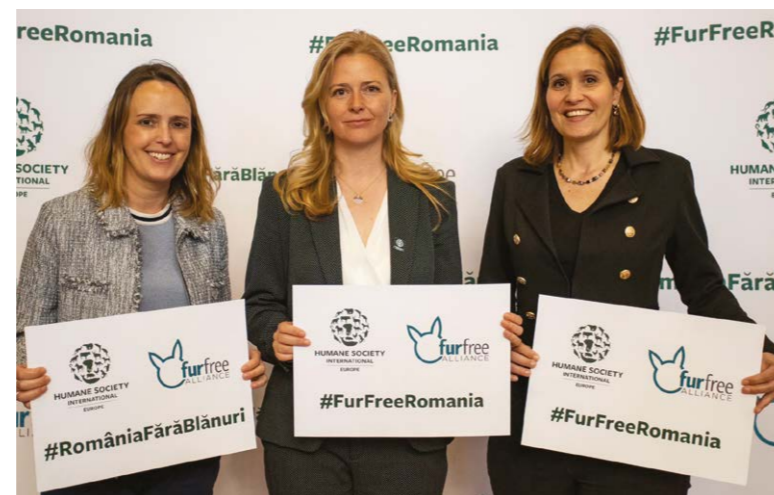


Photo (above): HSI held an event at the Romanian Parliament calling for a fur farming ban.



*“Conservation can never be achieved down the barrel of a gun”*

– African experts urge Members of the House of Lords to back ban on imports of hunting.

## Wildlife: End trophy hunting

### Need and scope

The UK currently allows the import and export of animal parts taken from animals hunted and killed as ‘trophies’. Over the last 10 years, hundreds of hunting trophies have been imported, including from endangered and vulnerable species such as polar bears, elephants, leopards and rhinos.

HSI leads a global campaign to end trophy hunting, citing the strong evidence that it causes suffering to hunted animals and that it can negatively affect species populations through both direct and indirect impacts, including for endangered and vulnerable species. We also collate and present evidence to challenge claims that trophy hunting contributes significant revenue to conservation efforts and community development, and highlight that hunting quotas are often based on inadequate or out-of-date data about wildlife populations. Hunters are robbing countries of irreplaceable wildlife, including lions, polar bears and elephants, and mismanagement and corruption mean that only a fraction of funds generated from hunts actually trickle down to conservation projects or the communities who live alongside wildlife.

Since the Government’s 2019 manifesto commitment to a trophy hunting import ban, our work has centred on political advocacy to ensure delivery of the most comprehensive and robust ban possible. A strong ban will be in line with the expectations of the British public, and in solidarity with the voices of many conservationists and community leaders in African nations where trophy hunters continue to target and kill endangered and threatened wild animals for their own entertainment.

### Goal

Secure robust legislation to ban the import of hunting trophies into the UK, and support HSI’s long-term global goal of reducing the trophy hunting of five target African species (lion, elephant, leopard, black rhino and giraffe) by 90%.

### Key activities and outputs

During 2023 we rallied public and political support for two consecutive bills to ban the import of hunting trophies from endangered species. Between January and September, we worked closely with Conservative MP Henry Smith to support his Government-backed bill for an import ban. Ahead of the Bill’s final readings in the House of Commons we mobilised over 8,000 people to show their support for the legislation which, alongside our targeted lobbying, helped to result in more than 50 MPs attending and ensuring the Bill passed the Commons with only minor amendments.

To build support for the final Commons stages of the bill, we ran a month-long advertising campaign online and on an electronic billboard in Westminster (Parliament) Tube Station. The online ads led to 450,000 impressions across website and email formats and generated a combined total of 471 clicks to the campaign landing page. The electronic billboard was played 17,278 times over a two-week period in the build-up to the debate. When the bill was approved by the Commons, HSI/UK was quoted in a number of media outlets, including the Guardian and the Mirror.

As the bill moved to the House of Lords, we co-ordinated and published an open letter from 103 African experts and community leaders, stating ‘conservation can never be achieved down the barrel of a gun’ and calling on Peers to back the ban. The letter was referred to by several Peers during debates, and achieved exclusive coverage in the Mirror. During the Bill’s consideration by the House of Lords, we produced briefing papers



Photos (this page left to right): Awareness-raising social media sharegraphic Media article quoting HSI/UK.

Photo (opposite page – top to bottom): Government e-petition. Media coverage on BBC News. Advertising campaign in Westminster.

and op-eds warning of the risks of a so-called ‘smart ban’, encouraging Peers to oppose amendments to create loopholes to allow trophies to continue to be brought to the UK.

In August we wrote an open joint letter to the Prime Minister urging Government to make parliamentary time available to get the ban done. This received a response from the Environment Secretary assuring that Government would ‘do all it can’ to help it pass into law, unamended. We shared this letter with key media, securing coverage in the Independent, BBC, Mirror and other outlets.

In September, we released a video titled ‘Trophy Hunting: An Unnecessary Evil’ featuring testimonies from African conservationists and community leaders in support of the bill to ban hunting trophies. A 10-minute version was sent to Peers to accompany a joint briefing coordinated by HSI/UK and signed by 17 organisations ahead of the Bill’s Committee Stage, whilst a shorter version was shared widely on social media and viewed over 50,000 times. Over 8,000 supporters responded to our e-action urging the Government to pass the UK import ban. We also published a widely shared op-ed urging Peers to reject amendments featuring outdated language promoting the ‘harvesting’ of wild animals like elephants. Our social share graphic defining ‘harvesting’ gained over 110,000 impressions on X.

As the Bill made progress through the House of Lords, we coordinated a photo opportunity outside the Houses of Parliament, featuring an inflatable lion and giraffe. Over 30 MPs and Peers attended, in addition to press including the BBC. Social media content featuring the photo resulted in more than 40,000 impressions and 4,600 engagements by supporters.

Working with coalition partners, we held drop-in events and briefing meetings to lobby Peers with arguments to reject the 64 amendments tabled, which were clearly designed to delay the Bill, and secured widespread media coverage calling out

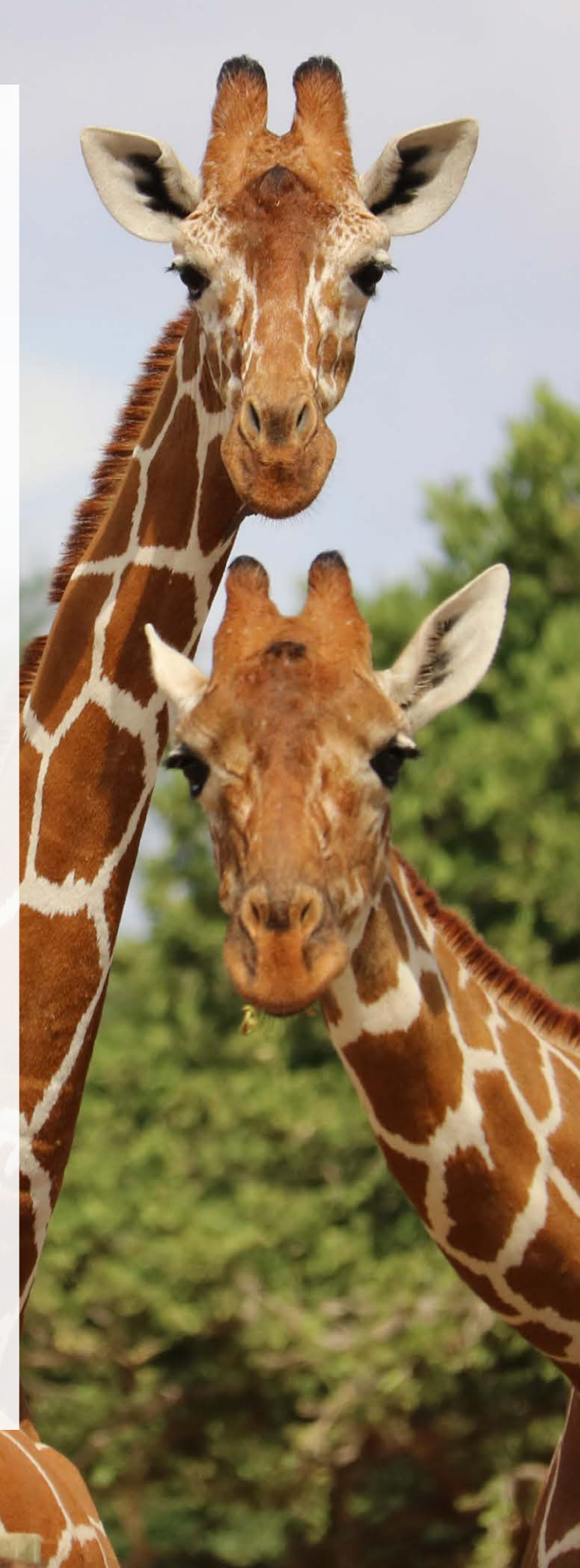
damage being inflicted by a small number of pro-hunting backbench Peers. Disappointingly, this opposition tactic was effective and the Bill had not completed its passage to become law when the Parliamentary session concluded in October.

We were disappointed when in November the Government did not commit to a new Bill to ban hunting trophy imports in the King’s Speech, and were quoted in 185 media stories, including Sky News politics live blog, The Daily Mirror, The Guardian politics live and The Evening Standard.

Reacting to this, we worked with celebrity animal advocate Peter Egan to draft and launch an official government e-petition, which reached 20,000 signatures by year end. In December, we worked with Labour MP John Spellar on the introduction of a new Bill to ban hunting trophy imports, and secured press coverage on this positive development, including in the Daily Mirror.

### Impact

- Bill to ban imports of hunting trophies from endangered species passed by House of Commons, and passed Second reading in House of Lords (before the session ended, causing it to fall); a new Bill was subsequently introduced in December.
- Our evidence and arguments against a so-called ‘smart ban’ were quoted in debates in the House of Lords and House of Commons.
- Our letter from African experts was referenced and quoted from by four Peers during the Hunting Trophies (Import Prohibition) Bill’s second reading in the House of Lords.
- The Belgian Government agreed to the ban import of hunting trophies, following a HSI/UK-supported campaign there using some of HSI/UK’s campaign assets.





## Protecting companion animals

### Need and scope

Although most people across Asia don't eat dog meat, this brutal trade continues, and HSI focuses its work to end it in South Korea, China, Viet Nam and Indonesia, where dogs are either bred and raised in brutal conditions on farms, snatched from the streets, stolen or bought from owners. As the only country that commercially farms dogs for meat, South Korea is ground zero in our fight to end the dog meat trade in Asia.

Hundreds of millions of dogs and cats roam the streets of cities, towns and villages around the world. Some fend entirely for themselves, some receive varying levels of community care, and some are family members. Not infrequently, populations of dogs and cats are inhumanely killed. Many others succumb to starvation, dehydration, exposure to the elements, injury or disease.

### Goal

End the dog meat trade in South Korea, Indonesia and Viet Nam, and ensure that free-roaming dogs and cats are cared for and their populations humanely managed, promoting peaceful coexistence with humans.

## Key activities and outputs

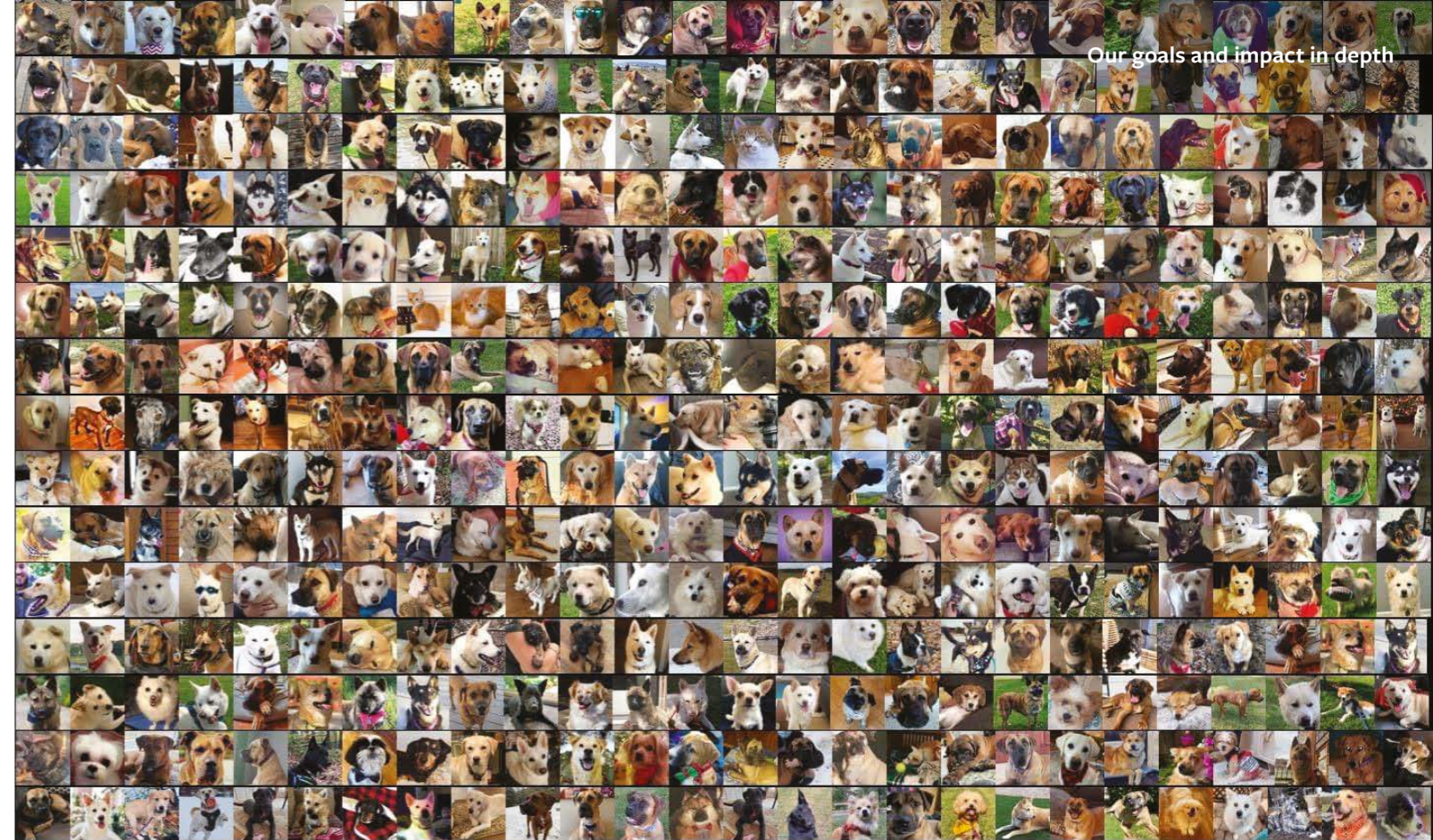
Thanks to generous funding from Edgard and Cooper, we have been able to address problems for dogs and cats in Chile, a country with one of the highest human-to-dog ratios in the world. HSI teamed up with local veterinary and NGO partners to deliver veterinary care to animals living in remote communities across the Coquimbo Regency of Chile. In 2023, we reached the milestone of having treated more than 45,000 companion animals. Each clinic we supported offered heavily discounted spay/neuter, vaccination and deworming services for the dogs (and cats) who live in some of the most remote areas of the county. We also embarked on a unique program in the capital city of Santiago, teaming up with local partner Felinnos Foundation, to provide cats living in Chile's largest and oldest prison free vaccination and spay/neuter services, benefitting the inmates and cats alike.

In neighbouring Bolivia, our veterinary team trained dozens of veterinarians and veterinary technicians, both from Bolivia and throughout Latin America, to improve spay/neuter skills and access to affordable spay/neuter services across the region.

HSI/UK also contributed funding to HSI's street dog programme in Romania, a country with a very large roaming dog and cat population and no nationwide coordinated street animal population management program. We worked with several local animal welfare charities to provide mobile veterinary services to more than 2,000 animals in need. In Pata Rat, home to Romania's largest landfill, we delivered veterinary services to the hundreds of dogs who call the area home.

Our campaign to end the dog meat trade in Asia made phenomenal progress in 2023. In South Korea, HSI/Korea worked with Democratic Party Assembly Member Jeoung-ae Han to draft and introduce a legislative bill to ban the dog meat industry by outlawing the breeding and slaughter of dogs for human consumption, including prohibiting dog meat farms, dog slaughterhouses and the sale of dog meat throughout South Korea; and supporting dog farmers to transition to alternative businesses. The bill, called a Special Act, was the culmination of many months of work by HSI/Korea behind the scenes with Korean lawmakers and was launched with the support of 11 bipartisan sponsors. The launch of this Special Act spurred the launch of a number of other Special Acts by other legislators, including a government-backed bill, and this culminated in a bill to ban the dog meat industry successfully passing its first full committee vote and being approved by the National Assembly's Agriculture, Food, Rural Affairs, Oceans and Fisheries' Committee in December 2023.

This year also saw HSI/Korea close its 18th dog meat farm, rescuing 200 dogs and puppies who were languishing on a squalid farm in Chungcheong province. The dog meat farmer Mr Yang closed his farm as part of HSI/Korea's Models for Change program, transitioning to growing cabbages and other



crops instead. The farm closure was attended by both Korean and foreign international media and resulted in substantial coverage in the Daily Telegraph, Korea Herald, Korea Times and United Press International amongst others.

Our dog meat trade survivors rehomed in the UK continued to act as 'ambassadors' for our campaign. Henry, who HSI rescued from a South Korean dog meat farm and now lives in the UK with our campaigns director, was the star of several media interviews marking and celebrating progress of the Korean ban, including a TV appearance on GB News in December.

Throughout 2023 HSI continued to play a leading role in the Dog Meat Free Indonesia coalition. In March, Hollywood actress Kim Basinger, comedian Ricky Gervais and British actor Peter Egan joined with the Dog Meat Free Indonesia (DMFI) coalition to celebrate the campaign victory that Indonesia's capital city of Jakarta announced a ban on the dog and cat meat trade. Coordinated by HSI, the stars sent a video message of support. The ban meant that Jakarta become the 21st jurisdiction in Indonesia to ban the trade, and was the result of an intensive campaign by DMFI, exposing the severe animal cruelty and risks to human health from zoonotic diseases such as rabies.

Photos (opposite page top left): Puppy rescued from dog meat farm.

Photo (this page top to bottom): Some of the dogs HSI has rescued from the dog meat trade who have now found loving homes. Photo exhibition in support of a ban on the dog meat industry, at South Korea's National Assembly. HSI/Korea campaigning for a dog meat ban.



**Photos (left top to bottom):**

Preparing to rescue dogs from a dog meat farm in South Korea.  
 Dog meat rescue Henry visiting a care home as a therapy dog (x2).  
 HSI's team after rescuing dogs from a farm.

**Photos (opposite page bottom right):**

HSI team at the Extinction or Regeneration conference.

HSI/UK funded Animal Friends Manaus Indonesia (AFMI) to support another campaign victory, a ban on the dog and cat meat trade at Indonesia's notorious Tomohon 'Extreme' Market in North Sulawesi province. The agreement will spare thousands of animals from being bludgeoned and blowtorched to death for human consumption. On the day the ban was introduced, HSI and AFMI were at the market with media in attendance, to rescue 25 dogs and three cats found alive at the slaughterhouses that supplied the market. HSI/UK funds enabled the animals to be transported to AFMI's nearby sanctuary and receive emergency veterinary treatment and care. They will be flown to North America in early 2024 to find their loving homes.

Finally, two of our dog meat rescue dogs, Henry and Rosie, continued their work as therapy dogs, making regular visits to schools and care homes for people to benefit from their emotional support.

**Impact**

- Celebrated the news that Indonesia's capital, Jakarta, banned the dog and cat meat trade in March; HSI/UK funds work by the Dog Meat Free Indonesia coalition, of which HSI is a member.
- Celebrated with HSI's partners in the Dog Meat Free Indonesia Alliance that the Mayor has agreed to ban trading in dog meat at Tomohon market. HSI/UK has funded Animal Friends Manaus Indonesia for several years to help secure this victory.
- 25 dogs and cats rescued from the Tomohon slaughterhouse and handed to HSI for rehoming.
- HSI/UK staff were part of the team that closed our 18th dog meat farm in South Korea, rescuing all 200 dogs. The closure received global media coverage, including in the Daily Telegraph, the Asia correspondent from which accompanied the HSI rescue team on the ground for the closure.
- Following a 10-year campaign supported by HSI/UK, the South Korean Government introduced a bill to ban the dog meat industry.
- Veterinary care provided to 45,000 dogs in Chile.
- Training in Bolivia to improve spay/neuter skills and welfare outcomes provided to dozens of Latin American veterinarians and veterinary technicians.
- Veterinary services provided to hundreds of dogs in Romania.



**Reducing the number of animals suffering on farms**

**Need and scope**

Industrial animal agriculture is one of the biggest causes of animal suffering – most of the more than 92 billion land animals raised for meat, dairy and eggs around the world suffer horribly on factory farms, where they can be subjected to extreme confinement in crates and cages.

We aim to measurably reduce the number of animals suffering on farms by campaigning for bans on extreme confinement on farms, and by advocating greater uptake of plant-based diets.

Our UK Forward Food programme focuses on inspiring and enabling public sector caterers to reduce their animal product procurement by serving more tasty, nutritious and environmentally friendly plant-based foods. We have developed a suite of resources to provide greater support to the needs of food businesses and educational institutions moving to more plant-centric menus, including a business case, toolkit, and implementation guide. We also provide a bespoke environmental impact report to demonstrate the positive changes that can be made by making simple swaps from animal-based to plant-based menu options.

In the UK, some 200,000 mother pigs are kept in farrowing crates for up to five weeks, around the time they give birth. These crates are so small the mothers cannot even turn around, much less interact as they naturally should with their piglets.

They suffer physically and mentally, and we believe such farming methods have no place in British farming. Our campaign, with NGO partners, aims to secure 'The Crate Escape' for mother pigs.

**Goals**

- 1) At least three food service institutions reduce their procurement of animal products by at least 20%.
- 2) The UK Government takes fiscal and policy action towards livestock reduction and a dietary shift to plant-based.
- 3) Bans secured on the use of farrowing crates across the UK.





## The Crate Escape: Key activities and outputs

In March we joined with two other animal organisations to hold a Parliamentary reception in Westminster, attended by almost 30 MPs, advocating for a farrowing crate ban. Shadow Environment Minister Baroness Sue Hayman spoke at the reception, declaring Labour's desire to see crates eliminated. Thirty-six MPs, Peers and celebrities including Dame Joanna Lumley signed our giant Mother's Day card urging the Defra Secretary of State to support farmers to phase out the use of farrowing crates. At the same time, almost 9,000 of our compassionate supporters wrote to their MPs calling for them to support a ban on farrowing crates.

We conducted public polling through Survation, which showed that around 60% of British people were unaware that farrowing crates existed, but when informed about them less than 20% supported their continued use. The poll results were communicated to politicians and media, and will be used to underpin our future campaigning and lobbying work and measure progress towards our goal.

In parallel to meetings with MPs about farrowing crates, we arranged and held meetings with Department for Environment

Food and Rural Affairs officials, reinforcing our campaign message that the Government's Animal Health and Welfare Pathway capital grants must include specific funding to support farmers to transition to crate-free farrowing systems. We also developed plans and a partnership proposal for new research and a report on a just transition for the pig industry, setting out economic and practical pathways to support farmers to go crate-free.

Supporting our global colleagues' crate-free campaigns, we arranged for a major Vietnamese pork producer to visit crate-free pig farms in order to inform and support their commitment to transition to free-farrowing.

Finally, we developed an important relationship with a British pig farmer who currently uses crates but believes the industry should be supported to phase them out. This led to the agreement of a 2024 project allowing us to rehome two of the farm's sows kept in farrowing crates to a sanctuary. We agreed placement with a sanctuary partner and provided a grant to support the building of a suitable shed to house the sows, within a field enclosure. Using photos, videos and stories of the sows during their time in crates, provided by the farmer, we plan to document their stories, from suffering to sanctuary, and use them as ambassadors to build public support for the Crate Escape.



Photos (opposite page): A mother pig in a farrowing crate.

Photos (above top to bottom): Handing in a card to Defra urging for a ban on farrowing crates. Above card signed by dozens of MPs and celebrities. George Eustice MP at our Parliamentary reception for the Crate Escape campaign.

## Plant-based solutions: Key activities and outputs

In 2023 we continued to engage food service industry professionals in our plant-based solutions programme, Forward Food, through provision of culinary trainings and advice.

We supported the development of a masterclass in plant-based cooking and menu development, for Sodexo Continental Europe. This involved co-running a workshop with staff from Sodexo COEU's CSR, development and food platform teams, the output from which was a masterclass framework. Our Forward Food chef trainer, Jenny Chandler, visited Sodexo's culinary school in Paris, Lenotre, to develop the agenda and format for their train the trainer programme to deliver the masterclass. As a result of this collaboration, a memorandum of understanding was signed with Sodexo with HSI/UK agreeing to continue supporting the masterclass delivery.

Later in the year, we engaged again with Sodexo UK chefs and managers at their annual Future Food Collective & Managers Conference in London. Our 'Forward Food: Plant-based, no waste, great taste!', session showed how seasonal, plant-based, ingredients can be key to a no waste kitchens - without sacrificing taste.

In February we conducted an all-day culinary training for 15 chefs from catering company Baxter Storey's Level 5 Academy at Woodspeen Cookery School.

Our advocacy to shift public sector catering towards more humane, low-carbon, plant-based menus led us to host a panel session and a culinary demo at Plant-Based World Expo Europe, in London. Our panel session, 'Changing the Culture of Food on University Menus' saw us joined by delegates from Sodexo UK and Ireland's Sustainability Division, the University of Reading, the University Caterers Organisation and NGO Plant-Based Universities. Sponsoring the panel discussion brought us visibility to the 3,700 global delegates attending, including government agencies. We also attended the Public Sector Catering Alliance Expo in October, building stronger alliances and networks with attendees.

During 2023 we built positive relationships with stakeholders within the UK's Ministry of Defence. Our Forward Food team conducted two culinary trainings for 30 chefs at the Food Service Training wing of the MOD, at Worthy Down base in January and October. The first training was held in collaboration with Plant Futures and Veganuary, and involved members of the MOD Vegan and Vegetarian Network in a tasting and discussion session with chefs. The second training enabled us to pilot our new 'canapés' training and was well received. We also had several productive discussions with an Army Field Services Warrant Officer around the inclusion of plant-based ration packs for Army personnel and held several productive meetings with the MOD Vegan and Vegetarian Network members, as well



as a Principal Logistician for the Army’s Warfighting Division, to discuss ways to improve food sustainability and inclusivity for serving personnel.

We presented at the MOD’s Veg Network’s AGM and wrote to the Defence Committee highlighting the need to provide more plant-based options to support service women’s experiences in the armed forces. We noted that one in five women identify as flexitarian, and almost double the number of women are vegetarian than men. We attended a working lunch at Whitehall on World Vegan Day where we presented our work supporting the MOD’s Food Service Training Wing over the past 18 months. The reception was attended by leading military figures in climate, sustainability, DEI and health. It was a good opportunity to network, identify new targets for our forthcoming recommendations to the MOD and make wider connections across the civil service.

Working with university caterers and future leaders in sustainable catering remains a priority for our Forward Food programme, so we were pleased to be invited to present to the Sodexo UK Universities and Schools division at the Heinz headquarters in London to discuss upskilling and enabling their chefs on plant-based cuisine. We also attended the University of West London’s Future Plates and Future Chefs conference in March, where we introduced students and delegates to a range of sustainable food approaches and delivered a cooking demo.

Following on from Forward Food culinary trainings and plant-based menu changes in previous years, we provided the catering team at Oxford Brookes University with an Environmental Impact Assessment that showed they had reduced their food-related greenhouse gas emissions by 28% by reducing their procurement of meat, dairy and eggs. Our positive engagement with numerous other universities continues.

Engaging the Government on environmental policy and the role of food systems within it was an important part of our strategy in 2023, and as such we delivered a joint submission to the UNFCCC Mitigation Work Programme, which the UK Government sits on, calling for food system transformation to be considered as future topics. We coordinated sign-on and secured support from 16 international animal welfare, food awareness and environment NGOs. In the summer we commenced a written dialogue with the office of Sir Lindsay Hoyle, Speaker of the House of Commons, following the Government’s independent advisers on climate change, the Climate Change Committee, publishing their annual progress report. The CCC stated reduced confidence in the UK being able to meet its emissions targets and called for dietary behaviour change as one of its key recommendations, including that the “Government should lead by example by visibly adopting these green choices”. We have offered support to increase plant-based options in House of Commons catering as a way to achieve this.



Photos (opposite page):  
Forward Food culinary training workshop at the Ministry of Defence, Worthy Down.

Photos (above top to bottom):  
Chefs plating up plant-based food at a Forward Food culinary workshop.  
HSI/UK’s plant-based advocacy specialist chairing a panel at Plant Based World Expo.

Finally, consumer awareness and engagement remains an important part of our strategy to demonstrate demand for change to Government and institutions. So in 2023 we launched an ‘EatKind in restaurants’ fundraising and awareness campaign during World Vegan Month whereby a small amount from the purchase of select plant-based dishes was donated to HSI/UK from restaurant partners. Associated promotional material such as table-talkers encouraged diners to sign our pledge to ‘EatKind’ for people, animals and the planet.

### Impact

- We ran culinary trainings for 30 chefs at the Food Service Training wing of the Ministry of Defence.
- We presented at a Military of Defence working lunch in Whitehall on World Vegan Day, engaging positively with leading MOD personnel.
- Plant-based procurement changes made at Oxford Brookes University following our Forward Food engagement has reduced its food-related greenhouse gas emissions by 28% and taken hundreds of animals off menus.
- We developed and delivered a masterclass in plant-based cooking and menu development for Sodexo Continental Europe, and signed an MOU with the company to support its plant-forward menu commitments.
- We delivered plant-based culinary training for 15 chefs from catering company Baxter Storey’s Level 5 Academy at Woodspeen Cookery School.
- We ran a culinary demonstration and panel session, ‘Changing the Culture of Food on University Menus’, at Plant-Based World Expo Europe, an event attended by 3,700 delegates.
- Our EatKind restaurant partnerships encouraged diners across the country to sign our pledge to embrace plant-based eating.
- We secured more than 30 MPs to support the campaign for The Crate Escape, and enabled more than 10,000 HSI/UK supporters to show their support for a ban.
- We attained baseline polling insights on public awareness and opinion on farrowing crates.
- We established a positive relationship with British pig farmer who will back our call for a farrowing crate ban in 2024.



## Promoting the development and use of non-animal methods in research and testing

### Need and scope

The UK has always been one of the top users of animals in research across Europe, with an annual average of more than 3.5 million uses of animals for the last decade. Animal use for research and testing in the UK shows no consistent or meaningful decline, despite mounting scientific evidence that animals poorly predict human responses for safety testing or for disease modelling and drug development and the fact animal ‘models’ are being rapidly outpaced by newer, non-animal technologies. Most of the animals used are rodents, with the other animals used in procedures in the UK in 2022 (the most recent data available) including dogs, cats, horses, sheep, rabbits, fish, birds, monkeys, and other non-human primates. Most of the animals are killed at the end of the experimental procedure.

As many as nine out of every 10 new drugs fail in human trials, and the leading contributor to this failure is lack of effectiveness and/or safety for people. This equates to huge loss of life – both animal and human, wasted research funding and, ultimately, a delay in the delivery of effective treatments to patients as a result of misleading results of animal testing. We owe it to ourselves and the animals to embrace and further develop the innovative non-animal technologies that are more reliable and more predictive of human responses.

Our UK Research and Toxicology team works closely with relevant stakeholders – scientific researchers, regulators and industrial partners – both in the UK and internationally, to promote the development and use of more human-relevant non-animal methods for testing and research.

### Goals

- 1) Redirect research funding away from support of animal models of human disease and towards the more human-relevant, non-animal research methods.
- 2) Increase awareness of non-animal research methods across all relevant stakeholders.
- 3) Promote further uptake of non-animal methods for toxicity (chemical safety) testing.
- 4) Work with policymakers and regulatory agencies to phase out animal models for toxicity (chemical safety) testing.

### Key activities and outputs

To redirect research funding away from animals and promote further uptake of non-animal methods in toxicity testing, we actively engage in scientific conferences, meetings, and workshops, and respond to public consultations. In addition, HSI/UK’s experts sit within the following groups:

- Animal Protection and Welfare Stakeholder Group (APAWSG) – within the Animals in Science Regulation Policy Unit of the Home Office
- The CIAO (Modelling the Pathogenesis of COVID-19 using the Adverse Outcome Pathway Framework) project
- Competent Authorities for Registration, Evaluation, Authorisation and Restriction of Chemicals and Classification, Labelling and Packaging and its sub-groups
- The European Chemical Agency Member State Committee
- The European Chemical Agency Expert Group on Endocrine Disruptors
- The International Council on Animal Protection in Pharmaceuticals Products
- The International Council on Animal Protection in OECD programmes

To increase awareness of the potential for non-animal methods to replace animals in biomedical research and testing, we wrote a scientific paper entitled ‘Poor Translatability of Animal Research using Animals – a Narrative Review’. This was published in the journal *Alternatives to Laboratory Animals*. We were invited to be a keynote speaker in an event organised by Animal Aid, Lush and XCellR8 that brought together students from several colleges to hear about the ground-breaking animal free science currently available and to help them (and their teachers) understand the potential of these techniques for replacing animals in laboratories. This was very well received, with positive feedback from all who attended, and indicates the importance of taking our message beyond the more established researchers, reaching students



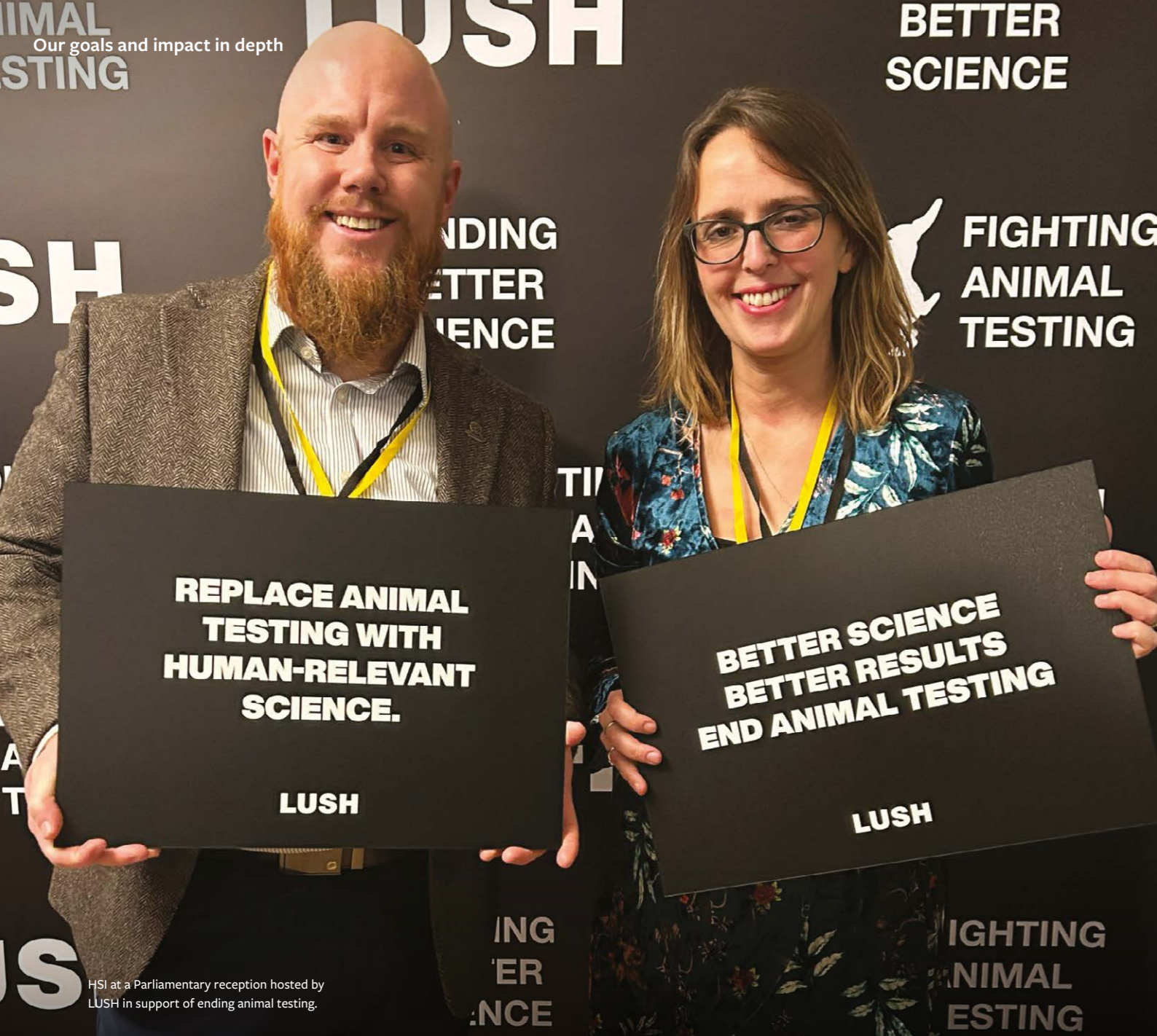
Photos (opposite page clockwise from top left):

HSI’s Claire Bass with celebrity Will Young and Daniel Zeichner MP at a Parliamentary reception in support of ending animal testing.

HSI’s Jay Ingram speaking on a panel at the World Congress on Animal Use and Alternatives.

Future of Science student conference event.

HSI stand at a conference; Animal Free Safety Assessment masterclass.



HSI at a Parliamentary reception hosted by LUSH in support of ending animal testing.

beginning their scientific careers helps them to understand how this exciting, progressive, and human-relevant science can be used in place of animals.

Our research and toxicology teams contributed a strong presence to the global, biennial event of the World Congress on Animal Use and Alternatives, where various members presented several talks and poster presentations focused on opportunities for replacing animals in drug and chemical testing. HSI experts were also asked to present the innovative master class produced by the Animal Free Safety Assessment (AFSA) Collaboration at the #UseScienceNotAnimals World Café. The master class is an educational tool developed by the AFSA Collaboration, led by HSI, which provides comprehensive instruction on the principles of conducting toxicological safety assessments without using animals for chemicals and consumer products. This event was vital in raising our visibility and in helping to strengthen existing collaborations.

As part of our specific UK-focused activities, we submitted a letter to the Animals in Science Policy Unit in response to its report on non-human primate use. We used this opportunity to flag the possible unintended consequences of creating self-sustaining colonies of non-human primates that could lead to increased NHP use, and we continue to use this platform to push for more serious consideration for total replacement of animals and request the development of strategies to support this.

We continue to attend quarterly meetings of the Animal Protection and Welfare Stakeholder Group, part of the Animals in Science Policy Unit at the UK Home Office. As part of this group, HSI/UK contributed to, and were joint signatories on, a letter to the Secretary of State outlining concerns with some elements of regulation of animal use in scientific procedures, and we offered several recommendations. We also helped craft the group's manifesto commitment statement submitted to the major political party leaders.

## BETTER SCIENCE

Our joint statement called for the party in power to commit to a plan to phase out all animal use for science.

We are active contributors to ICAPO and ICAPPP – these are international coalition groups that work together with the aim of replacing animals for chemical testing (ICAPO) and for drugs (ICAPPP). Through our membership of ICAPPP, we submitted comments in response to the reform of the EU pharmaceutical legislation. We used this opportunity to request adoption of the term ‘non-animal methods’ throughout the document, that reference to tests using animals was deleted and that the EU Directive on protection of animals used for scientific purposes is fully complied with in the revision, as it seeks to facilitate and promote the advancement of non-animal approaches. The opportunity to comment on EU activities helps us to maintain a competitive pressure for UK science to adapt, to remain in touch with EU advances and to ensure that, in terms of research and development innovation, the UK is not being left behind.

HSI's experts were invited to present their knowledge and experience at numerous high-profile events linked to the promotion of non-animal methods and phasing-out animal models relating to the toxicity testing of chemicals and consumer products. We presented at the Society of Environmental Toxicology and Chemistry international conference on predicting aquatic toxicity using a combination of non-animal approaches, and at the European Commission's Workshop on a Roadmap to Phase-Out Animal Testing in Chemical Safety Assessments.

In addition, our UK experts represented HSI at a European Chemicals Agency (ECHA) workshop on New Approach Methodologies and at the International Collaboration on Cosmetic Safety (ICCS) supporting the acceptance of non-animal methods for cosmetics testing.

- We have been engaged in shaping policy relating to animal testing, by requesting to be added to the UK Chemicals Stakeholder Forum within Defra, and providing comments in response to a meeting of a European Commission expert group, in collaboration with other animal protection NGOs, providing scientific arguments against the introduction of additional animal tests and supporting the deletion of existing animal tests in the EU regulation governing the manufacture and import of chemical substances.



*We owe it to ourselves and to animals to promote non-animal research methods, which are more reliable and human-relevant.*

### Impact

- Our scientific paper published in the journal *Alternatives to Laboratory Animals* was the fourth-highest read article in the journal in 2023.
- We contributed to the draft framework for training and continuous professional development under the Animals (Scientific Procedures) Act. We raised issues relating to animal research, and requested that training in literature searching was part of the learning outcomes. We will continue to monitor this, with the aim of ensuring that any training offered considers the 3Rs (of replace, reduce and refine animal use) to their fullest extent.
- We presented at several events which were attended by regulators, industry representatives and policymakers, providing opportunities for furthering the cause of ending the regulatory requirements to test on animals.

A disaster relief team from HSI deployed to Türkiye to help animals and people after a devastating 7.8 magnitude earthquake.



*When disaster strikes, HSI's Animal Rescue Team provide life-saving relief.*

## Disaster response and rescue

### Need and scope

In 2023 animals continued to experience the impacts of disasters, from the devastating earthquakes in Türkiye, to hardships felt by the UK's rescue and rehoming sector due to the economic crisis. HSI/UK continued to support our global disaster response team to quickly, effectively and safely help affected animals and people, as well as to provide grants to partner organisations which are best-positioned to provide emergency financial support in the UK.

### Key activities and outputs

HSI/UK's grant to the RSPCA in support of expanding its pet food bank programme concluded. Our funds helped the RSPCA to secure dedicated resources in the form of a coordinator for each of the three regions - North, Central and Southern, who will be responsible for coordinating response to local need, and overseeing the supply and allocation of pet food. The programme in the North is the furthest developed, and during 2023 this project distributed over one million daily pet meals, and delivered 11 'Community Paws' events to provide support (including welfare advice and veterinary vouchers) at food banks to over 500 pets and their owners.

With certain UK campaign plans put on hold due to a less favourable political climate for animal protection in the UK, we were able to use an underspend to award end of year grants to the Association of Dogs and Cats Homes (£20,000), Jakarta Animal Aid Network (£20,000) and Hopefield Animal Sanctuary (c. £15,000) to support both training and hands-on animal rescue projects in 2024.

### Impact

- HSI's Türkiye earthquake response team's efforts saved more than 1,500 animals' lives and were featured in the Daily Express, Newsweek and the Independent, amongst other global coverage.
- Our \$75,000 grants to partners involved in the Türkiye earthquake response provided medical equipment including X-ray and blood testing capabilities to the Hatay field clinic. More than 1,000 earthquake and vehicle accident victim animals have been helped.
- Our grant in support of expansion of the RSPCA's pet food bank programme helped enable the distribution of over one million daily pet meals.



**Photo (left):** Cats in the aftermath of an earthquake in Türkiye.

## General

We continued our involvement with, and contributions to, several umbrella bodies during 2023, including the Association of Lawyers for Animal Welfare, the All-Party Parliamentary Group for Animal Welfare, the CITES Liaison Group with the UK CITES Management Authority, the Fur Free Alliance, and Wildlife and Countryside Link. Our senior campaigns director remained Chair of Link's Animal Welfare Strategy Group for a seventh year, and HSI/UK's senior campaign adviser continues to hold a seat on the Fur Free Alliance's Executive Committee.

## Media communications, celebrity engagement and online support engagement

During 2023, we continued to achieve high levels of international and national media coverage for both our UK and global campaigns. We recorded 730 UK media hits, reaching a wide and diverse audience with our expert opinions on a range of high-profile animal issues discussed in the media. Our media outreach strategy, press releases and reactive media statements secured stories and quotes in influential outlets across the political spectrum, including the Guardian, the Times, the Daily Mail, the Daily Mirror, the Daily Telegraph, the Independent, the Daily Express and the the BBC.

Throughout the year we strengthened relationships with our celebrity supporters such as Dame Joanna Lumley, Dr Amir Khan, Pete Wicks and Kirsty Gallacher. We also expanded our network of celebrity supporters, building relationships with new contacts who have lent their voices to support HSI's work, including Will Young, Susie Dent and Ivo Graham.

We continued to grow our brand awareness and network of supporters through our dedicated HSI/UK social media channels. Our social media strategy led to a 7% increase in our combined following over the course of the year, growing our supporter base and reaching new audiences with our messages. On X (formerly Twitter), our posts received over 2,400,000 impressions in 2023. Our Facebook content reached more than 1,700,000 people and on Instagram over 130,000 people saw our posts.



# Governance and policies

The Humane Society International (UK) is a charity registered in England and Wales (registration number 1098925) and a company limited by guarantee (registration number 04610194). The company was established under a Memorandum of Association which establishes the objects and powers of the charitable company and is governed under its Articles of Association as amended on 18 October 2016. In the event of the company being wound up, members are required to contribute an amount not exceeding £1.

## Recruitment and appointment of the Trustees

As per the Articles of Association, the Trustees are empowered to replace and recruit new members or appoint additional members to the board. Trustees serve three-year terms.

## Trustees' induction and training

Trustees are introduced to and kept up to date with developments within the Charity's sphere of operations by the existing Trustees. Steps are taken to ensure that all Trustees are kept abreast of charity regulations with appropriate updates.

The Trustees who served the Charity during the period and up to the date this report was approved, are:

Cristobel Block

Alexandra Gabrielle Freidberg

Jeffrey Flocken

Nina Pena (resigned 6 January 2023)

William Henry Hall III (appointed 1 February 2023)

## Organisational structure

The Humane Society International (UK) (HSI/UK) is affiliated with Humane Society International (HSI), the latter being incorporated in May 1991 in Washington DC, USA. HSI educates audiences worldwide about compassion toward animals; carries out direct animal care, rescue, and disaster response; provides technical and scientific support to local partners; and seeks to increase the priority given to animal protection issues by policymakers, industry, and civil society worldwide.

HSI is 100% controlled by The Humane Society of the United States (HSUS), a not-for-profit organisation, incorporated November 1954 in Delaware, USA. The primary purpose of HSUS is the worldwide advancement of humane treatment of animals through public education, awareness, and direct animal care programmes.

HSI/UK is also related to HSI and HSUS in that all current Trustees of HSI/UK are also Directors of HSI and HSUS.

The Trustees meet regularly to review the overall objectives of the Charity to ensure its effective performance. The administration of the Charity and the keeping of its financial books and records are carried out by the staff of the Charity with administration and supervision by the Trustees.

The Trustees delegate the day-to-day management of the Charity to the Executive Director, Nick Jones.

## Statement of Trustees' responsibilities

The Trustees, who are also directors of The Humane Society International (UK) for the purposes of company law, are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.

- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

As far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

## Public benefit

- The Trustees confirm that they have complied with the duty in the Charities Act 2011, Section 17, to have due regard to the Charity Commission's guidance on public benefit, which addresses the need for all charities' aims to be, demonstrably, for the public benefit.
- The public benefits of our work are expanded upon in the previous section (Our goals and impact in-depth) and include, but are not limited to, the following:
  - We continue to support major food services and higher education institutions to serve up a greater proportion of healthy, affordable plant-based food through our Forward Food programme.
  - We represent the interests of the sizable proportion of the British public and animal industries who wish to see animal welfare legislation passed (such as the Sentience Bill) and empower them to act effectively and collectively in support of this goal.
  - We help to prevent human-wildlife conflict by promoting and enabling the adoption of ethical wildlife management principles, helping to ensure both human safety and animal welfare.

- Our global campaign to end the fur trade would eliminate fur farming, a practice that leading virologists stress poses a major public health and pandemic risk.
- We support the delivery of humane street dog management programmes which sustainably reduce oversized dog populations and the associated problems they can cause people (e.g., bites, traffic accidents), and vaccinate against rabies to protect both human and canine populations.

### Remuneration policy

The Humane Society of the United States and its affiliates’ remuneration approach for employees, including key management personnel, is informed by regular reviews of salary practices of like-minded organisations, and the external economic climate including inflation levels. Salaries for all positions are managed through internal grading, to ensure equity and consistency. Our goal is to ensure that the total compensation and benefit packages available to our employees

are competitive, to attract and maintain a highly motivated staff that will ensure success in our efforts toward creating a humane society, while still offering the best value to the organisation

### Risk management

The Trustees are responsible for identifying and reviewing the risks to which the Charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. The Trustees have a risk register identifying all current major risks. Each item has been scored according to its perceived potential impact together with actions that either have or will be taken in mitigation. The risk register is reviewed annually by management and by the Trustees. One of the primary aims of the Board of Trustees is to provide assurance over the procedures in place to manage the identified risks.

PRINCIPAL RISKS AND UNCERTAINTIES	MITIGATION ACTIVITIES
<b>INFLATION AND COST OF LIVING CRISIS IMPACTS ON FUNDRAISING</b>	We continue to monitor and diversify our fundraising, to include more engagement opportunities and build relationships with new and existing donors. We will ensure that appropriate reserve levels are maintained.
<b>BUDGETARY SHORTFALL/ OVERSPENDING</b>	We review budgets and cashflow statements monthly, comparing actuals to the budget/forecast, with adjustments to cashflow being made, as necessary. Monitoring foreign exchange exposure is also part of this process.
<b>HIGH STAFF TURNOVER/LOSS OF KEY STAFF</b>	We offer competitive remuneration and hold regular salary and benefits package reviews. We promote opportunities for continuing professional development for staff. We consider succession planning as part of our regular performance management process. Annual reviews also ensure salaries can be adjusted as necessary with inflation to reduce stress and prevent difficulties in replacing staff.
<b>REPUTATIONAL RISK THROUGH NEGATIVE COMMUNICATIONS</b>	Policies have been put in place to ensure senior staff sign off on external communications. There is regular media and social media training for Communications staff. A system is in place for dealing appropriately and promptly with enquiries and complaints from the public.
<b>DATA AND INTELLECTUAL PROPERTY SECURITY</b>	We regularly review policies to ensure GDPR compliance and the standards set by the Fundraising Regulator. We seek external advice and run audits where necessary and have regular privacy and compliance training to ensure all staff are aware of their data responsibilities.
<b>CYBER SECURITY THREATS</b>	Our Information Security policies and processes protect us against cyber threats, including Multi Factor Authentication for all system access and regular staff training in online data security.
<b>FRAUD AND MISAPPROPRIATION OF FUNDS</b>	The charity’s finances are audited by external accountants and auditors. Robust internal controls are in place to prevent fund mismanagement, and collaborations with individuals or organisations are assessed for reputational risk, with agreements designed accordingly.

### Grant giving policy statement

HSI/UK disburses grants to other like-minded not-for-profit organisations and includes specific eligibility requirements. The grant approval process includes several steps. Details of the process are described below:

- Grant templates, drafted and approved by the Office of General Counsel (OGC), must be used to draft the agreement. If there is a change to the template language, approval must first be obtained from OGC.
- Further special circumstances – particularly grants involving lobbying activities, to individuals or non-profits – must receive additional approval from OGC, Accounting, and the HSI executive team. Full grantee identification, purpose, and banking information, as requested in the grant agreement, must be provided so that a background check on the grantee may be conducted.
- Budgets – and in particular, restricted funds – must be verified for sufficient funds and purpose prior to submission of the grant.
- The grant agreement must be signed by an authorised representative of HSI/UK and the grantee and then submitted to Accounts Payable for payment.

### Commitment to responsible fundraising and personal data protection

HSI/UK is registered with the Fundraising Regulator and follows its Code of Fundraising Practice. In 2023 we received and actioned four requests to stop communications via the Fundraising Regulator’s Fundraising Preference Service, compared to eight in the previous year.

Third parties contracted by HSI/UK to engage in fundraising/data management activities on its behalf are also required to adhere to relevant regulations and abide by the above codes, and HSI/UK staff maintain close oversight to ensure this. HSI/UK staff provide regular training to third party companies representing the organisation to supporters, including for fundraising purposes.

HSI/UK receives enthusiastic and positive responses to our communications with supporters. In 2023 only seven complaints were officially made to HSI/UK relating to fundraising practices, and these complaints were addressed, and concerns rectified within three working days of receipt, in accordance with our policy. HSI/UK considers all complaints very carefully and we continue to adjust our fundraising approaches to provide a positive experience for donors and supporters both on and offline, including looking at where improvements could be made to enhance our website users’ experiences.

HSI/UK’s privacy policy (available on our website at [hsi.org/privacy-notice.html](https://hsi.org/privacy-notice.html)) makes various commitments to ensure donors and supporters can be sure their personal data is kept secure, in accordance with data protection laws, as well as our commitment to be clear and transparent around the data we keep. HSI/UK has established a policy not to share any of its supporter data with other charities or companies.

HSI/UK has had a vulnerable persons policy, with respect to its fundraising activities since September 2016. This includes guidance for staff, and companies carrying out fundraising and donation processing on our behalf, on how to identify potentially vulnerable persons. This includes a procedure to ensure that such risks are appropriately flagged and recorded, and a policy to provide clear guidance for when donations should be queried or further investigated.

### Our team

At year-end, our team consisted of 28 staff, including staff performing international campaigns and programmatic roles. We continued to train all staff in many areas including diversity, equity and inclusion, crucial conversations, and compliance.





# Financial review

## Overview of financial position

HSI/UK ended FY2023 with a deficit of £18,344 compared with a deficit of £777,556 in FY2022.

Income increased to £3,453,028 (2022: £2,782,581) and was made up of donations and legacies made by generous supporters, raised through various fundraising campaigns and events. Legacies accounted for £785,500 in 2023 (2022: £618,168).

Our expenditure decreased by 2% to £3,471,372 in 2023 from £3,560,137 in 2022 and can be broken down as follows:

- Costs for raising funds: £1,108,437 (2022: £707,111) – these costs relate to creating and implementing digital marketing campaigns and fundraising activities/events used to attract supporters and generate donations. These include agency fees, advertising publications and other materials. In 2023, the Charity continued investing in its fundraising campaigns in a challenging economic climate and raised £2,641,234 in donations compared to £2,033,542 in 2022.

- Advocacy for animal welfare costs: £1,397,117 (2022: £1,532,846) – part of the campaign cost incurred in undertaking HSI/UK’s existing programmes is to promote animal welfare issues, undertaking research and disseminating education materials/newsletters, mailings, and other materials to policymakers, corporations, existing donors, and the public.

- UK support costs: £687,593 (2022: £555,077) – these were costs incurred to deliver programme activities and run the HSI/UK office. These include staff costs, legal and professional fees, travel, office occupancy, utilities, communications, and other sundry expenses.

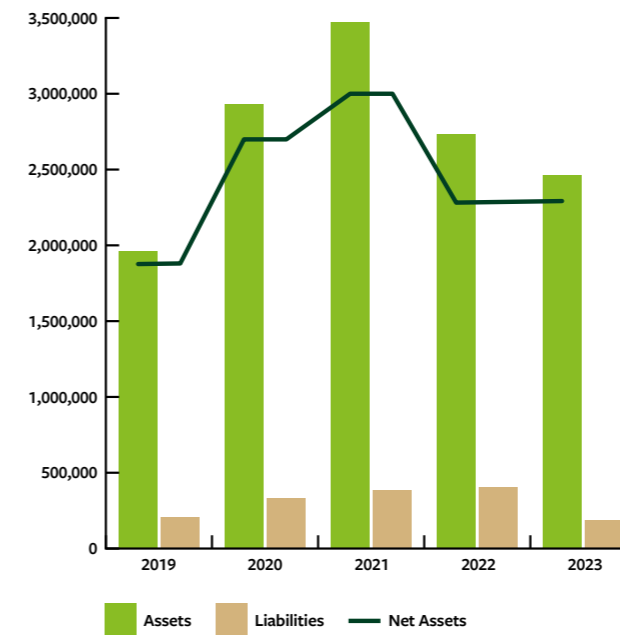
- Grants: £240,875 (2022: £733,591) – these were grants awarded to other charities in support of charitable, scientific or educational activities designed to further the objectives of HSI/UK in promoting animal welfare by providing direct care and/or rehabilitation of animals.

- Governance costs: £36,990 (2022: £31,512) – these are the audit fees for statutory reporting requirements.

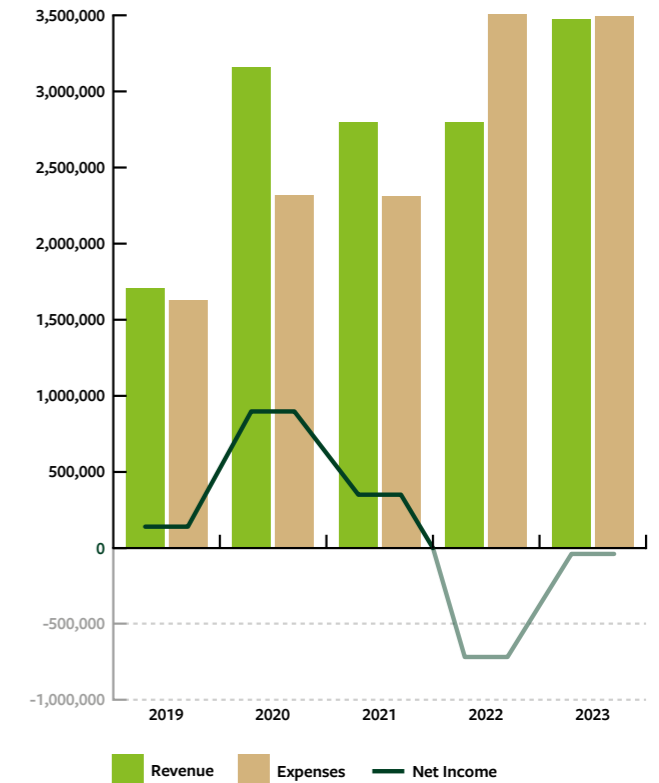
## 2019 – 2023

The illustration below shows our financial activities and position for the last 5 years.

Statement of Financial Activities 2019-2023



Statement of Financial Positions 2019-2023



## Approach to revenue generation

Our work for animals both in the UK and globally would not be possible without the generosity of our supporters. Our supporter ethos is that our supporters are the ones changing the world for animals and our goal is to ensure they feel that appreciation in each and every interaction with us. Additionally, we aim to offer a variety of engagement opportunities for supporters, including fundraising activities and events; cash appeals; being a regular donor; corporate, trust and foundation giving; legacy giving; and community/sponsorship events.

Our aim in 2023 was to move into an investment phase in key income areas, predominately focused on individual giving. We are mindful of our return on fundraising investments for our supporters, balancing short term investment with medium term growth which is essential to ensure we can fund our ambitious work to end animal cruelty around the globe. Our goal is to diversify and significantly grow fundraising income in the coming years.

We would like to thank our valued supporters who once again stood by HSI/UK in our work to end animal cruelty. Their generosity ensured we were able to reach our charitable aims, helping animals around the world. For that, we are immensely grateful.

Our fundraising work was focused on three areas:

- 1) Marketing
- 2) Legacy
- 3) Philanthropy

Our focus in 2023 was, and continues to be on:

- More testing on messaging, ensuring we have a healthy number of campaigns for which we can raise money effectively and engage our supporters.
- Remaining donor-centric in our approach, ensuring our donors are at the heart of all we do. This includes offering a variety of ways for supporters to engage with us, both financially and through taking action.

- Strengthening our brand through integrated fundraising, communications and campaigns.
- Creating a healthy mix of both restricted and unrestricted income, ensuring we are funding what is required for the organisation. We aim to raise enough funds to generate a healthy surplus.
- Diversifying our income stream as well as our supporter base to make us less vulnerable during times of globally economic instability.
- Creating a solid base of predictable income by focusing on regular givers and multi-year philanthropic gifts.

### Legacies:

In 2023 we received £785,500 in legacy gifts from supporters who so kindly and generously remembered our work in their wills. HSI/UK maintains a long-standing partnership with Legacy Link, which we work with to identify all legacy gifts to which HSI/UK are entitled and ensure the efficient and lawful processing of all legacy gifts.

Throughout the year, we continued to increase investment in our legacy promotions programme. The aim of the programme is to inspire more supporters to consider, and ultimately bequeath, legacy gifts to ensure the future financial stability of the charity.

### Key achievements in 2023 include:

- Continued growth in legacy income from 2022. Legacy income continues to trend positively upwards, showing significant annual growth over the past 5 years.
- Increased investment in legacy prospecting campaigns on our social media channels, which has generated large increases in the number of supporters indicating that they would consider leaving a legacy gift to HSI/UK.

### Individual giving:

In 2023 our small gift income programme raised £1,768,796 (including gift aid). This was generated by around 6,500 of our loyal supporters responding to our direct mail appeals, over 2,000 committed supporters making regular gifts through direct debits, and our incredible digital donors.

A big focus for the programme in 2023 was kickstarting acquisition activity as we look to future-proof income through regular giving from direct debits. In 2023 we started testing Direct Response Television (DRTV) in the UK which performed well and has laid the foundations for an ambitious growth strategy heading into the next strategic period from 2024.

### Key achievements in 2023 include:

- Successfully starting our acquisition activity with the ‘Lucky’ TV ad. This has kickstarted recruitment of valuable direct debit supporters and shows we have a strong proposition the UK public resonate with.
- Developing a UK specific donation landing page with the option to donate either monthly by direct debit or by cash which supported our DRTV activity and enabled us to offer the option for supporters to give cash donations online as part of the Christmas warm mail appeal.
- Enhancing the Mid Level Supporter journey by sending ‘Up Close’ magazine – a behind the scenes in depth update about a specific area of our work developed by the legacy team – to our mail responsive supporters giving over £500, resulting in a 31% response rate – the strongest for this segment of supporters in 2023.
- Raising more than £1.2m from our online digital supporter community.



Photo (left): A vet practice raised funds for HSI by hosting a Paw Party event.

Photos (opposite page left to right): Supporters with their medals after walking 50km to raise money for HSI. A fundraising yoga event in support of HSI.

### Community outreach:

In 2023 our incredible UK-wide team of fundraisers raised over £17,900, taking on a range of challenges to help animals in need around the world.

One of our supporters raised over £2,000 by running a rally and yoga event while two others took on the Race To The Stones Challenge, walking an epic 50 kilometres in 10 hours to raise money for HSI/UK. These are just two examples of the wonderful ways our community supporters got involved in 2023.

Throughout the month of September we piloted the first ever HSI/UK owned event - ‘Paw Party’ – an initiative to inspire people across the country to celebrate with their furry friends by throwing a pet party and raising money for HSI/UK. We were pleased this raised £3,000 and engaged 67 organisers to host an event.

Also new this year was ‘EatKind in Restaurants’, a pledge for restaurants to donate a percentage of the cost of a vegan dish – we built partnerships with 10 restaurants and raised c. £360 which is a great start to build on.

Our annual Stand Up For Animals fundraising evening at The Comedy Store in London raised over £9,800 through ticket sales and a raffle of prizes generously donated by vegan and cruelty-free companies.

### Major donors, corporates, and trusts:

We were extremely grateful to receive over £428,000 in philanthropic donations from high-net-worth individuals, trusts and foundations, and corporate donors. Several of these donations were restricted to specific projects, including our farmed animal welfare campaign, advocacy work and campaign to end the dog meat trade in South Korea.

Our portfolio of companies partnering with us to support our work also increased, with income up from the previous year by almost £39,000, raising close to £233,000 in 2023. This includes over £166,000 in Gift in Kind.

Throughout 2023, the fundraising team focused on cultivating meaningful relationships with new networks of individuals, companies, and trusts and foundations to advance our work within the UK and internationally. We held a successful major gifts dinner, which led to three prospects wanting to engage further with HSI, and our existing donors feeling appreciated. Our target for response rates of trust applications was exceeded, with the team achieving a 22% response on trust applications sent, against a target of 10%. A strategic decision was made to apply to less trusts, but increase both the quality and size of applications sent. Our corporate income target was exceeded by nearly £72,000 and our workplace giving target was also exceeded by £4,400.

Some of our most significant corporate donations included Crown and Paw, which generously donated £132,000 worth of Gifts in Kind for our South Korean rescue dogs and cats who are in shelters in LA and Philadelphia. To date they have donated over £242,000 to HSI since 2019.

Arcus Foundation donated £88,000 to support the care of over 60 chimpanzees living at our Second Chance Chimpanzee Refuge Liberia sanctuary. The chimpanzees were left on remote estuary islands in Liberia following their use in invasive research for decades by a U.S. biomedical organisation.

We were delighted to receive close to £53,000 from 11 Bit Studios in 2023 to aid more animals affected by the conflict in Ukraine. We are so grateful for this ongoing partnership, which has helped around 230,000 animals by raising close to £322,000 since 2019.

Veg Trust donated £46,000 towards our Forward Food campaigns in the UK and Brazil, with £25,000 of this going to the UK project. We are very grateful to have this new trust on board and look forward to collaborating moving forward.

Our partnership with Olsen Animal Trust continued in 2023. Their generous donations supported our efforts to end the dog meat trade in Asia. With this gift we were able to rescue 200 dogs from a slaughterhouse in South Korea, less than 100km from Seoul. Their donation helped us to close down this farm, which had been in operation for nearly 30 years, rescue the



dogs and demonstrate that there are sustainable alternatives for those currently reliant on the trade, serving as a model for change across the country.

LUSH generously donated £10,000 in 2023 and attended a gala dinner that the HSI/UK team held in September.

### Reserves policy

Each year, the Trustees consider the appropriate level of free reserves. HSI/UK's reserve policy is to maintain a level of free reserves that will enable the charity to maintain a continuity of activity and to adjust, in a measured way, to changes in the economic environment. The Trustees agree that free reserves equivalent to three months of operating expenditures are appropriate.

At 31 December 2023, free reserves measured as £1,869,734 (2022: £1,885,292) which exceeds the company reserves policy (three months of operating costs in 2023 = £594,069). Excess of the reserves over the established level will be proactively used in 2024 to further support animal protection work on HSI's priority campaigns via HSI/UK's affiliates overseas, as well as to cover unexpected expenses. The Trustees intend to continue to work towards maintaining free reserves and financial results achieved during 2023.

### Going concern

The Trustees reviewed the HSI/UK financial plans in December 2023 as part of their normal annual review, as well as the charity's principal financial risks. They are satisfied that HSI/UK has sufficient resources to continue operating for the foreseeable future and the accounts have been prepared in the knowledge that HSI/UK is a financially viable organisation. HSI/UK anticipates continued support, if necessary, from our parent organisations in the US, The Humane Society of the United States and Humane Society International.

#### Registered Office:

5 Underwood Street  
London  
N1 7LY

#### Auditors:

BDO LLP  
55 Baker Street  
London  
W1U 7EU





## Plans for future periods

In 2024, the Trustees look forward to overseeing the charity's current campaigns and its response to evolving opportunities and threats to animal welfare in the UK.

The Trustees also continue to encourage and support HSI/UK in its endeavours to improve animal welfare around the globe, through both advocacy campaigns and financial support for HSI's international programmes.

We are ambitious for our work to protect animals in the UK and around the world, supported by our many friends and supporters in the UK. We thank our partners and supporters for their continued dedication to protecting the welfare of animals, and creating a more compassionate and humane society.

In preparing this report, the Trustees have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

APPROVED BY THE TRUSTEES ON

October 25, 2024

AND SIGNED ON THEIR BEHALF BY

CRISTOBEL BLOCK, TRUSTEE

# Statement of Financial Activities

**The Humane Society International (UK) Statement of Financial Activities for the year ended 31 December 2023**  
(incorporating income and expense accounts)

	Note	Unrestricted Funds (£)	Restricted Funds (£)	2023 (£)	Unrestricted Funds (£)	Restricted Funds (£)	2022 (£)
<b>INCOME FROM:</b>							
Donations and legacies	2	3,189,744	255,973	3,445,717	2,215,282	558,793	2,774,075
Other trading activities		7,311	-	7,311	8,506	-	8,506
<b>Total income</b>		3,197,055	255,973	3,453,028	2,223,788	558,793	2,782,581
<b>EXPENDITURE ON:</b>							
Raising funds	3	1,108,437	-	1,108,437	707,111	-	707,111
<b>Charitable activity</b>							
Promoting animal welfare	4	2,104,176	258,759	2,362,935	2,477,911	375,115	2,853,026
<b>Total expenditure</b>		3,212,613	258,759	3,471,372	3,185,022	375,115	3,560,137
<b>Net expense</b>		(15,558)	(2,786)	(18,344)	(961,234)	183,678	(777,556)
<b>RECONCILIATION OF FUNDS</b>							
<b>Fund balance brought forward at 1 January 2023</b>		1,885,292	424,123	2,309,415	2,846,526	240,445	3,086,971
<b>Fund balance carried forward at 31 December 2023</b>		1,869,734	421,337	2,291,071	1,885,292	424,123	2,309,415

The Humane Society International (UK) has no recognised surpluses or deficits other than those disclosed above. All transactions relate to continuing activities. This incorporates income and expenditure accounts.

The notes on pages 49 to 55 are an integral part of these financial statements.

# Balance Sheet

**The Humane Society International (UK) Balance Sheet at 31 December 2023**  
Company number 04610194. Charity registration number 1098925.

	Note	2023 (£)	2022 (£)
<b>CURRENT ASSETS</b>			
Debtors	10	753,919	491,173
Cash at bank and in hand		1,718,426	2,277,441
		2,472,345	2,768,614
<b>CURRENT LIABILITIES</b>			
Creditors: amounts falling due within one year	11	(181,274)	(459,199)
<b>NET CURRENT ASSETS</b>		2,291,071	2,309,415
<b>NET ASSETS</b>		2,291,071	2,309,415
<b>FINANCED BY:</b>			
Restricted funds	12	421,337	424,123
Unrestricted funds	12	1,869,734	1,885,292
<b>TOTAL FUNDS</b>		<b>2,291,071</b>	<b>2,309,415</b>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

These financial statements were approved by the Board of Directors and authorised for issue on 25/10/24. They were signed on its behalf by:



**William H. Hall, Treasurer**

The notes on pages 49 to 55 are an integral part of these financial statements.



# Statement of Cash Flows

## The Humane Society International (UK) Statement of Cash Flows (SOFA) for the year ended 31 December 2023

	Note	2023 (£)	2022 (£)	
<b>Cash from operating activities</b>				
Net cash (used in) operating activities	A	(559,015)	(775,692)	
(Decrease) in cash and cash equivalents in the year		(559,015)	(775,692)	
<b>Cash and cash equivalents at the beginning of the year</b>		<b>2,277,441</b>	<b>3,053,133</b>	
Total cash and cash equivalents at the end of the year		1,718,426	2,277,441	
<b>A) Reconciliation of net income to net cash flow from operating activities</b>				
(Net expense) for the reporting period (as per the statement of financing activities)		(18,344)	(777,556)	
(Increase) in debtors		(262,746)	(73,330)	
(Decrease)/increase in creditors		(277,925)	75,194	
Net cash (used in) operating activities		(559,015)	(775,692)	
<b>Analysis of changes in net debt</b>				
	<b>At 1 Jan 2022 (£)</b>	<b>Cash flows (£)</b>	<b>Other changes (£)</b>	<b>At 31 Dec 2023 (£)</b>
Cash at bank and in hand	2,277,441	(559,015)	-	1,718,426
<b>TOTAL</b>	<b>2,277,441</b>	<b>(559,015)</b>	<b>-</b>	<b>1,718,426</b>

The Humane Society International (UK) has no recognised surpluses or deficits other than those disclosed above. All transactions relate to continuing activities. This incorporates income and expenditure accounts.

The notes on pages 49 to 55 are an integral part of these financial statements.

# Notes to the Financial Statements

## 1. Legal structure and significant accounting policies

### 1.1 Legal structure

The Humane Society International (UK) is a private company limited by guarantee, registered in England and Wales, company number 04610194 and a registered charity number 1098925. The organisation was incorporated on 5 December 2002 and was registered as a charity on 11 August 2003. The organisation is governed by its Memorandum and Articles of Association as amended on 18 October 2016.

### 1.2 Accounting convention

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 October 2019) - (Charities SORP (FRS102) (second edition - October 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and Companies Act 2006.

### Basis of measurement:

The financial statements have been prepared on a historical cost basis. The preparation of financial statements in compliance with FRS102 requires the use of certain critical accounting estimates. It also requires management to exercise judgement in applying accounting policies.

### 1.3 Income

Income is received by way of grants, legacies, royalties/license fees, donations and gifts and is included in full in the statement of financial activities when receivable. Income is recognised when the Charity has entitlement to the funds, it is probable the income will be received, the amount can be measured reliably and any performance conditions have been fully met.

### 1.4 Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure that meets these criteria is charged to the fund. Restricted funds are mostly comprised of donations received for the International Animal Rescue and Ukraine and Eastern Europe Response campaigns.

### 1.5 Allocation of expenditure

Support costs have been allocated to raising funds and charitable activities on the basis of expenditure incurred, pro-rated where appropriate using the proportions of the staff time engaged in these functions. Expenditure includes irrecoverable VAT where applicable.

Expenditure has been recognised on an accruals basis.

Grants payable, which do not have any conditions attached, are accounted for in full as liabilities of the Charity when approved by the Trustees and notified to the recipient. Grant payables to third parties are included in expenditure for charitable activities. Where unconditional grants are made, these amounts are recognised when a legal or constructive obligation is created, typically when the recipient is notified that a grant will be made to them. Where grants are conditional on performance, the grant is only recognised once any unfulfilled conditions are outside of the control of the Charity.

Expenses that can be attributed to a specific program or support service are charged accordingly to their natural expenditure classification. Certain costs common to multiple functions have been allocated among raising funds and promoting animal welfare. General and administrative expenses include those costs that are not directly identifiable to any specific function, but provide for the overall support of the Charity.



**The Humane Society International (UK) Notes to the Financial Statements for the year ended 31 December 2023****1.6 Foreign currency**

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange prevailing at the accounting date. Transactions in foreign currencies are recorded at the date of the transactions. All differences are taken to the Statement of Financial Activities.

**1.7 Financial instruments**

The Charity has financial assets and liabilities only of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**1.8 Going concern**

The Trustees are required to prepare the financial statements on the going concern basis unless it is not appropriate. The Trustees have reviewed the going concern status of the Charity by considering the cash position of the Charity as at 31 December 2023, together with the anticipated level of funding for the coming year and the expected continued support of its parent, The Humane Society of the United States (HSUS). Based on this review, the Trustees have concluded that the financial statements should continue to be prepared on the going concern basis.

The Trustees reviewed the HSI UK plans in September 2024 and were satisfied that these plans were affordable and that the accounts should be prepared on a going concern basis.

Given the strength of the balance sheet and availability and liquidity of unrestricted Net Assets, totalling around £1.9M, the Trustees believe that, while uncertainty exists, this does not pose a material uncertainty that would cast doubt on the Charity's ability to continue as a going concern. The Trustees, therefore, consider it appropriate for the accounts to be prepared on a going concern basis.

**2. Donations and legacies**

	Unrestricted Funds (£)	Restricted Funds (£)	2023 (£)	2022 (£)
Donations	2,385,261	255,973	2,641,234	2,033,542
Legacies	785,500	-	785,500	618,168
Royalty & License fees	18,983	-	18,983	122,365
Other income	-	-	-	-
	<b>3,189,744</b>	<b>255,973</b>	<b>3,445,717</b>	<b>2,774,075</b>

The donations and legacies income in 2022 was £2,774,075 of which £2,215,282 was unrestricted and £558,793 was restricted.

As at 31 December 2023, legacies where HSI/UK have entitlement but the remaining revenue recognition criteria have not been met, amount to £210,098.55 (2022: £277,121).

**3. Raising funds**

	Unrestricted Funds	Restricted Funds	2023	2022
Campaign costs	1,108,437	-	1,108,437	707,111
	<b>1,108,437</b>	<b>-</b>	<b>1,108,437</b>	<b>707,111</b>

The campaign costs in 2022 were £707,111 of which £707,111 was unrestricted and £Nil was restricted.

**1.9 Judgment in applying accounting policies and key sources of estimation**

The preparation of financial statements requires management to make estimates and judgments that affect the reported amounts of assets and liabilities and actual outcomes could differ from those estimates.

**1.10 Concentration of credit risk**

The Charity's assets that are exposed to credit risk consist primarily of gifts and other receivables, and related party transactions. The Charity's gifts and other receivables balance consists primarily of amounts due from individuals and corporations. Historically, the Charity has not experienced significant losses related to the receivable balances and, therefore, the credit risk to them is minimal.

**1.11 Legacy accounting policy**

For legacies, entitlement is taken as the earlier of the date on which either the Charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the Charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

**The Humane Society International (UK) Notes to the Financial Statements for the year ended 31 December 2023****4. Promoting animal welfare**

	Unrestricted Funds (£)	Restricted Funds (£)	2023 (£)	2022 (£)
Advocacy for animal welfare costs	1,302,033	95,084	1,397,117	1,532,846
Grants paid (note 5)	77,200	163,675	240,875	733,591
UK support costs (note 6)	687,953	-	687,953	555,077
Governance costs (note 7)	36,990	-	36,990	31,512
	<b>2,104,176</b>	<b>258,759</b>	<b>2,362,935</b>	<b>2,853,026</b>

Expenses for promoting animal welfare in 2022 were £2,853,026 of which £2,477,911 was unrestricted and £375,115 was restricted.

**5. Grants paid**

	Unrestricted Funds (£)	Restricted Funds (£)	2023 (£)	2022 (£)
Animal Friends Manado Indonesia	-	-	-	12,217
Animal Spay and Neuter International	20,000	-	20,000	20,000
Asociatia Nomad Vet	-	19,888	19,888	20,008
Association of Dogs and Cats Homes	20,000	-	20,000	50,000
Bio-Diversity Conservation Foundation	-	-	-	58,020
British Divers Marine Life Rescue (BDMLR)	3	9,997	10,000	-
Cornwall Seal Group	-	-	-	2,770
DogsnHomes Rescue	-	-	-	19,850
Evsiz Hayvanlari Ve Dogayi Koruma Dernegi	-	10,082	10,082	-
Hopefield Animal Sanctuary	14,800	-	14,800	5,000
Humane Society International	-	21,000	21,000	216,440
Humane Society International Europe	-	-	-	261,286
Humane Society International Liberia	2,397	66,818	69,215	-
Jakarta Animal Aid Network	20,000	-	20,000	18,000
Protection of Animals Welfare Society (PAWS)	-	11,290	11,290	-
Royal Society for the Prevention of Cruelty to Animals	-	-	-	50,000
War Paws Limited	-	24,600	24,600	-
	<b>77,200</b>	<b>163,675</b>	<b>240,875</b>	<b>733,591</b>

Grants paid in 2022 were £733,591 of which £535,195 was unrestricted and £198,396 was restricted.

11 grants (2022: 12) were paid to institutions in year and nil grants (2022: Nil) were paid to individuals.

## The Humane Society International (UK) Notes to the Financial Statements for the year ended 31 December 2023

## 6. UK support costs

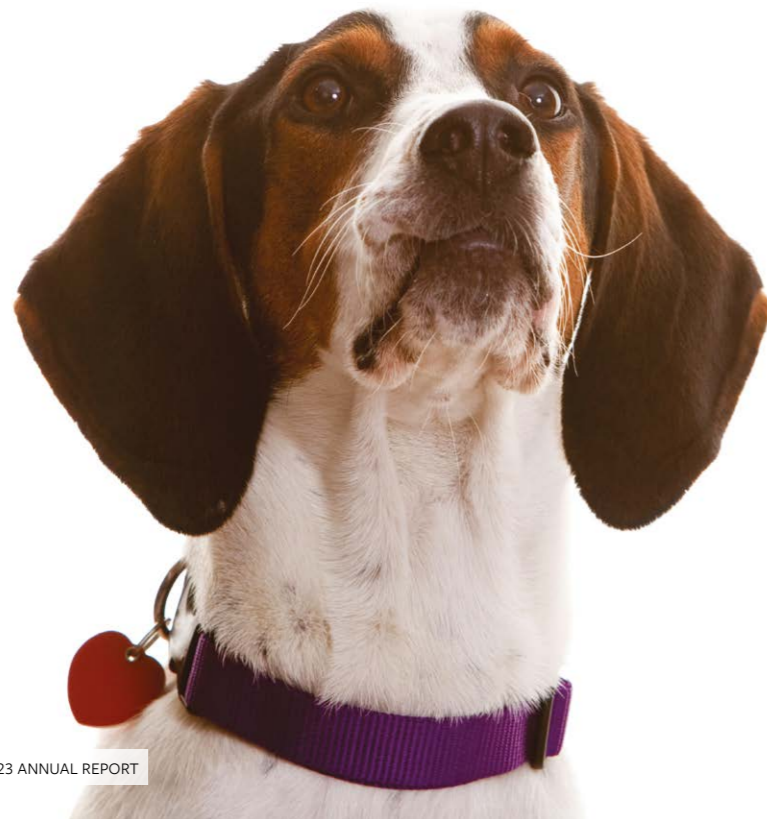
	Unrestricted Funds (£)	Restricted Funds (£)	2023 (£)	2022 (£)
Management overhead	379,926	-	379,926	346,575
Staff costs	183,819	-	183,819	100,657
Legal and professional fees	21,236	-	21,236	7,734
Rent	32,233	-	32,233	32,178
Bank charges	9,977	-	9,977	12,367
Insurance	3,116	-	3,116	2,776
Subscriptions	661	-	661	173
Accountancy	-	-	-	2,640
Printing, postage and stationery	44,684	-	44,684	29,066
Travel	6,359	-	6,359	15,411
Telecommunications	5,904	-	5,904	5,357
Sundry expenditure	-	-	-	58
Foreign exchange differences	38	-	38	85
	<b>687,953</b>	<b>-</b>	<b>687,953</b>	<b>555,077</b>

HSI/UK office costs in 2022 were £555,077 of which £555,077 was unrestricted and £Nil was restricted.

## 7. Governance costs

	Unrestricted Funds	Restricted Funds	2023	2022
Audit fees:				
Current period	<b>36,990</b>	<b>-</b>	<b>36,990</b>	<b>31,512</b>

The governance costs in 2022 were £31,512 of which £31,512 was unrestricted and £Nil was restricted.



## The Humane Society International (UK) Notes to the Financial Statements for the year ended 31 December 2023

## 8. Wages and salaries

	Unrestricted Funds (£)	Restricted Funds (£)	2023 (£)	2022 (£)
Wages and salaries	1,459,192	24,825	1,484,017	1,238,395
Social security costs	165,405	-	165,405	148,223
Employee Benefits	51,439	-	51,439	48,541
	<b>1,676,036</b>	<b>24,825</b>	<b>1,700,861</b>	<b>1,435,159</b>

The wages and salaries costs in 2022 were £1,435,159 of which £1,435,159 was unrestricted and £Nil was restricted.

The average number of employees during the year was 25 (2022: 22). The number of employees at 31 Dec was 28 (2022: 26).

The Trustees consider the Trustees and Executive Director as the key management personnel of the Charity. The total wage cost including the employer's social security and pension contributions of the key management personnel was £115,811 (2022: £118,157).

	2023		2022*	
	UK	Intl	UK	Intl
£60,000 - £70,000	3	4	2	1
£70,000 - £80,000	0	0	1	1
£80,000 - £90,000	1	1	0	1
£90,000 - £100,000	1	1	1	0
£100,000 - £110,000	1	0	0	0
<b>TOTAL</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>3</b>

HSI/UK employs international staff ("Intl") who are based in the UK, but are dedicated to HSI's global work rather than on UK campaigns and activities. They report into managers and teams based outside of the UK.

\*The disclosure was omitted from the prior year financial statements in error.

## 9. Taxation

The Humane Society International (UK) is a registered charity and therefore is not liable to income tax or corporate tax on income or gains derived from its charitable activities, as they fall within the various exemptions available to registered charities.

## 10. Debtors

	2023 (£)	2022 (£)
Other debtors	201,702	203,777
Prepayments and accrued income	552,217	287,396
	<b>753,919</b>	<b>491,173</b>

## 11. Creditors: amounts falling due within one year

	2023 (£)	2022 (£)
Trade creditors	86,891	396,197
Accruals	94,383	63,002
	<b>181,274</b>	<b>459,199</b>

**The Humane Society International (UK) Notes to the Financial Statements for the year ended 31 December 2023****12. Funds**

Analysis of net assets between funds	Unrestricted (£)	Restricted (£)	2023 (£)
Cash at bank and in hand	1,297,089	421,337	1,718,426
Debtors	753,919	-	753,919
Current liabilities	(181,274)	-	(181,274)
At 31 December 2022	1,869,734	421,337	2,291,071

Analysis of net assets between funds	Unrestricted (£)	Restricted (£)	2022 (£)
Cash at bank and in hand	1,853,318	424,123	2,277,441
Debtors	491,173	-	491,173
Current liabilities	(459,199)	-	(459,199)
At 31 December 2021	1,885,292	424,123	2,309,415

**13. Movement of funds**

Analysis of fund movements	Balance 2022 (£) b/fwd	Incoming resource (£)	Resources expended (£)	Balance 2023 (£) c/fwd
Restricted	424,123	255,973	258,759	421,337
Unrestricted	1,885,292	3,197,055	3,212,613	1,869,734
Total	2,309,415	3,453,028	3,471,372	2,291,071

Analysis of fund movements	Balance 2021 (£) b/fwd	Incoming resources (£)	Resources expended (£)	Balance 2022 (£) c/fwd
Restricted	240,445	558,793	375,115	424,123
Unrestricted	2,846,526	2,223,788	3,185,022	1,885,292
Total	3,086,971	2,782,581	3,560,137	2,309,415

**14. Restricted funds**

Breakdown of restricted funds	Balance 2022 (£) b/fwd	Incoming resources (£)	Resources expended (£)	Balance 2023 (£) c/fwd
International Animal Rescue	298,637	128,001	103,812	322,826
Dog Meat Trade	2,690	36,694	26,198	13,186
Mauritius Program	11,752	-	11,752	-
Seals UK	9,997	-	9,997	-
Ukraine and Eastern Europe Response	101,047	-	15,722	85,325
Liberia Chimps	-	67,278	67,278	-
Stopping Animal Cruelty	-	3,000	3,000	-
Brazil Plant Based Campaign	-	21,000	21,000	-
	<b>424,123</b>	<b>255,973</b>	<b>258,759</b>	<b>421,337</b>

**The Humane Society International (UK) Notes to the Financial Statements for the year ended 31 December 2023****15. Lease commitment**

SOFA: Net expense is stated after charging operating lease costs of £28,500 (2022: £28,500).

At 31 December 2023, the company had total commitments under non-cancellable operating leases as follows:

	2023 (£)	2022 (£)
Expiry date: Within one year	-	-

**16. Related parties**

During the year, the Charity received a grant of £14,785 (2022: £Nil) from The Humane Society of the United States (the HSUS).

Included within other debtors and falling due within one year is an amount due from the HSUS totalling £Nil (2022: £Nil).

Included within other creditors and falling due within one year is an amount due to the Humane Society International totalling £Nil (2022: £346,575).

**17. Post balance sheet events**

The Trustees have assessed whether there is any known impact on the value of the year and assets and liabilities. Assets in the balance sheet are considered to be fully recoverable and therefore no adverse effects to cash flows in the coming 12 month period have been identified.

**18. Ultimate controlling party**

The Charity's ultimate controlling party is The Humane Society of the United Society (HSUS), a not-for-profit organisation in the United States, with registration number 53-0225390. The HSUS seeks to prevent and bring an end to animal cruelty in all of its forms, and to celebrate and strengthen the human-animal bond. The controlling party exercises control over by virtue of common trustees. Copies of the consolidated group accounts are available at [www.humanesociety.org](http://www.humanesociety.org)



# Independent Auditor's Report to the Members of the Humane Society International (United Kingdom)

## Opinion on the financial statements

In our opinion, the financial statements:

- Give a true and fair view of the state of the Charitable Company's affairs as at 31 December 2023 and of its incoming resources and application of resources for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- Have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements of The Humane Society International (UK) ("the Charitable Company") for the year ended 31 December 2023 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Independence

We remain independent of the Charitable Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

## Conclusions related to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charitable Company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## Other Companies Act 2006 reporting

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Trustees' Report, which includes the Directors' Report prepared for the purposes of Company Law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Directors' Report, which is included in the Trustees' Report, have been prepared in accordance with applicable legal requirements.
- In the light of the knowledge and understanding of the Charitable Company and its environment obtained in the course of the audit, we have not identified material misstatement in the Trustees' report.
- We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:
  - Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
  - The financial statements are not in agreement with the accounting records and returns; or
  - Certain disclosures of Directors' remuneration specified by law are not made; or

- We have not received all the information and explanations we require for our audit; or
- The trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

## Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Charitable Company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

## Extent to which the audit was capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

## Non-compliance with laws and regulations

Based on:

- Our understanding of the Charitable Company and the sector in which it operates;
- Discussion with management; and
- Obtaining and understanding of the Charitable Company's policies and procedures regarding compliance with laws and regulations;
- We considered the significant laws and regulations to be The Financial Reporting Standard Applicable in the UK and Republic of Ireland (FRS102), The Charities SORP, Companies Act 2006, the Charities Act 2011, and UK tax legislation.
- Our procedures in respect of the above included:
  - Review of minutes of meeting of those charged with governance for any instances of non-compliance with laws and regulations;
  - Review of financial statement disclosures and agreeing to supporting documentation;
  - Review of legal expenditure accounts to understand the nature of expenditure incurred; and
  - Review of serious incidents register and reports.

## Fraud

We assessed the susceptibility of the financial statements to material misstatement, including fraud. Our risk assessment procedures included:

- Enquiry with management regarding any known or suspected instances of fraud;
- Obtaining an understanding of the Charitable Company's policies and procedures relating to:
  - Detecting and responding to the risks of fraud; and
  - Internal controls established to mitigate risks related to fraud.
- Review of minutes of meeting of those charged with governance for any known or suspected instances of fraud;
- Discussion amongst the engagement team as to how and where fraud might occur in the financial statements; and
- Performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.

Based on our risk assessment, we considered the areas most susceptible to fraud to be management override of controls and fraudulent revenue recognition with regard to completeness of donation income and recognition of legacy income in the correct accounting period.

Our procedures in respect of the above included:

- Testing a sample of journal entries throughout the year, which met a defined risk criteria, to supporting documentation;
- Testing a sample of donation income and accrued legacy income to supporting documentation; and
- Assessing significant estimates made by management for bias, including review of legacy accruals.

We also communicated relevant identified laws and regulations and potential fraud risks to all engagement team members and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

Our audit procedures were designed to respond to risks of material misstatement in the financial statements, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, misrepresentations or through collusion. There are inherent limitations in the audit procedures performed and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it.

A further description of our responsibilities for the audit of the financial statements is located at the Financial Reporting Council's ("FRC's") website at:

[frc.org.uk/auditorsresponsibilities](https://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## Use of our report

This report is made solely to the Charitable Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charitable Company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charitable Company and the Charitable Company's members as a body, for our audit work, for this report, or for the opinions we have formed.

SARAH ANDERSON (SENIOR STATUTORY AUDITOR)  
FOR AND ON BEHALF OF BDO LLP, STATUTORY AUDITOR LONDON, UK

DocuSigned by:  
*Sarah Anderson*  
911B7AE40D374FC...

DATE

31 October 2024

BDO LLP IS A LIMITED LIABILITY PARTNERSHIP REGISTERED IN ENGLAND AND WALES (WITH REGISTERED NUMBER OC305127).

# Our mission

Advancing the welfare of animals in more than 50 countries, Humane Society International works around the globe to promote the human-animal bond, rescue and protect dogs and cats, improve farm animal welfare, protect wildlife, promote animal-free testing and research, respond to disasters and confront cruelty to animals in all of its forms.



**HUMANE SOCIETY  
INTERNATIONAL**  
UNITED KINGDOM

The Humane Society International (UK) is a registered charity in England and Wales (1098925)  
5 Underwood Street, London, N1 7LY | [info@hsiuk.org](mailto:info@hsiuk.org) | 020 3174 2185 | [hsiuk.org](http://hsiuk.org)



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**Humane World for Animals United Kingdom**

England & Wales - Charity number 1098925

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# Accounts

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HUMANE SOCIETY  
INTERNATIONAL  
UNITED KINGDOM

# ACHIEVEMENTS FOR ANIMALS

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*2022 Annual Report*



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# Chair of Trustees' Welcome: what we do and who we are

*The Humane Society International (UK) (HSI/UK) is part of a global organisation advancing the welfare of animals in more than 50 countries. This involves promoting the human-animal bond, rescuing and protecting dogs and cats, improving farm animal welfare, protecting wildlife, promoting animal-free testing and research, responding to disasters and confronting cruelty to animals in all its forms.*

*With the support of our valued donors and advocates, we are working towards our vision of a humane and sustainable world for all animals, including people.*

*Our work has been making a difference for animals in need for more than 25 years, and 2022 was no exception. Throughout the year, HSI/UK delivered practical, long-term solutions to protect animals, using science, advocacy, education and hands-on projects. We continued to build partnerships with individuals and organisations — including governments, companies, local organisations and community groups — ready to contribute towards our shared goal of positive change for animals.*

*On behalf of the Board of Trustees, our warmest thanks for your support in 2022. Together, we are confronting cruelty and changing hearts and minds, through the promotion of respect and compassion. We must continue this vital work.*

CRISTOBEL 'KITTY' BLOCK, CHAIR OF TRUSTEES, HSI/UK

# Executive Director's Welcome



For the first time as Executive Director of HSI/UK, I am delighted to share with you our latest annual report, documenting the incredible progress for animals you helped make possible in 2022.

I'm passionate about HSI's vision of a humane society – a world in which all animals are treated with the kindness and compassion they deserve. On a daily basis, we are confronted by animals in desperate need of help. Sometimes their suffering is a result of deliberate cruelty, other times

negligence or indifference, and sometimes animals are harmed and killed simply because they find themselves in the wrong place at the wrong time.

Like the whole HSI team, I am restless for change. But progress doesn't happen overnight. Many of the achievements highlighted in this annual report are the result of months and even years of work by our dedicated staff, volunteers and supporters.

We know that creating a kinder world for animals starts with people. Our team has the passion and resilience needed to drive sustained change and throughout our work we aim to connect with people, informing and inspiring greater action for animals. I'm especially proud of our campaign to bring an end to the cruel fur trade; our lobbying to ban the import of hunting trophies; and our work with large institutions equipping them to deliver major reductions in their use of animal products.

Protecting animals requires overhauling the systems that enable and perpetuate suffering. This only happens with sustained and strategic effort. Through over two decades of putting compassion into action we know change is possible. Internationally our innovative 'models for change' programme is helping eradicate the cruel dog and cat meat trades. And in the UK this year we celebrated the ban of inhumane rodent glue traps in England and the successful enshrining of animal sentience into UK law.

We are also responsive to new threats to animals. The war in Ukraine made an already challenging situation for many animals in eastern Europe much worse. Our practical and strategic response, supporting local organisations and providing help for people fleeing the conflict with their pets, has had a life-changing impact for animals across the region.

We are saving and changing the lives of animals in need, every day.

I hope you enjoy reading about our work for animals. Our achievements this year have only been possible with the enduring generosity of our partners and supporters. Thank you all.

A handwritten signature in white ink, consisting of a stylized 'N' and 'J' intertwined.

NICK JONES, EXECUTIVE DIRECTOR, HSI/UK



# Snapshot of our achievements for animals in 2022

HSI/UK's impact for animals was achieved through four key mechanisms: changing laws; changing corporate practices; education and research; and providing direct care to animals in need. A summary of our achievements in these areas, across all of our campaigns, is presented here.

## Changing laws and policies for animals

- Our campaign for bans on cruel rodent glue traps achieved major progress in 2022, with bans passed in England, introduced in Wales, and committed to by the government in Scotland. This will mean tens of thousands of rodents, and hundreds of other animals not meeting sticky, cruel ends every year.
- As a founding member of the Dog Meat Free Indonesia coalition, we celebrated that 17 regencies banned dog meat,

as well as the first provincial Directive in DKI Jakarta, which will potentially save tens of thousands of dogs each month.

- We celebrated a critical legislative win in Westminster with the passage into law of the Animal Welfare (Sentience) Act, which gives millions of animals legal recognition and additional protection. It also forms a new Animal Sentience Committee, as part of an important accountability mechanism.
- Our lobbying for the strongest ban on the hunting trophy trade in the world achieved a major milestone with the UK Government backing the Hunting Trophies (Import Prohibition) Bill. This legislation will prevent the import of trophies from thousands of species, protecting them from trophy hunters and stop dozens of trophies being imported each year.
- With our partners in the Fur Free Alliance, we celebrated successful campaigns that led to three more countries (Latvia, Malta and Ireland) introducing fur farming bans.



- Our campaign for a Fur Free Britain progressed, with support from Labour, the Liberal Democrat and the Green Party and more than 140 MPs calling on the government to take action.
- Working with our Food4Climate partners, we helped put animal agriculture – and the need to address ‘the cow in the room’ of our unsustainable food systems – on the agenda of COP27 in Egypt.

## Corporate advocacy and impact

- Our long-term campaign to stop Frasers Group brands, including House of Fraser and Flannels, from selling fur, was successful. Our planned campaign focused on Dolce & Gabbana did not need to be launched, as the company announced it was going fur-free, naming us in its press release. We also celebrated that Moncler adopted a fur-free policy. Collectively, these policies will remove thousands of animals from the demand supply chain.

## Training, educating and research

- We delivered our highly praised Forward Food training to 33 chefs working across ten food service businesses and universities, all of whom committed to reduced-meat menu changes, and in some cases moving to default-vegan menus.
- The government-approved National Elephant Action Plan launched in Viet Nam, designed to protect the remaining (approximately) 160 wild elephants in the country, and bring their populations back from the brink of extinction.
- Using solar-powered lights as deterrent to puma predation was successfully trialed in Argentina.
- Through our community leader empowerment efforts, in Bolivia, demand for HSI’s high-quality spay/neuter services increased 31% during 2022, compared to other years.

- In Chile, our community engagement efforts paired with veterinary services in underserved communities resulted in an 85% increase in demand for preventive veterinary services such as rabies vaccines and flea and tick prevention.
- In Bolivia, 22 veterinarians and 57 veterinary students from seven cities across the country completed an intensive training program in high-quality spay/neuter surgery with HSI in our training center in La Paz.
- The veterinary training program in Bolivia received the highest recognition from local entity COMVET (Veterinary Board), and the program was officially endorsed by the institution.





## Direct animal care and rescue

- We supported HSI's Chile & Bolivia teams to provide preventive veterinary services to 6,243 community and owned animals from underserved communities.
- We supported partner organisations to deliver over six tonnes of food to animals in Ukraine, providing 13,000 meals, 1,000 microchips, vaccinations and treatments for thousands of dogs and cats in need.
- Our Vets for Ukrainian Pets programme provided a lifeline to 2,599 Ukrainian refugee pets and their families across Europe.
- Ten dogs HSI saved from South Korea's dog meat industry were brought to the UK and found happy homes; 21 dogs were saved from an illegal South Korean dog meat farm being closed by the authorities; 45 dogs rescued from the dog meat trade in Indonesia were sent to Canada for adoption; and 4 dogs were rescued from the notorious "Tomohon extreme market" in North Sulawesi and taken to our partner's shelter (Animal Friend Manado Indonesia – AFMI). With our support our Chinese partner organisation was able to help save 1,648 dogs and 111 cats from the meat trade there.
- We launched our dog meat Models for Change programme in Viet Nam and worked with the owner of a dog slaughterhouse and dog meat restaurant to permanently close the slaughterhouse and transition the restaurant into a goods store. All 18 dogs found alive at the property were rescued by HSI and rehomed in-country, along with puppies who were born post-rescue.
- Our grants to partner organisations enabled more than 40 seals to receive life-saving veterinary care in Cornwall, and hundreds of dogs and cats in UK rescue centres to receive veterinary care and protection while waiting to be rehomed.

### Photos (opposite page):

Dogs being given food in Ukraine.

HSI providing veterinary care to cats at field clinics in Chile.

### Photos (left):

HSI veterinary training and spay/neuter clinics.

Forward Food plant-based culinary workshop.

A seal receiving veterinary care.



*The UK Government's 2021 Action Plan for Animal Welfare pledged for the UK to 'lead the world on animal welfare' - our campaigners are holding the Government to account on this commitment.*



## Our goals and impact in-depth

HSI/UK's programmatic work in 2022 consisted of a mixture of campaigns to address animal welfare issues in the UK, and support for global animal protection campaigns and programmes. In supporting global campaigns and programmes, we worked in close collaboration with our overseas affiliates, including HSI in the US. Our programmatic work was organised under six areas:

- i** Securing and enhancing animal welfare legal protections and standards post-Brexit.
- ii** Protecting wildlife and promoting safe and humane human-wildlife co-existence.
- iii** Protecting companion animals.
- iv** Reducing the number of animals suffering on farms.
- v** Promoting the development and use of non-animal methods in research and testing.
- vi** Disaster response and rescue.

### Securing and enhancing animal welfare post-Brexit

#### Need and scope

Throughout the year we continued to work with other leading animal protection organisations with a goal of ensuring the UK's legal protections for animals were not lost or diluted in the process of the UK's regulatory divergence from EU law.

#### Goal

Ensure that animal welfare, in policy and practice, is maintained or improved following Brexit, including by enshrining recognition of animal sentience in UK law.

## Key activities and outputs

Early in the year, we commissioned and shared with policymakers and the media the results of a multi-level regression and post-stratification (MRP) poll by Focaldata that affirmed strong public support for animal welfare, with almost three quarters (72%) of respondents wanting the government to increase its level of action on animal protection.

During a politically turbulent time, including two leadership races to elect a new Prime Minister, we led a coalition of 35 animal charities to write an open letter to candidates urging commitments to animal welfare measures. We asked Liz Truss and Rishi Sunak for their public commitment to deliver on the promises the government made in its 2021 Action Plan for Animal Welfare. We also enabled almost 10,000 members of the public to email the leadership candidates, calling on them to support animal welfare issues.

We continued to publish and share opinion pieces, such as advocacy to the (now former) Prime Minister Liz Truss, on a range of platforms, including Politics Home where our content achieved higher-than-average click-throughs and page viewing times.

In September and October, we presented at the Labour and Conservative party conferences, respectively, and welcomed more than 50 MPs visiting our stands to show support, including the (now former) DEFRA Secretary of State, Ranil Jayawardena. We also held a well-attended drinks reception at the Conservative conference, at which the (now former) Animal Welfare Minister, Scott Mann, spoke.

In early 2022 the Animal Welfare (Sentience) Bill made good progress through Parliament for its final stages, and the value of our advocacy to MPs and Peers was recognised by several politicians who thanked our coalition during debates. Throughout the passage of the Bill we maintained close communications with ministers and civil servants, collaborating to gain support for strengthening amendments and helping ensure the Bill's ultimate success.

We also continued to make and support the case for the inclusion of core animal welfare standards in the UK's trade deals. A social media post in which we expressed concern over liberalisation of market access to low welfare products from Australia received almost 100,000 impressions, and was shared by influential policymakers and MPs. Our concerns were also quoted in numerous media articles, including The Guardian.

## Impact

- In April, the Animal Welfare (Sentience) Bill became law, recognising that animals are sentient beings, and requiring that their needs be considered when creating laws. The new law covers all vertebrate animals and some invertebrate animals such as octopuses and lobsters. The government's press release announcing Royal Assent for the Bill included a quote from our executive director, recognising our close involvement in this landmark legislation.
- The Prime Minister, Rishi Sunak, responded affirmatively to measures we called for, including the ban on imports of hunting trophies.
- Our joint charities letter resulted in press coverage and a call from minister Lord Zac Goldsmith for his party's new leadership to deliver on its commitments for animals.





Once upon a time...

There was a nation of animal lovers. Its people knew that many animals suffered miserably, and wanted the Prime Minister to help them.

The Prime Minister's government promised great changes in a beautiful action plan to look after animals. However a whole year went by, and millions of animals were still waiting for help.

After a while the people began to wonder whether the Prime Minister was going to betray the animals he had pledged to protect.

**Prime Minister please keep your word**

The UK government must act now to help stop millions of animals suffering for foie gras, or fur fashion, or being used for elephant ride tourism, subjected to live exports, slaughtered by trophy hunters and more. Your government must turn the Kept Animals and Animals Abroad Bills into law as soon as possible.

63%\* of Brits want the government to increase action for animals.

The British public, and animals, are waiting for you to deliver.

**#DONTBETRAYANIMALS**

Don't let change for animals be a fairy tale.

\*Figures based on progress in opinion.com, 6/12/2023, animalphrases.com, 2023, 1st, 2023

Logos: HUMANESOCIETY INTERNATIONAL, animal EQUALITY UK, COMMISSION in world farming, LUSH, RSPCA, HUMANE LEAGUE UNITED KINGDOM, PETA, ANIMAL PROTECTION, LEAGUE, ANIMAL AID, FOUR PAWS.



**Photos (opposite page):**  
 Campaigners including Claire Bass of HSI/UK at the House of Lords with Baroness Sue Hayman.  
 Caroline Lucas MP supporting a fur import ban.

**Photos (above clockwise):**  
 Adam West from HSI/UK with Yuki, who was rescued from a dog meat farm on South Korea's Jindo Island.  
 Campaigners from HSI/UK and FOUR PAWS UK call on the Prime Minister to ban fur and foie gras imports with a digital ad van.

Actor and animal advocate Peter Egan campaigning for a trophy import with HSI/UK team members.  
 An advert which HSI/UK took out in media outlets to draw attention to the #DontBetrayAnimals campaign.  
 A chef takes part in a Forward Food culinary workshop; HSI team sending cat and dog food to Ukraine.

HSI/UK and other campaigners celebrating after the Hunting Trophies (Import Prohibition) Bill is debated in the House of Commons.  
 Lobbying policymakers at political party conferences.

# Protecting wildlife

## Overview

Our campaigns to protect wildlife are focused on the fur trade; trophy hunting; and tackling inhumane ‘pest control’ and culling.

## Wildlife: Fur Free Britain campaign

### Need and scope

Fur farming was banned across the UK 20 years ago, on the grounds that it was inhumane and unethical, but since then the UK has effectively been outsourcing cruelty against animals suffering in factory fur farms, or wild-caught in traps, overseas. Although the trade in cat and dog fur, and seal fur from commercial hunts is already prohibited, the equivalent of over 1 million animals worth of fur from other species (primarily fox, mink, and raccoon dog) are imported to the UK each year.

By mobilising the public, engaging politicians, and sharing the plight of fur-bearing animals in the press, we are building public, political and corporate support for a #FurFreeBritain. Britain would then be the first country in the world to fully ban the import and sale of animal fur, following the example set by the US State of California.



### Goal

End the import and sale of animal fur in the UK, contributing to HSI’s global vision of ending fur farming and commercial trapping.

### Key activities and outputs

In February we reacted swiftly to the news that the government was dropping its planned Animals Abroad Bill, which would have featured a fur import and sales ban. Working with other animal protection organisations we established and led the #DontBetrayAnimals campaign, which included our petition backed by TV conservationist Chris Packham achieving more than 300,000 signatures and a letter we co-ordinated from 38 organisations being sent to the Prime Minister.

Almost 24,000 of our supporters contacted their MP to urge them to put pressure on the government not to U-turn on its animal welfare commitments. We also secured strong media coverage from a letter from celebrities including Dr Brian May and Dame Joanna Lumley urging the government not to drop plans to ban fur. In parallel, we worked with 10 Conservative MPs on the publication of a letter in the Times, expressing their deep concern about the loss of the Animals Abroad Bill, we staged a protest outside Parliament and organised the placement of adverts in political outlets including the New Statesman, the Metro, Conservative Home and the Spectator. Despite all these efforts, the government disappointingly maintained its plan to drop the Animals Abroad Bill, meaning we adjusted our strategy to pursue alternative legislative vehicles for a fur ban.

On 22 March, we welcomed more than 140 guests to our reception at the Houses of Parliament, in support of our fur, trophy hunting and sentience campaigns. The event attracted almost 50 MPs and Peers, including two ministers, with a keynote

#### Photos (clockwise):

- HSI/UK’s #FurFreeBritain campaign receives mainstream media coverage.
- Noma Dube, founder of Zimbabwe Elephant Foundation speaks at HSI/UK’s Parliamentary reception.
- #FurFreeBritain campaigners demonstrate outside Downing Street.
- Queen guitarist and activist Brian May speaks at HSI/UK’s Parliamentary reception.
- Literature about the Animals Matter coalition which was taken to political party conferences.
- MPs support HSI/UK’s campaigns.





speech by Dr Brian May and speeches from Defra Secretary of State, George Eustice, and Shadow Defra Minister, Ruth Jones.

Our Parliamentary reception also provided the platform for the launch of our new joint investigation with Born Free USA exposing the appalling cruelty of fur trapping in the US. The investigation received coverage in the Mirror and Newsweek, and was shared by Dr Brian May.

We continued gathering signatures for a Fur Free Britain and the petition stood at over 1.1 million signatures by the end of the year.

Throughout the year, we helped to secure 22 Parliamentary questions from MPs and Peers seeking action on the UK fur trade in addition to a debate in the House of Lords, led by Baroness Jones of Moulsecoomb, ensuring the issue remains high on the political agenda.

After a multi-year public campaign and extensive behind-the-scenes discussion with the Board Chairman and senior staff, we secured a public commitment from Frasers Group that it would go fur-free, a decision that resulted in dozens of pieces of positive media coverage mentioning HSI, including in the Guardian and the Mirror.

Through our role, including as a Board member, in the Fur Free Alliance we continued to support EU-wide campaign efforts to end fur farming and sales in Europe. This included becoming an official sponsor of a European Citizens' Initiative to end fur farming and trade across the EU, a petition that ultimately gained 1.7 million signatures with HSI's support.

Finally, our support enabled our colleagues in HSI Europe to commence campaigns to achieve fur farming bans in Poland and Romania, which we are optimistic will see continued progress in 2023.



## Impact

- Fashion brands Moncler and Dolce & Gabbana were the latest to ban the use of fur in their products, the latter thanking HSI in its press release for our involvement in its fur-free policy decision.
- Following pressure from HSI over two years, Frasers Group announced a fur-free policy for all its brands, including House of Fraser, Flannels and Sports Direct. HSI was quoted in 20 media articles about the news, including in the Guardian and the Mirror.
- Our new polling showed 77% public support for a fur import ban, up from 69% in 2018, when we began our campaign.
- An Early Day Motion we backed in support of a fur sales and import ban secured 119 cross-party MP signatures.
- A Parliamentary debate in the House of Lords concluded with a ministerial commitment to publish the results of the government's Call for Evidence on the UK fur trade.
- Labour Shadow Animal Welfare Minister, Ruth Jones, and Liberal Democrat Environment Spokesperson, Tim Farron, stated their parties' commitments to fur import and sales bans.
- We celebrated the completion of legislation to end fur farming in Ireland, along with fur farming bans in Malta and Latvia, with our Fur Free Alliance partners.



# Wildlife: Ethical wildlife management

## Need and scope

Very often, lethal methods are used as a first response to address human-wildlife conflict, but these are often cruel and ineffective, and can threaten imperilled species. Around the world, HSI promotes human-wildlife coexistence and ethical management of wild animals where conflict occurs. The smallest and the very largest animals can suffer mismanagement in wildlife conflict situations and during 2022 our projects to promote ethical wildlife management helped animals from mice to elephants.

Each year across the UK untold numbers of animals termed 'pests' and 'vermin', such as mice, rats and moles, are killed unnecessarily, and suffer from crude and inhumane trapping and killing devices. In 2016 HSI/UK identified that glue traps presented some of the extreme and unnecessary suffering and began campaigning for bans on rodent glue traps across the UK.

In many countries conflict with wildlife can put human lives and livelihoods at risk. In parts of South Africa growth in elephant populations can mean they present a danger to communities, damaging crops and even attacking and killing people.

In South Africa and many other countries, including India and Argentina, human communities can face conflict situations with large predators, such as lions and pumas, who can predate on livestock. The solutions to these challenges can be complex, but always start with people, and our programmes have found success through positive engagement with, and support to, affected communities in all cases.

## Goal

Increase adoption of strategies and precautionary measures to avoid human-wildlife conflict and promote peaceful co-existence.

## Key activities and outputs

In 2022 our campaign to secure bans on glue traps in the UK continued. We submitted letters and evidence to various ministers, as well as official Calls for Evidence and Consultations, and held regular meetings with civil servants developing policy. As legislation progressed in all three nations, our research and polling data was cited by MPs, Peers and ministers.

In South Africa, HSI has funded elephant immunocontraception (EIC) at Ithala Game Reserve in Kwa-Zulu Natal province, South Africa, for almost a decade. Our aim is to prevent human-elephant conflict by humanely (and reversibly) curbing elephant reproduction in the Reserve so that the number of elephants does not exceed the capacity. In 2022 we identified a concern along the northern border of the reserve where there is currently no fence and five communities living near to the elephant families. Our grant supported these communities to begin to erect a two-strand elephant fence along the entire northern border of the reserve, helping to protect both people and elephants.

We were also able to provide financial support to our HSI affiliates in Viet Nam to work with the government to create a National Elephant Conservation Action Plan, including strategies to promote human-elephant coexistence, an elephant identification and conflict incident recording programme, and camera trapping of elephants in Dong Nai province to gain an accurate population estimate of these critically endangered animals. Our support for our partners in Argentina allowed programme teams to conduct vital research into human-puma conflict in the Pampas region. We also trialled pilot programmes using solar-powered lights as a deterrent to puma predation, the promising results of which were presented at the inaugural International Wildlife Coexistence Network Conference.

## Impact

- The Glue Traps (Offences) Bill to ban rodent glue traps in England passed into law. HSI's glue traps evidence and campaign efforts were cited in speeches by the minister, Lord Benyon, and four other members of Parliament.
- The Scottish Government officially committed to a complete ban on rodent glue traps, citing HSI's evidence in its press release.
- In September, the Welsh Government introduced the Agriculture (Wales) Bill, which includes a full ban on rodent glue traps, as well as snares.
- A multi-year grant was awarded to our partner in South Africa to enable completion of a fence along the northern border of the Ithala game reserve, to prevent human-wildlife conflict and deaths.
- The government-approved National Elephant Action Plan was launched in Viet Nam, designed to protect the remaining (approximately) 160 wild elephants in the country, and bring their populations back from the brink of extinction.
- The use of solar-powered lights as deterrent to puma predation was successfully trialled in Argentina.

# Wildlife: End trophy hunting

## Need and scope

The UK currently allows the import and export of animal parts taken from animals hunted and killed as ‘trophies’. Over the last ten years, hundreds of hunting trophies have been imported, including from endangered species such as polar bears, cheetah and rhino.

HSI leads a global campaign to end trophy hunting, citing the strong evidence that it causes suffering to hunted animals, that it can have a detrimental impact on species conservation, including for endangered species, and that claims trophy hunting contributes significant revenue to conservation efforts and community development are unsubstantiated. Trophy hunters are robbing countries of irreplaceable wildlife, including lions, polar bears and elephants, and mismanagement and corruption mean that funds generated from hunts scarcely reach conservation projects or the communities who live alongside wildlife.

Since the government’s 2019 manifesto commitment to a trophy hunting import ban, our work has centred on political advocacy to ensure delivery of the most comprehensive and robust ban possible. A strong ban will be in line with the expectations of the British public, and in solidarity with the voices of many conservationists and community leaders in African nations where trophy hunting is leaving a trail of destruction.



## Goal

Secure robust legislation to ban the import of hunting trophies into the UK, and support HSI’s long-term global goal of reducing the trophy hunting of five species – African lions, elephants, leopards, black rhinos and giraffes – by more than 90%.

## Key activities and outputs

At our Parliamentary reception in March, attended by more than 140 guests in support of our campaign to ban hunting trophy imports, we showed our support for the proposed Animals Abroad Bill, which will include a trophy hunting ban and potentially a fur ban. We secured Noma Dube, a Zimbabwean elephant activist, to speak at the event. In his speech at our reception, Defra Secretary of State, George Eustice, confirmed the government’s commitment to a trophy hunting import ban.

We met with numerous MPs and Peers to discuss trophy hunting legislation, including Shadow Animal Welfare spokesperson, Ruth Jones MP, to secure various written and oral Parliamentary questions in support of this legislation. Among other evidence, we shared with politicians and policymakers the results of our newly commissioned YouGov poll, which found that 81% of the British public supports a ban on hunting imports.

Our undercover investigation at the UK Stalking Show revealed the sick attitudes of trophy hunters to wildlife and welfare, and the resulting national media coverage helped to gain more public and political support for a ban.





In July, we met with Henry Smith MP to discuss his government-backed Private Members Hunting Trophies (Import Prohibition) Bill, and also held regular meetings with the Defra team working on the Bill.

Ahead of the first parliamentary debate of the Hunting Trophies (Import Prohibition) Bill in November, we released a video with TV's Dr Amir Khan outlining the arguments against the trophy hunting industry, featuring interviews with prominent wildlife experts Josphat Ngonyo, executive director of the Africa Network for Animal Welfare, and Lenin Tinashe Chisaira, founder of Zimbabwe-based environmental organisation Advocates4Earth. We shared the film directly with some 200 MPs as well as the media. Significant media coverage helped us to secure more public support for the Bill.

In addition to fighting for a hunting trophy import ban in the UK, we also supported HSI's efforts to shut down the global trophy hunting industry in Argentina, by providing funds to support campaigning work for a ban there. Our team in Argentina commissioned a new CIO national public opinion poll that demonstrated overwhelming support (84%) for banning trophy hunting. The poll also helped us to secure a joint press release with Argentina's Ministry of Environment and Sustainable Development, in which the government stated its intention to introduce legislation to ban the importation of hunting trophies in Argentina and also to ban trophy exports of native species. Additionally, with HSI's financial support, four pumas were rescued from canned hunting/breeding operators and were moved to the Pumakawa Nature Reserve to start a better, safer life.

**Photos (above/clockwise):**

- Claire Bass, HSI/UK's senior director of campaigns and public affairs addressing MPs at a Parliamentary event.
- Arthur Thomas of HSI/UK outside Parliament with Henry Smith MP.
- Noma Dube of Zimbabwe Elephant Foundation supporting the campaign to end trophy hunting.
- Mike Moser, the ex-CEO of the British Fur Trade Association who now campaigns against the fur trade, speaks at HSI/UK's Parliamentary event.
- Claire Bass and Tracey Crouch MP at HSI/UK's Parliamentary event.

**Impact**

- Full-page of coverage in a national newspaper (the Mirror) of our investigation exposing the reality of trophy hunters' attitudes, with accompanying video being viewed almost 30,000 times.
- At our March parliamentary reception, Secretary of State George Eustice confirmed the government was absolutely committed to a trophy import ban. In May, the Queen's Speech committed again to 'one of the toughest [hunting trophy] bans in the world'; this was acted upon in July when the government formally backed Henry Smith MP's Hunting Trophies (Import Prohibition) Bill.
- Our film with TV's Dr Amir Khan 'myth-busting' arguments used to defend trophy hunting was viewed more than 120,000 times on social media. We secured a print and online exclusive with the Mirror and seven further national media stories.

- Shortly after our briefing session with him at the Labour Party Conference, Shadow Environment Secretary Jim McMahon, publicly stated that Labour would ban imports of hunting trophies if it took power.
- More than 5,000 of our dedicated supporters contacted their MPs to urge them to attend the Hunting Trophies (Import Prohibition) Bill's second reading in the House of Commons. This helped secure the attendance of 22 MPs, all but one of whom spoke in support. Two MPs referenced HSI research directly during the debate. The Bill passed its second reading on 25 November.
- The government of Argentina committed to ban imports of hunting trophies, and exports of trophies of native species hunted.

## Protecting companion animals

### Need and scope

Although most people across Asia don't eat dog meat, this brutal trade continues and HSI focuses its work to end it in South Korea, China, Viet Nam and Indonesia, where dogs are either bred and raised in brutal conditions on farms, snatched from the streets, stolen or bought from owners. As the only country that commercially farms dogs for meat, South Korea is ground zero in our fight to end the dog meat trade in Asia.

Hundreds of millions of dogs and cats roam the streets of cities, towns and villages around the world. Some fend entirely for themselves, some receive varying levels of community care, and some are family members. Not infrequently, populations of dogs

and cats are inhumanely culled. Many others succumb to starvation, dehydration, exposure to the elements, injury or disease.

### Goal

End the dog meat trade in South Korea, Indonesia and Viet Nam, and ensure that free-roaming dogs and cats are cared for and their populations humanely managed, promoting peaceful coexistence with humans.

### Key activities and outputs

With funding support from HSI/UK, HSI's global street dog programmes continue to achieve remarkable success, such as in the Indian city of Vadodara, Gujarat. When our team started working there in 2017, it was common for street dogs to be perceived as pests, and cruel methods were routinely used to drive them out of an area. Since we began working there, our teams have spayed, neutered and vaccinated a total of 23,696 dogs, 86% of all dogs in the city. As we concluded and celebrated the success of the programme in Vadodara, we began planning to build the capacity of the movement in other Indian states including Uttarakhand and Uttar Pradesh, as well as in other countries facing similar challenges.

Thanks to generous funding from Edgard and Cooper, we have been able to address problems for dogs and cats in Chile, a country with one of the highest human-to-dog ratios in the world. HSI teamed up with local partners to provide desperately needed veterinary services in rural and remote communities across the Coquimbo Regency of Chile. Each clinic offered heavily discounted spay/neuter, vaccination and deworming services for the dogs (and cats) that live in some of the most remote areas of the county. And in neighbouring Bolivia our veterinary team trained dozens of veterinarians and veterinary technicians and is responsible for the growth in spay/neuter campaigns in the city of La Paz, providing accessible veterinary services to communities that otherwise could not afford them.

In Romania, a country with a very large roaming dog and cat population and no nationwide coordinated street animal population management program, we provided two substantial grants to partner organisations, as well as guidance and expertise, to support spay/neuter programmes in targeted areas of the country. Our work helps dogs and cats in local shelters find forever homes and ensures that under-served communities in remote areas have access to much-needed veterinary care for their companion animals.

Our campaign to end the dog meat trade in Asia continued to make compelling progress in 2022. In July, we welcomed 10 dogs from a dog meat farm that our teams assisted in closing



on Jindo Island to the UK for rehoming. Our partners at Chimney Farm dog rescue found these lucky dogs happy, loving homes.

In July, our Korea team rescued all 21 dogs from a dog meat farm being closed by the authorities. With HSI/UK's financial support, they were transported to the US to our care and rehabilitation centre. In addition to saving and changing the lives of individual dogs, our campaign in South Korea is changing attitudes in the country, with our polling showing that the number of people who don't or won't eat dog meat rose from 82.8% in 2021 to 87.5% in 2022, and the once "taboo" subject becoming a key issue of the Presidential elections.

We continued to play a leading role in the Dog Meat Free Indonesia coalition. In March, we rescued four desperate dogs from Indonesia's Tomohon extreme market, all of whom were sent to our partners Animal Friends Manado Indonesia (AFMI) to receive food and veterinary care. We also provided a grant to AMFI to support development a training for their shelter and veterinarians, and to support our joint campaign for a ban on the sale of cats and dogs at live animal markets such as Tomohon.

In September, we funded the transport of 45 of the 53 dogs rescued from an illegal slaughterhouse in November 2021 to Canada for rehoming.

We also continued to fund our partners in China who, in June were part of a group of activists who successfully identified and intercepted a Yulin-bound truck with 386 dogs, with the help of the local police, and ensured all the dogs were confiscated and rescued -78 were transported to a partner shelter in north China supported by HSI. In total throughout 2022 our partner group participated in the rescue of 1,648 dogs and 111 cats from the meat trade.

Our dog meat trade survivors rehomed in the UK continued to act as 'ambassadors' for our campaign. Henry, who HSI rescued from a South Korean dog meat farm, was featured on BBC One prime time show Sunday Morning Live, and a story on our dog meat trade rescues who have new jobs as therapy dogs featured prominently in the Metro.

## Impact

- Thanks to the success of our spay/neuter programme in Vadodara, India, with 86% of all street dogs in the city reached, it is now rare to see litters of puppies born on the street, and dogs are happier and healthier; human residents are happier too and dog-related complaints have decreased by more than 60%
- Since starting work ten years ago, HSI and our partners in Chile have helped more than 45,000 dogs across the country. To date, the needs of over 40,000 companion animals have been met in HSI's Bolivia programme.
- With our partners in the Dog Meat Free Indonesia coalition, we celebrated that 17 cities and regencies passed Directives in their jurisdictions in 2022, explicitly prohibiting the dog meat trade, as well as the first provincial ban in DKI Jakarta. These bans will save tens of thousands of dogs each month.
- We supported the rescue, rehabilitation and rehoming of 49 dogs from Indonesia's dog meat trade (4 from Tomohon extreme market and the international rehoming of 45 in Canada who had been rescued by DMFI in 2021).
- UK Environment and Foreign Office Minister, Lord Zac Goldsmith, sent a letter to the UK Indonesian Ambassador urging action on the dog meat trade, as well as tweeting and providing a supportive quote that was picked up in the Indonesian media.
- Our HSI team in Viet Nam worked with the owner of a dog slaughterhouse and dog meat restaurant to become the first in the country to take part in our new Models for Change programme. The owner permanently closed the slaughterhouses and transitioned the restaurant into a goods store, and all 18 dogs found alive at the property were rescued by HSI and rehomed in-country along with puppies who were born post-rescue.
- HSI's partners in China worked with the police to intercept an illegal dog truck with almost 400 dogs bound for Yulin, and rescue the dogs.





## Reducing the number of animals suffering on farms

### Need and scope

Industrial animal agriculture is one of the biggest causes of animal suffering – most of the 92.2 billion land animals raised for meat, dairy and eggs around the world suffer horribly on factory farms, where they can be subjected to extreme confinement in crates and cages.

We aim to measurably reduce the number of animals suffering on farms by campaigning for bans on extreme confinement on farms, and by advocating greater uptake of plant-based diets.

Our UK Forward Food programme focuses on inspiring and enabling large food service companies and university caterers to reduce their animal product procurement, by serving more tasty, nutritious and environmentally friendly plant-based foods. We have developed a suite of resources to provide greater support to the needs of food businesses and educational institutions moving to more plant-centric menus, including a business case, toolkit, and implementation guide. We also provide a bespoke environmental impact report to demonstrate the positive changes that can be made by making simple swaps from animal-based to plant-based menu options.

We seek to spotlight the extremely damaging role that animal agriculture plays in precipitating climate change. Recent models show that the Paris goal of keeping within 1.5 degrees Celsius of warming will be impossible to achieve if greenhouse gas emissions from the animal agriculture sector, which accounts for between 14.5 and 18% of anthropogenic greenhouse gas emissions, are not drastically cut. Working with NGO partners, and using the best available science, we aim to help put intensive animal farming meaningfully on the agenda of global climate talks. In the UK, some 200,000 mother pigs are kept in farrowing crates for up to five weeks, around the time they give birth. These crates are so small the mothers cannot even turn around, much less interact as they naturally should with their piglets. They suffer physically and mentally, and we believe such farming methods have no place in British farming, so are advocating a ban.

### Goals

- 1) At least 10 food service institutions reduce their procurement of animal products by at least 20%.
- 2) Government adoption of policy of meat reduction in public procurement, and in context of international climate change policy.
- 3) Bans secured on the use of farrowing crates across the UK.

### Key activities and outputs

In January, after HSI and other organisations promoted it to our supporters, the #EndTheCageAge e-petition, met the target of 100,000 signatures necessary to secure a Westminster Hall debate.

Throughout 2022 we delivered culinary training workshops with chefs and catering teams attending from Rippon College, University College Birmingham, City University, Kings College London, London School of Economics and Political Science, London School of Hygiene and Tropical Medicine, University of the Arts London, University of West London and London College of Communication, in addition to three workshops with Sodexo's development chefs. Our London university training workshops were delivered in partnership with the Ellen MacArthur Foundation and the Food Flagship Initiative. For each institution, we delivered follow-up support to enable them to implement and begin to measure reduced meat menu changes.

We responded to several consultations relating to farmed animals, including one on Government Buying Standards for Food and Catering Services, advocating reduced meat and higher welfare policies.

Advancing our food system/climate goals, we produced a joint submission, signed by 17 NGOs, to the UNFCCC



**Photos (top to bottom):**  
 Campaigners including a HSI/UK team member at the Food 4 Climate Pavilion at COP27.  
 HSI staff members at COP27.  
 Chefs taking part in a Forward Food culinary workshop.

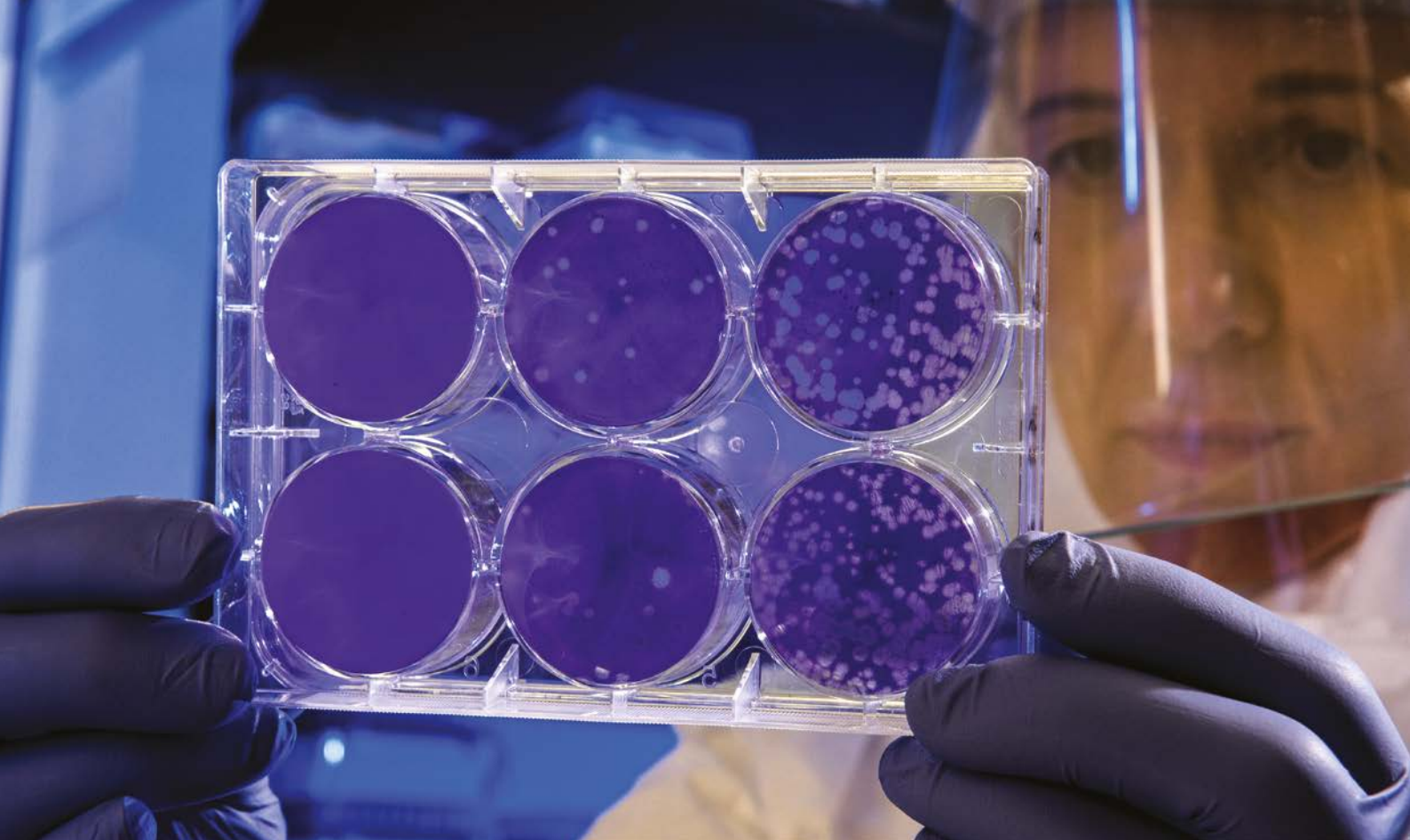
Koronivia Joint Work on Agriculture (KJWA), calling for Parties to consider a just transition to more sustainable, plant-rich food production and consumption. We also secured and held a successful joint official side event at UNFCCC Bonn Climate Change Conference (SB56, in June 2022), together with partner organisations, to advocate for a shift away from industrial animal agriculture.

In November, HSI/UK staff represented the organisation at the UNs Climate Change Conference COP27 in Egypt to advocate a shift away from intensive animal agriculture. We co-sponsored one of the first pavilions at a COP dedicated to food systems change, co-organised and hosted three well-attended side events and engaged productively with international government representatives, negotiators and delegates.

We began research and stakeholder mapping for our campaign to ban farrowing crates in the UK – ‘The Crate Escape’. We also provided support to our affiliate HSI Europe to complete stakeholder analysis and produce influencing strategies towards our goal of securing a ban on cages in the EU, focusing on campaigns that will be run in Germany, Poland, Romania and Italy. We also commenced lobbying outreach to #EndTheCageAge in all these countries.

## Impact

- We delivered plant-based culinary training workshops to 10 institutions (nine universities and Sodexo, one of the largest food service/catering companies in the UK), training 33 chefs who all made commitments to reduce meat in their menus. Following our training, Rippon College in Oxfordshire switched to a default-plant-based menu, reducing their procurement of meat and dairy by around 25%. After we trained 15 of its chefs, Birmingham University launched a popular new vegan street food concept.
- Speaking at the Westminster Hall debate secured by our and our partners’ e-petition, minister Victoria Prentis responded that the government ‘are committed to phasing out confinement systems and supporting the industry to do so’.
- Animal agriculture and its climate impact were represented in the official pavilion for the first time at a climate Conference of the Parties.



## Promoting the development and use of non-animal methods in research and testing

### Need and scope

The UK has always been one of the top users of animals in research across Europe, with an annual average of more than 3.5 million uses of animals for the last decade. Animal use for research and testing shows no consistent or meaningful decline, despite mounting scientific evidence that animals poorly predict human responses for safety testing or for disease modelling and drug development and the fact animal ‘models’ are being rapidly outpaced by newer technologies. Most of these animals are rodents, but the other animals used in procedures in the UK in 2021 included dogs, cats, horses, sheep, rabbits, fish, birds, monkeys, and other non-human primates. These animals are used in experimental testing of compounds, to ascertain chemical safety, effectiveness, and for fundamental and biomedical research. Most of the animals are killed at the end of the experimental procedure.

As many as nine out of every 10 new drugs fail in human trials, and the leading contributor to this failure is lack of effectiveness and/or safety for people. This equates to huge loss of life – both animal and human, wasted research funding and, ultimately, a delay in the delivery of effective treatments to patients as a

result of misleading results of animal testing. We owe it to ourselves and the animals to embrace and further develop non-animal methods.

Our UK Research and Toxicology team works closely with relevant stakeholders both in the UK and internationally – scientific researchers, regulators and industrial partners – to promote the development and use of more human-relevant non-animal methods for testing and research.

### Goals

- 1) Redirect research funding away from support of animal models of human disease and towards the more human-relevant, non-animal research methods.
- 2) Promote further uptake of non-animal methods for toxicity (chemical safety) testing.

### Key activities and outputs

To redirect research funding away from animals and promote further uptake of non-animal methods in toxicity testing, we actively engage in scientific conferences, meetings, and workshops, and respond to public consultations. In addition, HSI/UK’s experts sit within the following groups:

- Animal Protection and Welfare Stakeholder Group – within the Animals in Science Regulation Policy Unit of the Home Office.



- The CIAO (Modelling the Pathogenesis of COVID-19 using the Adverse Outcome Pathway Framework) project.<sup>1</sup>
- Competent Authorities for REACH and CLP (CARACAL) and its sub-groups.
- The European Commission Cosmetics working group.
- The European Chemical Agency Member State Committee.
- The European Chemical Agency Expert Group on Endocrine Disruptors.
- The European Centre for Validation of Alternative Methods stakeholders forum (ESTAF).
- The International Council on Animal Protection in Pharmaceuticals Products (ICAPPP).
- The International Council on Animal Protection in OECD programmes (ICAPO).
- Organisation for Economic Co-operation and Development (OECD) Advisory and Expert groups.

In 2022 we submitted scientifically justified, evidence-based comments in response to the Home Office Animals In Science Committee project examining the use of self-sustaining breeding colonies of non-human primates (NHP) in research and testing. The final report contained reference to some of the points we raised, including the danger that ongoing, unrestricted use of

some species of NHP is endangering their population numbers in the wild, and recommended that work should continue aimed at reducing the demand for the use of NHPs in research.

We maintained two science industry-facing websites and social media platforms (Twitter and LinkedIn) – [afsa-collaboration.org](https://afsa-collaboration.org)<sup>2</sup> has a toxicity testing focus and [biomed21.org](https://biomed21.org)<sup>3</sup> is designed for biomedical science and life science researchers. AFSA brings together corporate and non-profit leaders who share the goal of accelerating a modern, species-relevant approach to safety assessment globally to better protect people and our planet and hastening the replacement of animal testing. We used these multi-stakeholder platforms to engage with scientists, promoting the development and application of innovative non-animal methodologies, events and research funding opportunities that focus on human-relevant approaches. Both platforms have achieved a steady increase in followers.

We interacted with politicians in both the UK and EU parliaments, analysing proposed and pending legislation and policy initiatives, and co-ordinating interventions as appropriate to further the goal of ending animal use in laboratories.

We presented on ‘Identifying endocrine disruptors thoughts and recommendations for implementation in the EU’ to an audience of more than 80 multi-industry stakeholders at the European Food Safety Authority ONE – Health, Environment, Society conference.

We presented a poster on ‘How to resolve inconclusive predictions from defined approaches for skin sensitization in OECD Guideline No. 497’ at the Society of Toxicology conference.

And we contributed to the ‘Save cruelty-free cosmetics’ European citizens’ initiative, which gained the support of more than 1.4 million people.

In 2022, we published several peer-reviewed articles, including:

- Macmillan, et al., How to resolve inconclusive predictions from defined approaches for skin sensitisation in OECD Guideline No. 497. doi: 10.1016/j.yrtph.2022.105248.
- Pereira, et al., REACHing for solutions: Essential revisions to the EU chemicals regulation to modernise safety assessment. doi: 10.1016/j.yrtph.2022.105278.
- Marshall, et al., Phase-in to phase-out: Targeted, inclusive strategies are needed to enable full replacement of animal use in the European Union. doi: 10.3390/ani12070863.

## Impact

- Two new partners, BioREVIVO and Johnson & Johnson, joined the Animal-Free Safety Assessment (AFSA) collaboration. These organisations will work with HSI to showcase the use of non-animal methods instead of animal-based tests.



## Disaster response and rescue

From the very beginning of the escalation of the war in Ukraine in February 2022, we were on the ground in multiple countries, helping to bring lifesaving food, supplies, care and funds to refugees who had fled Ukraine with their pets and animals.

Almost immediately after the violence began, the European Union opened its borders to Ukrainian refugees and waived the usual compliance regulations for bringing in pets. By the end of August, there were 7.2 million Ukrainian refugees in Europe and 6.9 million internally displaced people in Ukraine. An estimated 36,000 pets had also entered the EU by then – a number that doesn't include animals who entered unnoticed by authorities, or the many cats and dogs rescued from Ukrainian shelters by animal welfare groups in countries like Poland and Hungary.

We also focused our attention on supporting UK animal rescue facilities who are struggling financially due to significant increases in the cost of energy bills and food, coupled with a significant increase in pets being given up for adoption post-Covid.

## Key activities and outputs

HSI was among the first animal welfare organisations to respond to the war in Ukraine. After assessing the situation, our team identified three main challenges: refugees either had left their pets behind in Ukraine or were forced to abandon them when they arrived in border countries; in Ukraine, supplies of pet food and medications were severely disrupted, making it difficult for people to care for pets, abandoned and stray animals; and shelters had quickly filled up and could not take any new animals. Our response had three main objectives: to help animals by supporting local animal groups; to facilitate the transport of food and supplies; and to help keep refugees and internally displaced people together with their pets.

In countries where HSI has offices – Germany, Italy, Poland and Romania – we began providing direct help for arriving refugees, identifying local groups with the experience and capacity to help people and their pets, and funding activities directed at helping animals evacuated from Ukraine. The programme was eventually expanded to the border countries of Hungary, Slovakia and Moldova, where refugees were also arriving. There, we provided

grants to local groups helping animals in need. We partnered with the Red Cross to facilitate the distribution of animal food more safely and efficiently. We also provided two grants to UK charity Dogs n homes, enabling it to deliver tonnes of food and medical supplies to animals in need in Ukraine and its border neighbours.

To address the needs of refugees traveling with pets in need of veterinary care, we launched Vets for Ukrainian Pets in 38 European countries, with the help of the Federation of Vets in Europe and Federation of European Companion Animal Veterinary Association. For refugees who lacked basic pet supplies, we provided 65,000 pet relief packs, which were distributed in Ukraine as well as Poland, where many refugees were arriving.

Supporting UK partners facing challenges, we partnered with the Association of Dogs and Cats Homes (ADCH), providing a significant grant towards their Emergency Cost-of-Living Grant fund. This is enabling the ADCH to award grants of £5,000 – to £10,000 to help UK rescue centres deal with the influx of animals needing care and a temporary home, and to assist with their rising running costs. We also contributed a grant to the RSPCA’s nationwide pet food bank scheme, to help keep animals in loving homes.

Finally, using restricted funds generously donated by our supporters, we supported British Divers Marine Life Rescue and the Cornish Seal Group with funds that enabled them to provide rescue response and veterinary care to dozens more seals at their seal hospital in Cornwall during the winter, giving them the best chance of being released back to the ocean.

## Impact

- More than 80,000 animals affected by the war in Ukraine were supported by HSI in 2022.
- Number of animals reached through Vets for Ukrainian Pets scheme - 2599.
- Over six tonnes of food providing 13,000 meals, 1,000 microchips, vaccinations and treatments for thousands of dogs and cats in need in Ukraine were delivered. Across Europe 2,485 Ukrainian refugee pets and their owners were helped.
- Grants to UK rescue centres and pet food banks will be disbursed by our partners, with HSI staff on the grant award panels, in 2023.
- Our emergency relief support for the Cornwall seal hospital provided life-saving veterinary care for more than 40 seals.



Photos (top to bottom right):

HSI/UK at a #DontBetrayAnimals coalition demonstration outside Parliament.

Singer Alesha Dixon wearing a #FurFreeBritain t-shirt.

Mainstream media coverage of HSI/UK’s investigation at the National Stalking Show;

A seal receiving veterinary care.

Celebrity supporters of the #FurFreeBritain campaign Dame Joanna Lumley, Chris Packham and Megan McCubbin; HSI team members helping to deliver urgent supplies to animals in need in Ukraine.



## General

We continued our involvement with, and contributions to, several umbrella bodies during 2022, including the Association of Lawyers for Animal Welfare, the All-Party Parliamentary Group for Animal Welfare, the CITES Liaison Group with the UK CITES Management Authority, the Fur Free Alliance, and Wildlife and Countryside Link. Our executive director remained Chair of Link's Animal Welfare Strategy Group for a sixth year and HSI UK's Senior Campaign Adviser continues to hold a seat on the Fur Free Alliance's Executive Committee.

## Media communications, celebrity engagement and online support engagement

During 2022, we continued to achieve high levels of international and national media coverage for both our UK and global campaigns. We recorded more than 150 media hits reaching a wide and diverse audiences. We offered expert opinions on a range of high-profile animal issues discussed in the media. Our media outreach strategy, press releases and reactive media statements secured stories and quotes in influential outlets across the political spectrum, including the Guardian, the Times, the Daily Mail, the Daily Mirror, the Daily Telegraph, the Independent, the Daily Express, the BBC and Newsweek.

Throughout the year we strengthened our celebrity relationships, working on projects with Dame Joanna Lumley, Alesha Dixon, Chris Packham, Dr Amir Khan and others. We also expanded our network of celebrity supporters, building relationships with new contacts.

We continued to grow our brand awareness and network of supporters through our dedicated HSI/UK social media channels. On Twitter, our posts received over 2 million impressions and our following grew by 14% to 11,300. Our Facebook content reached more than 1,380,000 people in 2022, and we gained more than 2,000 followers, growing our supporter base on the platform by approximately 12%. On Instagram, almost 400,000 people saw our posts and our followers increased by more than 1,000, approximately a 6% increase, rising to just over 17,000 by the end of 2022.



## Governance and policies

The Humane Society International (UK) is a charity registered in England and Wales (registration number 1098925) and a company limited by guarantee (registration number 04610194). The company was established under a Memorandum of Association which establishes the objects and powers of the charitable company and is governed under its Articles of Association as amended on 18 October 2016. In the event of the company being wound up, members are required to contribute an amount not exceeding £1.

### Recruitment and appointment of the Trustees

As per the Articles of Association, the Trustees are empowered to replace and recruit new members or appoint additional members to the board. Trustees serve three year terms.

### Trustees induction and training

Trustees are introduced to and kept up to date with developments within the Charity's sphere of operations by the existing Trustees. Steps are taken to ensure that all Trustees are kept abreast of charity regulations with appropriate updates.

The Trustees who served the Charity during the period and up to the date this report was approved, are as follows:

Cristobel Block

Alexandra Gabrielle Freidberg

Jeffrey Flocken

Michaelen Barsness (resigned 02 June 2022)

Nina Pena (appointed 03 June 2022 and resigned 6 January 2023 )

## Organisational structure

The Humane Society International (UK) is affiliated with Humane Society International (HSI), which was incorporated in May 1991 in Washington DC, USA. HSI educates audiences worldwide about compassion toward animals, carries out direct animal care, rescue, and disaster response; provides technical and scientific support to local partners; and seeks to increase the priority given to animal protection issues by policy-makers, industry, and civil society worldwide.

HSI is 100% controlled by The Humane Society of the United States (HSUS), a not-for-profit organisation, incorporated November 1954 in Delaware, USA. The primary purpose of HSUS is the worldwide advancement of humane treatment of animals through public education, awareness, and direct animal care programmes.

HSI/UK is also related to HSI and HSUS in that all current Trustees of HSI/UK are also Directors of HSI and HSUS.

The Trustees meet regularly to review the overall objectives of the Charity to ensure its effective performance. The administration of the Charity and the keeping of its financial books and records are carried out by the staff of the Charity with administration and supervision by the Trustees.

The Trustees delegate the day-to-day management of the Charity to the Executive Director, Nick Jones.

## Statement of Trustees' responsibilities

The Trustees, who are also directors of The Humane Society International (UK) for the purposes of company law, are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

## Public benefit

The Trustees confirm that they have complied with the duty in the Charities Act 2011, Section 17, to have due regard to the Charity Commission's guidance on public benefit, which addresses the need for all charities' aims to be, demonstrably, for the public benefit.

The public benefits of our work are expanded upon in the previous section (Our goals and impact in-depth) and include, but are not limited to, the following:

- Through our Forward Food programme, we continued to support major food service and higher education institutions to serve up a greater proportion of healthy, affordable plant-based food.
- Our representation of the interests of the significant proportion of the British public and animal industries who wish to see animal welfare legislation passed (such as the Sentience Bill), and empowering them to act effectively and collectively in support of this goal.
- We help to prevent human-wildlife conflict by promoting and enabling the adoption of ethical wildlife management principles, helping to ensure both human safety and animal welfare.
- Our global campaign to end the fur trade would eliminate fur farming, a practice that leading virologists stress poses a major public health risk and could be the cause of a pandemic.

- Supporting the delivery of humane street dog management programmes which sustainably reduce oversized dog populations and the associated problems they can cause people (e.g., bites, traffic accidents), as well as vaccinating against rabies to protect both human and canine populations.

## Remuneration policy

The Humane Society of the United States and its affiliates' remuneration approach for employees, including key management personnel, is informed by regular reviews of both salary practices of like-minded organisations, and the external economic climate including inflation levels. In 2022 following an organisation-wide salary review, the Trustees approved a salary adjustment effective 1 April 2022 based on the results of the review. For those who did not receive a salary adjustment, a 3% increase was given to those staff hired before 1 October, 2021. Salaries for all positions are managed through internal grading, to ensure equity and consistency. Our goal is

to ensure that the total compensation and benefit packages available to our employees are competitive, to attract and maintain a highly motivated staff that will ensure success in our efforts toward creating a humane society, while still offering the best value to the organisation.

## Risk management

The Trustees are responsible for identifying and reviewing the risks to which the Charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. The Trustees have a risk register identifying all current major risks. Each item has been scored according to its perceived potential impact together with actions that either have or will be taken in mitigation. The risk register is reviewed annually by management and by the Trustees. One of the primary aims of the Board of Trustees is to provide assurance over the procedures in place to manage the identified risks.

PRINCIPAL RISKS AND UNCERTAINTIES	MITIGATION ACTIVITIES
<b>INFLATION AND COST OF LIVING CRISIS – REVENUE DOWNTURN AND IMPACTS OF RISING POVERTY ON OUR BENEFICIARIES</b>	We continue to monitor the impact of the cost of living crisis on donations. We will track and revise income targets and adjust expenditure budgets as appropriate. We will factor the rising inflation into long-term grant applications. A rise in the UK population living in poverty will have an impact on animals because of the owners' inability to pay for rising vet bills and food costs. We will continue to work with other animal charities to assess need and how HSI/UK may be best placed to offer assistance. We will also continue to monitor and diversify our fundraising, to include more engagement opportunities and build relationships with new and existing donors. We will ensure that appropriate reserve levels are maintained.
<b>BUDGETARY SHORTFALL/ OVERSPENDING</b>	We review budgets and cashflow statements on a monthly basis, comparing actuals to the budget/forecast, with adjustments to cashflow being made as necessary. Monitoring foreign exchange exposure is also part of this process.
<b>HIGH STAFF TURNOVER/LOSS OF KEY STAFF</b>	We offer competitive remuneration and hold regular salary and benefits package reviews. We promote opportunities for continuing professional development for staff. We consider succession planning as part of our regular performance management process. Reviews also ensure salaries can be adjusted as necessary with rising inflation to reduce stress and prevent difficulties in replacing staff.
<b>REPUTATIONAL RISK THROUGH NEGATIVE COMMUNICATIONS</b>	Policies have been put in place to ensure senior staff sign off on external communications. There is regular media and social media training for communication staff. A system is in place for dealing appropriately and promptly with enquiries and complaints from the public.
<b>DATA AND INTELLECTUAL PROPERTY SECURITY</b>	We regularly review policies to ensure GDPR compliance and the standards set by the Fundraising Regulator. We seek external advice and run audits where necessary and have regular privacy and compliance training to ensure all staff are aware of their data responsibilities.
<b>CYBER SECURITY THREATS</b>	Our Information Security policies and processes protect us against cyber threats. Multi Factor Authentication is now standard across our systems and we have on-going staff training in online data security.
<b>FRAUD AND MISAPPROPRIATION OF FUNDS</b>	The charity's finances are audited by external accountants and auditors. Robust internal controls are in place to prevent fund mismanagement, and collaborations with individuals or organisations are assessed for reputational risk, with agreements designed accordingly.

## Grant giving policy statement

HSI/UK disburses grants to other like-minded not-for-profit organisations and includes specific eligibility requirements. The grant approval process includes several steps. Details of the process are described below:

- Grant templates, drafted and approved by the Office of General Counsel (OGC), must be used to draft the agreement.
- In the event that there is a change to the template language, approval first must be obtained from OGC .
- Further special circumstances – in particular grants that involve lobbying activities, to individuals or non-profits – must receive additional approval from OGC, Accounting, and the HSI executive team. Full grantee identification, purpose, and banking information, as requested in the grant agreement, must be provided so that a background check on the grantee may be conducted.
- Budgets – and in particular restricted funds – must be fully verified for sufficient funds and purpose prior to submission of the grant.
- The grant agreement must be signed by an authorised representative of HSI/UK and the grantee.
- The grant must be submitted to Accounts Payable to ensure payment of the grant amount.

## Commitment to responsible fundraising and personal data protection

HSI/UK is registered with the Fundraising Regulator and follows its Code of Fundraising Practice. In 2022 we received and actioned eight requests to stop communications via the Fundraising Regulator’s Fundraising Preference Service, compared to 11 in the previous year.

Third parties contracted by HSI/UK to engage in fundraising/ data management activities on its behalf are also required to adhere to all relevant regulations and abide by the above codes, and HSI/UK staff maintain close oversight to ensure this. HSI/UK staff provide regular training to third party companies representing the organisation to supporters, including for fundraising purposes.

HSI/UK receives enthusiastic and positive responses to our communications with supporters. In 2022 only five complaints were officially made to HSI/UK relating to fundraising practices,

and these complaints were addressed and concerns rectified within three working days of receipt, according to our policy. HSI/UK considers all complaints very carefully and we will continue to adjust our fundraising approaches in order to provide a positive experience for donors and supporters both on and offline, including looking at where improvements could be made to enhance our website users’ experiences.

HSI/UK’s privacy policy (available on the website at [hsi.org/privacy-notice.html](https://hsi.org/privacy-notice.html))<sup>4</sup> makes various commitments to ensure donors and supporters can be sure their personal data is kept secure, in accordance with relevant data protection laws, as well as our commitment to be clear and transparent around the data we keep. HSI/UK has established a policy not to share any of its supporter data with other charities or companies.

HSI/UK has had a vulnerable persons policy, with respect to its fundraising activities, since September 2016. This includes guidance to staff, and companies carrying out fundraising and donation processing on our behalf, on how to identify potentially vulnerable persons. This includes a procedure to ensure that such risks are appropriately flagged and recorded, and a policy to provide clear guidance for when donations should be queried or further investigated.

## Our team

At year-end, our team consisted of 22 staff, including several staff performing international campaigns and programmatic roles. During 2022, we added one new position to the HSI/UK team, a Senior Director, Campaigns and Public Affairs. We also appointed a new Executive Director, an Individual Giving Programme Manager, a Media and Communications Manager and a Plant-Based Advocacy Specialist to replace staff who had departed from existing roles. We continued to provide training to all staff in a number of areas including diversity, equity and inclusion, crucial conversations and compliance.



# Financial Review

## Overview of financial position

HSI/UK ended FY2022 with net expense of (£777,556) compared with a net income of £483,972 in FY2021.

The 2022 revenue of £2,782,581 (2021: £2,794,014) was comprised of donations and legacies by generous supporters through our various fundraising campaigns and events.

Legacies accounted for £618,168 in 2022 (2021: £389,814).

### Spending for 2022 was £3,560,137 broken down as follows:

- Campaign costs for raising funds: £707,111 (2021: £531,547) – these costs relate to digital marketing campaigns and fundraising activities/events with the objective of attracting supporters and generating donations. These include agency fees, advertising publications and other materials. In 2022, the Charity continued investing in its fundraising campaigns in challenging economic climate and raised £2,033,542 in donations compared to £2,217,532 in 2021.

Advocacy for animal welfare costs: £1,532,846 (2021: £1,077,165) – part of the campaign cost incurred in undertaking HSI/UK's existing programmes is to promote animal welfare issues, undertaking research and disseminating education materials/newsletters, mailings, and other materials to policymakers, corporations, existing donors, and the public.

- UK support costs: £555,077 (2021: £408,715) – these were costs incurred to deliver programme activities and run the HSI/UK office. These include staff costs, legal and professional fees, travel, office occupancy, utilities, communications, and other sundry expenses.

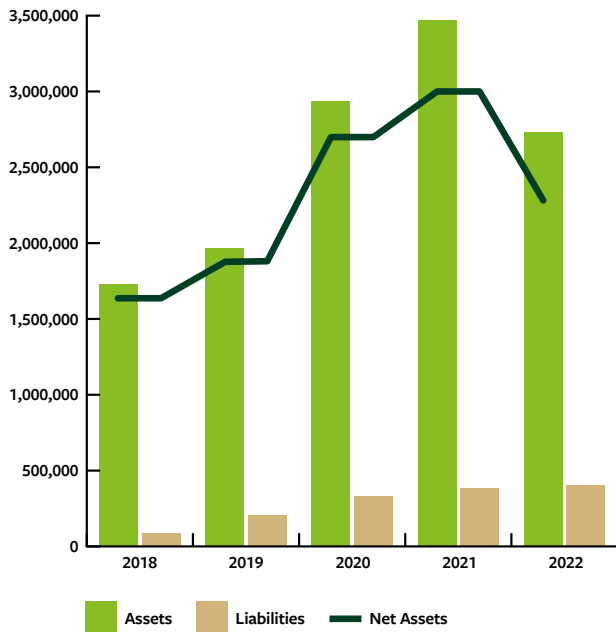
- Grants: £733,591 (2021: £270,052) – these were grants awarded to other charities in support of charitable, scientific or educational activities designed to further the objectives of HSI/UK in promoting animal welfare by providing direct care and/or rehabilitation of animals.

- Governance costs: £31,512 (2021: £22,563) – these are the audit fees for statutory reporting requirements.

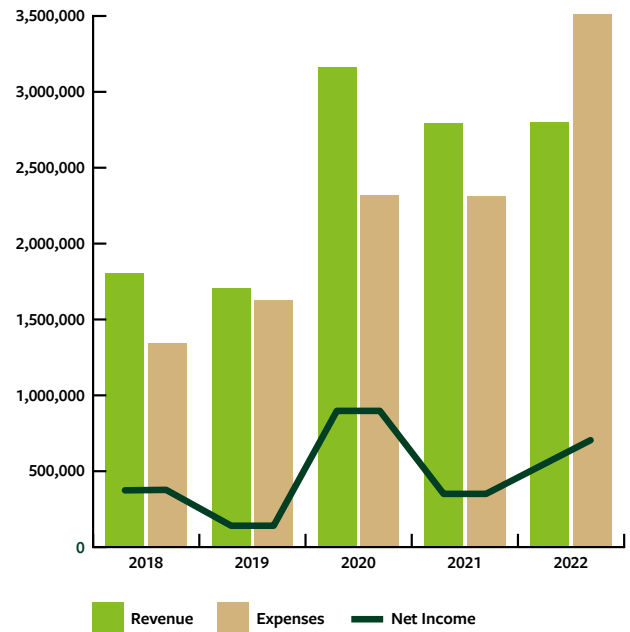
## 2018 – 2022

The illustration below shows our financial activities and position for the last 5 years.

Statement of Financial Activities 2018-2022



Statement of Financial Positions 2018-2022



## Approach to revenue generation

Our work for animals both in the UK and globally would not be possible without the generosity of our supporters. We offer many different opportunities for supporters to engage with us, including a range of fundraising activities and events; cash appeals; being a regular donor; corporate, trust and foundation giving; legacy giving; and community/sponsorship events.

Our aim in 2022 was to continue to invest in key income growth areas, such as legacy and individual giving, while ensuring we were mindful of our return on fundraising investments for our supporters. Our goal is to diversify and significantly grow fundraising income in the coming years, ensuring HSI/UK is an important contributor in helping animals around the world, with the backing of our supporters.

During a globally challenging year, marred by a cost-of-living crisis and the war in Ukraine, our supporters stood by HSI/UK.

Their generosity ensured we were able to reach our charitable aims, helping animals around the world. For that, we are immensely grateful and offer our heartfelt thanks.

Our fundraising work was focused on three areas:

- 1) Marketing
- 2) Legacy and philanthropy
- 3) Community outreach

Our focus in 2022 was, and continues to be on:

- More testing on messaging, ensuring we have a healthy number of campaigns for which we can raise money effectively and engage our supporters.
- Remaining donor-centric in our approach, ensuring our donors are at the heart of all we do. This includes offering a variety of ways for supporters to engage with us, both financially and through taking action.
- Strengthening our brand through integrated fundraising, communications and campaigns.

- Creating a healthy mix of both restricted and unrestricted income, ensuring we are funding what is required for the organisation. We aim to raise enough funds to generate a healthy surplus.
- Diversifying our income stream as well as our supporter base to make us less vulnerable during times of globally economic instability.
- Creating a solid base of predictable income by focusing on regular givers and multi-year philanthropic gifts.

## Legacies:

In 2022 we received £618,168 in legacy gifts from supporters who so kindly and generously remembered our work in their wills. HSI/UK maintains a long-standing partnership with Legacy Link, which we work with to identify all legacy gifts to which HSI/UK are entitled and ensure the efficient and lawful processing of all legacy gifts.

Last year, we began to invest more substantially in the creation of our legacy promotions programme. The aim of the programme is to inspire more supporters to consider, and ultimately bequeath, legacy gifts, ensuring the future financial stability of the charity.

## Key achievements in 2022 include:

- A 48% increase in legacy notifications from 2021, reaching our highest ever total in 2022. This shows significantly increasing numbers of supporters are choosing to remember our work in their will.
- Development of high-quality materials such as our legacy brochure (available both in print and online) which will underpin our promotional activities in the coming years.
- Excellent response rates to our legacy prospecting campaigns through both direct mail and social media advertising. These

campaigns already indicate significant future legacy income raised, which will be realised in the longer term.

## Individual giving:

Our small gift income programme raised £1,592,391 (including gift aid) in 2022. This was generated by around 7,000 of our loyal supporters responding to our direct mail appeals, making gifts through direct debits, and our digital donors. We also gained income from new supporters from acquisition activity.

A big focus for 2022 was on sustaining and growing our programme, while gathering insight. For our warm file, cost-effective supporter journeys have been implemented to increase retention. Alongside this, a lot of testing has been implemented, including in reactivation, upgrades, cross-selling and running new acquisition campaigns to grow the file.

## Key achievements in 2022 include:

- Overall, the supporter appeal programme raised over £200,000. This included £54,000 from our emergency Ukraine appeal mailing – the most successful UK appeal to date.
- Optimising the appeal programme increased the average gift from £15 in the budget to £18 actual – a testament to engaging our supporters with the right message.
- We ran our first telemarketing campaign to ask some of our existing supporters to help more animals by setting up a regular monthly donation.
- We kickstarted our acquisition programme in September with a multi-channel campaign encompassing digital and telephone, engaging more than 4,000 people.
- We reviewed costs and reduced our direct mail cost per pack by almost 50%.
- We raised more than £1,207,000 from our online digital supporter community.



## Community outreach:

In 2022 our UK-wide team of fundraisers raised over £30,000.

Franki and Tasmyn were among those brave enough to take on our abseil challenge at the ArcelorMittal Orbit, alongside our celebrity supporters Evanna Lynch and Pete Wicks.

Roo hula-hooped for 10 hours straight to help animals in Ukraine. “I knew I had to fundraise for HSI/UK the second I saw the photos of terrified animals in Ukraine. As a mum to three cats, this broke my heart. I also know they help a variety of animals, as opposed to focusing on dog shelters, and I wanted all animals across the country to be saved. It was an amazing feeling to have hula-hooped for 10 hours to help scared and displaced animals.”

Our annual Stand Up For Animals fundraising evening at The Comedy Store in London raised over £9,600 through ticket sales and a raffle of prizes generously donated by vegan and cruelty-free companies, including some of our corporate partners such as Big Wild Thought.

## Major donors, corporates, and trusts:

We were extremely grateful to receive over £340,000 in philanthropic donations from high-net-worth individuals, trusts and foundations, and corporate donors. Several of these donations were restricted to specific projects, including our relief efforts for the animals displaced by the war in Ukraine and our campaign to end the dog meat trade in South Korea.

Our portfolio of companies partnering with us to support our work also increased, with income up from the previous year by almost £20,000, raising close to £194,000 in 2022.

Throughout 2022, the fundraising team focused on cultivating meaningful relationships with new networks of individuals, companies, and trusts and foundations to advance our work within the UK and internationally. We held a successful major gifts dinner, which led to three pledges of support. Our target for trust applications was exceeded, having applied to 47 against a target of 36. Our corporate income target was exceeded by nearly £50,000 and our workplace giving target was also exceeded by £30,000.

We were delighted to receive more than £90,000 from the 11 bit studios team in 2022 to aid more animals affected by the conflicts in Ukraine. We are so grateful for this ongoing partnership, which has helped more than 120,000 animals by raising close to £300,000 since 2019.

Edgard & Cooper donated more than £150,000 in 2021, with these gifts continuing to benefit animals throughout 2022. Thanks to these kind donations, more than 12,000 vulnerable companion animals in Bolivia and Chile benefitted from our

focused spay/neuter campaign, while 100 local veterinarians were supported through specialised training and outreach.

Our partnership with Olsen Animal Trust continued in 2022. Their generous donations supported our efforts to end the dog meat trade in Asia as well as our efforts in Ukraine. With these gifts we were able to directly help our teams to rescue 21 dogs left behind on a dog meat farm in Korea, and to welcome 70 rescued dogs from South Korea to our care and rehabilitation centre in the US, where they have begun their journey to new forever homes.

## Reserves policy

Each year, the Trustees consider the appropriate level of free reserves. HSI/UK's reserve policy is to maintain a level of free reserves that will enable the charity to maintain a continuity of activity and to adjust, in a measured way, to changes in the economic environment. The Trustees agree that free reserves equivalent to three months of operating expenditures are appropriate.

At 31 December 2022, free reserves measured as £1,885,292 (2021: £2,846,526) which exceeds the company reserves policy (three months of operating costs in 2022 = £890,034). Excess of the reserves over the established level will be proactively used in 2023 to further support animal protection work on HSI's priority campaigns via HSI/UK's affiliates overseas, as well as to cover unexpected expenses. The Trustees intend to continue to work towards maintaining free reserves and financial results achieved during 2022.

## Going concern

The Trustees reviewed the HSI/UK financial plans in December 2022 as part of their normal annual review, as well as the charity's principal financial risks. They are satisfied that HSI/UK has sufficient resources to continue operating for the foreseeable future and the accounts have been prepared in the knowledge that HSI/UK is a financially viable organisation. HSI/UK anticipates continued support, if necessary, from our parent organisations in the US, The Humane Society of the United States and Humane Society International.



  
HUMANE SOCIETY  
INTERNATIONAL



# Plans for future periods

In 2023 the Trustees look forward to overseeing the charity as it continues its important campaigns to improve animal welfare in the UK. We also encourage and support HSI/UK as it contributes to HSI's global programmes, financially and through campaigning, to improve animal welfare around the world. We know our work to protect animals would not be possible without the generosity and passion of our partners and supporters. We thank them all for their continued support as together we strive to build a more compassionate and humane society for all.

In preparing this report, the Trustees have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

APPROVED BY THE TRUSTEES ON

September 28, 2023

AND SIGNED ON THEIR BEHALF BY

CRISTOBEL BLOCK, TRUSTEE

# Statement of Financial Activities

**The Humane Society International (UK) Statement of Financial Activities for the year ended 31 December 2022**  
(incorporating the income and expense account)

	Note	Unrestricted Funds (£)	Restricted Funds (£)	2022 (£)	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)
<b>INCOME FROM:</b>							
Donations and legacies	2	2,215,282	558,793	2,774,075	2,541,949	241,197	2,783,146
Other trading activities		8,506	-	8,506	10,868	-	10,868
<b>Total income</b>		<b>2,223,788</b>	<b>558,793</b>	<b>2,782,581</b>	<b>2,552,817</b>	<b>241,197</b>	<b>2,794,014</b>
<b>EXPENDITURE ON:</b>							
Raising funds	3	707,111	-	707,111	531,547	-	531,547
<b>Charitable activity</b>							
Promoting animal welfare	4	2,477,911	375,115	2,853,026	1,466,632	311,863	1,778,495
<b>Total expenditure</b>		<b>3,185,022</b>	<b>375,115</b>	<b>3,560,137</b>	<b>1,998,179</b>	<b>311,863</b>	<b>2,310,042</b>
<b>Net expense/income</b>		<b>(961,234)</b>	<b>183,678</b>	<b>(777,556)</b>	<b>554,638</b>	<b>(70,666)</b>	<b>483,972</b>
<b>RECONCILIATION OF FUNDS</b>							
<b>Fund balance brought forward at 1 January 2022</b>		<b>2,846,526</b>	<b>240,445</b>	<b>3,086,971</b>	<b>2,291,888</b>	<b>311,111</b>	<b>2,602,999</b>
<b>Fund balance carried forward at 31 December 2022</b>		<b>1,885,292</b>	<b>424,123</b>	<b>2,309,415</b>	<b>2,846,526</b>	<b>240,445</b>	<b>3,086,971</b>

The Humane Society International (UK) has no recognised surpluses or deficits other than those disclosed above. All transactions relate to continuing activities. This incorporates the income and expenditure account.

The notes on pages 41 to 47 are an integral part of these financial statements.



# Balance Sheet

## THE HUMANE SOCIETY INTERNATIONAL (UK) BALANCE SHEET AT 31 DECEMBER 2022

Company number 04610194. Charity registration number 1098925.

	Note	2022(£)	2021(£)
<b>CURRENT ASSETS</b>			
Debtors	10	491,173	417,843
Cash at bank and in hand		2,277,441	3,053,133
		2,768,614	3,470,976
<b>CURRENT LIABILITIES</b>			
Creditors: amounts falling due within one year	11	(459,199)	(384,005)
<b>NET CURRENT ASSETS</b>		2,309,415	3,086,971
<b>NET ASSETS</b>		2,309,415	3,086,971
<b>FINANCED BY:</b>			
Restricted funds	12	424,123	240,445
Unrestricted funds	12	1,885,292	2,846,526
<b>TOTAL FUNDS</b>		<b>2,309,415</b>	<b>3,086,971</b>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

These financial statements were approved by the Board of Directors and authorised for issue on 09/28/23. They were signed on its behalf by:

**William H. Hall, Treasurer**

The notes on pages 41 to 47 are an integral part of these financial statements.



# Statement of Cash Flows

## The Humane Society International (UK) Statement of Cash Flows for the year ended 31 December 2022

	Note	2022 (£)	2021 (£)	
<b>Cash from operating activities</b>				
Net cash (used in)/generated by operating activities	A	(775,692)	787,177	
(Decrease)/Increase in cash and cash equivalents in the year		(775,692)	787,177	
<b>Cash and cash equivalents at the beginning of the year</b>		<b>3,053,133</b>	<b>2,265,956</b>	
Total cash and cash equivalents at the end of the year		2,277,441	3,053,133	
<b>A) Reconciliation of net income to net cash flow from operating activities</b>				
		<b>2022 (£)</b>	<b>2021 (£)</b>	
Net expense/income for the reporting period (as per the statement of financing activities)		(777,556)	483,972	
(Increase)/Decrease in debtors		(73,330)	250,758	
Increase in creditors		75,194	52,447	
Net cash (used in)/generated by operating activities		(775,692)	787,177	
<b>Analysis of changes in net debt</b>				
	<b>At 1 Jan 2022 (£)</b>	<b>Cash flows (£)</b>	<b>Other changes (£)</b>	<b>At 31 Dec 2022 (£)</b>
Cash at bank and in hand	3,053,133	(775,692)	-	2,277,441
<b>TOTAL</b>	<b>3,053,133</b>	<b>(775,692)</b>	<b>-</b>	<b>2,277,441</b>

The Humane Society International (UK) has no recognised surpluses or deficits other than those disclosed above. All transactions relate to continuing activities. This incorporates the income and expenditure account.

The notes on pages 41 to 47 are an integral part of these financial statements.

# Notes to the Financial Statements

## 1. Legal Structure and Significant Accounting Policies

### 1.1 Legal Structure

The Humane Society International (UK) is a private company limited by guarantee, registered in England and Wales, company number 04610194 and a registered charity number 1098925. The organisation was incorporated on 5 December 2002 and was registered as a charity on 11 August 2003. The organisation is governed by its Memorandum and Articles of Association as amended on 18 October 2016.

### 1.2 Accounting convention

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 October 2019) - (Charities SORP (FRS102) (second edition - October 2019)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and Companies Act 2006.

### Basis of measurement

The financial statements have been prepared on a historical cost basis. The preparation of financial statements in compliance with FRS102 requires the use of certain critical accounting estimates. It also required management to exercise judgement in applying accounting policies.

### 1.3 Income

Income is received by way of grants, legacies, royalties/license fees, donations and gifts and is included in full in the statement of financial activities when receivable. Income is recognised when the charity has entitlement to the funds, it is probable the income will be received, the amount can be measured reliably and any performance conditions have been fully met.

### 1.4 Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure that meets these criteria is charged to the fund. Restricted funds are mostly comprised of donations received for International Animal Rescue and Ukraine and Eastern Europe Response campaigns.

### 1.5 Allocation of expenditure

Support costs have been allocated to raising funds and charitable activities on the basis of expenditure incurred, pro-rated where appropriate using the proportions of the staff time engaged in these functions. Expenditure includes irrecoverable VAT where applicable.

Expenditure has been recognised on an accruals basis.

Grants payable, which do not have any conditions attached, are accounted for in full as liabilities of the Charity when approved by the Trustees and notified to the recipient. Grant payables to third parties are included in expenditure for charitable activities. Where unconditional grants are made, these amounts are recognised when a legal or constructive obligation is created, typically when the recipient is notified that a grant will be made to them. Where grants are conditional on performance, the grant is only recognised once any unfulfilled conditions are outside of the control of the Charity.

Expenses that can be identified with a specific program or support service are charged accordingly to their natural expenditure classification. Certain costs common to multiple functions have been allocated among raising funds and promoting animal welfare. General and administrative expenses include those costs that are not directly identifiable to any specific function, but provide for the overall support of the Charity.



### 1.6 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange prevailing at the accounting date. Transactions in foreign currencies are recorded at the date of the transactions. All differences are taken to the Statement of Financial Activities.

### 1.7 Financial Instruments

The Charity has financial assets and liabilities only of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognized at transaction value and subsequently measured at their settlement value.

### 1.8 Going concern

The Trustees are required to prepare the financial statements on the going concern basis unless it is not appropriate. The Trustees have reviewed the going concern status of the Charity by considering the cash position of the Charity as at 31 December 2022, together with the anticipated level of funding for the coming year and the expected continued support of its parent, The Humane Society of the United States (HSUS). Based on this review, the Trustees have concluded that the financial statements should continue to be prepared on the going concern basis.

The Trustees reviewed the HSI/UK's plans in September 2023 and were satisfied that these plans were affordable and that the accounts should be prepared on a going concern basis.

Given the strength of the balance sheet and availability and liquidity of unrestricted Net Assets, totalling around £2.3M, the Trustees believe that, while uncertainty exists, this does not pose a material uncertainty that would cast doubt on the Charity's ability to continue as a going concern. The Trustees, therefore, consider it appropriate for the accounts to be prepared on a going concern basis.

### 1.9 Judgment in applying accounting policies and key sources of estimation

The preparation of financial statements requires management to make estimates and judgments that affect the reported amounts of assets and liabilities and actual outcomes could differ from those estimates.

### 1.10 Concentration of credit risk

The Charity's assets that are exposed to credit risk consist primarily of gifts and other receivables, and related party transactions. The Charity's gifts and other receivables balance consists primarily of amounts due from individuals and corporations. Historically, the Charity has not experienced significant losses related to the receivable balances and, therefore the credit risk to them is minimal.

### 1.11 Legacy accounting policy

For legacies, entitlement is taken as the earlier of the date on which either; the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the Charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is a treated as a contingent asset and disclosed if material.

## 2. Donations and legacies

	Unrestricted Funds (£)	Restricted Funds (£)	2022 (£)	2021 (£)
Donations	1,597,114	436,428	2,033,542	2,217,532
Legacies	618,168	-	618,168	389,814
Royalty & License fees	-	122,365	122,365	175,800
Other income	-	-	-	-
	<b>2,215,282</b>	<b>558,793</b>	<b>2,774,075</b>	<b>2,783,146</b>

The donations and legacies income in 2021 was £2,794,014 of which £2,552,817 was unrestricted and £241,197 was restricted.

As at 31 December 2022 legacies where HSI/UK have entitlement but the remaining revenue recognition criteria have not been met, amount to £277,121 (2021:£296,304).

## 3. Raising funds

	Unrestricted Funds (£)	Restricted Funds (£)	2022 (£)	2021 (£)
Campaign costs	707,111	-	707,111	531,547
	<b>707,111</b>	<b>-</b>	<b>707,111</b>	<b>531,547</b>

The campaign costs in 2021 were £531,547 of which £531,547 was unrestricted and £Nil was restricted.



#### 4. Promoting Animal Welfare

	Unrestricted Funds (£)	Restricted Funds (£)	2022 (£)	2021 (£)
Advocacy for animal welfare costs	1,356,127	176,719	1,532,846	1,077,165
Grants paid (note 5)	535,195	198,396	733,591	270,052
UK support costs (note 6)	555,077	-	555,077	408,715
Governance costs (note 7)	31,512	-	31,512	22,563
	<b>2,477,911</b>	<b>375,115</b>	<b>2,853,026</b>	<b>1,778,495</b>

Expenses for promoting animal welfare in 2021 were £1,778,495 of which £1,466,631 was unrestricted and £311,864 was restricted.

#### 5. Grants paid

	Unrestricted Funds (£)	Restricted Funds (£)	2022 (£)	2021 (£)
Animal Friends Manado Indonesia	12,217	-	12,217	-
Animal Spay and Neuter International	-	20,000	20,000	-
Asociatia Nomad Vet	-	20,008	20,008	-
Association of Dogs and Cats Homes	-	50,000	50,000	-
Bio-Diversity Conservation Foundation	58,020	-	58,020	-
Born Free USA	-	-	-	2,965
Cornwall Seal Group	-	2,770	2,770	-
DogsnHomes Rescue	-	19,850	19,850	-
Hopefield Animal Sanctuary	5,000	-	5,000	-
Humane Society International	180,672	35,768	216,440	247,087
Humane Society International Europe	261,286	-	261,286	-
International Whaling Commission	-	-	-	2,000
Jakarta Animal Aid Network	18,000	-	18,000	-
Royal Society for the Prevention of Cruelty	-	50,000	50,000	-
Voice of Animal Nepal	-	-	-	4,500
Wild Justice (refund of unspent funds)	-	-	-	(5,000)
Yayasan JAAN Lesekej teraam Jewam	-	-	-	18,500
	<b>535,195</b>	<b>198,396</b>	<b>733,591</b>	<b>270,052</b>

Grants paid in 2021 were £270,052 of which £9,968 was unrestricted and £260,084 was restricted.

12 grants (2021: 13) were paid to institutions in year and nil grants (2021: nil) were paid to individuals.

**6. UK Support Costs**

	Unrestricted Funds (£)	Restricted Funds (£)	2022 (£)	2021 (£)
Management overhead	346,575	-	346,575	255,017
Staff costs	100,657	-	100,657	54,732
Legal and professional fees	7,734	-	7,734	18,267
Rent	32,178	-	32,178	36,837
Bank charges	12,367	-	12,367	10,279
Insurance	2,776	-	2,776	2,682
Subscriptions	173	-	173	115
Accountancy	2,640	-	2,640	4,430
Printing, postage and stationery	29,066	-	29,066	19,705
Travel	15,411	-	15,411	3,888
Telecommunications	5,357	-	5,357	2,548
Sundry expenditure	58	-	58	36
Foreign exchange differences	85	-	85	179
	<b>555,077</b>	<b>-</b>	<b>555,077</b>	<b>408,715</b>

HSI/UK support costs in 2021 were £408,715 of which £408,610 was unrestricted and £105 was restricted.

**7. Governance costs**

	Unrestricted Funds (£)	Restricted Funds (£)	2022 (£)	2021 (£)
Audit fees:				
Current period	31,512	-	31,512	22,563

The governance costs in 2021 were £22,563 of which £22,563 was unrestricted and £Nil was restricted.



## 8. Wages and salaries

	Unrestricted Funds (£)	Restricted Funds (£)	2022 (£)	2021 (£)
Wages and salaries	1,238,395	-	1,238,395	831,196
Social security costs	148,223	-	148,223	83,355
Employee benefits	48,541	-	48,541	24,968
	<b>1,435,159</b>	<b>-</b>	<b>1,435,159</b>	<b>939,519</b>

The wages and salaries costs in 2021 were £939,519 of which £800,438 was unrestricted and £139,081 was restricted.

The average number of employees during the year was 22 (2021: 20).

The Trustees consider the Trustees and Executive Director as the key management personnel of the Charity. The total wage cost including the employer's social security and pension contributions of the key management personnel were £118,157 (2021: £77,266).

	2022 (£) Number	2021 (£) Number
<b>£100,000 - £110,000</b>	<b>1</b>	<b>1</b>

No Trustees received remuneration for performance of their role as Trustee during the year. No (2021: Nil) expenses were reimbursed to Trustees during the year.

## 9. Taxation

The Humane Society International (UK) is a registered charity and therefore is not liable to income tax or corporate tax on income or gains derived from its charitable activities, as it falls within the various exemptions available to registered charities.

## 10. Debtors

	2022 (£)	2021 (£)
Other debtors	203,777	210,339
Prepayments and accrued income	287,396	207,504
	<b>491,173</b>	<b>417,843</b>

## 11. Creditors: amounts falling due within one year

	2022 (£)	2021 (£)
Trade creditors	396,197	294,281
Accruals	63,002	89,724
	<b>459,199</b>	<b>384,005</b>

## 12. Funds

Analysis of net assets between funds	Unrestricted (£)	Restricted (£)	2022 (£)
Cash at bank and in hand	1,853,318	424,123	2,277,441
Debtors	491,173	-	491,173
Current liabilities	(459,199)	-	(459,199)
At 31 December 2022	1,885,292	424,123	2,309,415

Analysis of net assets between funds	Unrestricted (£)	Restricted (£)	2021 (£)
Cash at bank and in hand	2,812,688	240,445	3,053,133
Debtors	417,843	-	417,843
Current liabilities	(384,005)	-	(384,005)
At 31 December 2021	2,846,526	240,445	3,086,971

## 13. Movement of Funds

Analysis of Fund movements	Balance 2021 (£) b/fwd	Incoming resources (£)	Resources expended (£)	Balance 2022 (£) c/fwd
Restricted	240,445	558,793	375,115	424,123
Unrestricted	2,846,526	2,223,788	3,185,022	1,885,292
Total	3,086,971	2,782,581	3,560,137	2,309,415

Analysis of Fund movements	Balance 2020 (£) b/fwd	Incoming resources (£)	Resources expended (£)	Balance 2021 (£) c/fwd
Restricted	311,111	241,197	311,863	240,445
Unrestricted	2,291,888	2,552,817	1,998,179	2,846,526
Total	2,602,999	2,794,014	2,310,042	3,086,971

## 14. Restricted Funds

Breakdown of Restricted Funds	Balance 2021 (£) b/fwd	Incoming resources (£)	Resources expended (£)	Balance 2022 (£) c/fwd
International Animal Rescue	104,594	355,025	160,982	298,637
Street Animal Welfare	93,911	2,000	95,911	-
Dog Meat Trade	15,888	42,340	55,538	2,690
Mauritius Program	13,335	-	1,583	11,752
Seals UK	12,717	50	2,770	9,997
Ukraine and Eastern Europe Response	-	142,378	41,331	101,047
Global Trophy Hunting	-	5,000	5,000	-
End Fur Trade	-	12,000	12,000	-
	<b>240,445</b>	<b>558,793</b>	<b>375,115</b>	<b>424,123</b>

#### 15. Lease commitments

Net income/(expense) is stated after charging operating lease costs of £28,500 (2021: £33,725).

At 31 December 2022, the company had total commitments under non-cancellable operating leases as follows:

	2022 (£)	2021 (£)
Expiry date: Within one year	-	29,415

#### 16. Related parties

During the year, the Charity received a grant of £Nil (2021: £Nil) from The Humane Society of the United States (the HSUS).

Included within other debtors and falling due within one year is an amount due from the HSUS totalling £Nil (2021: £Nil).

Included within other creditors and falling due within one year is an amount due to the Humane Society International totalling £346,575 (2021: £255,017).

#### 17. Post Balance Sheet Events

The Trustees have assessed whether there is any known impact on the value of the year and assets and liabilities. Assets in the balance sheet are considered to be fully recoverable and therefore no adverse effects to cash flows in the coming 12 month period have been identified.

#### 18. Ultimate Controlling Party

The Charity's ultimate controlling party is The Humane Society of the United Society (HSUS), a not-for-profit organisation in the United States, with registration number 53-0225390. The HSUS seeks to prevent and bring an end to animal cruelty in all of its forms, and to celebrate and strengthen the human-animal bond. The controlling party exercises control over by virtue of common Trustees. Copies of the consolidated group accounts are available at [humanesociety.org](http://humanesociety.org)



# Independent Auditor's Report to the Members of The Humane Society International (United Kingdom)

## Opinion on the financial statements

In our opinion, the financial statements:

- Give a true and fair view of the state of the Charitable Company's affairs as at 31 December 2022 and of its incoming resources and application of resources for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- Have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements of The Humane Society International (UK) ("the Charitable Company") for the year ended 31 December 2022 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Independence

We remain independent of the Charitable Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

## Conclusions related to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charitable Company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## Other Companies Act 2006 reporting

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Trustees' Report, which includes the Directors' Report prepared for the purposes of Company Law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Directors' Report, which is included in the Trustees' Report, have been prepared in accordance with applicable legal requirements.

In the light of the knowledge and understanding of the Charitable Company and its environment obtained in the course of the audit, we have not identified material misstatement in the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of Directors' remuneration specified by law are not made; or

- We have not received all the information and explanations we require for our audit; or
- The Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

## Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Charitable Company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

## Extent to which the audit was capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

## Non-compliance with laws and regulations

Based on:

- Our understanding of the Charitable Company and the sector in which it operates;
- Discussion with management; and
- Obtaining and understanding of the Charitable Company's policies and procedures regarding compliance with laws and regulations;

We considered the significant laws and regulations to be The Financial Reporting Standard Applicable in the UK and Republic of Ireland (FRS102), The Charities SORP, Companies Act 2006, the Charities Act 2011, and UK tax legislation.

Our procedures in respect of the above included:

- Review of minutes of meeting of those charged with governance for any instances of non-compliance with laws and regulations;
- Review of financial statement disclosures and agreeing to supporting documentation;
- Review of legal expenditure accounts to understand the nature of expenditure incurred; and
- Review of serious incidents register and reports.

## Fraud

We assessed the susceptibility of the financial statements to material misstatement, including fraud. Our risk assessment procedures included:

- Enquiry with management regarding any known or suspected instances of fraud;
- Obtaining an understanding of the Charitable Company's policies and procedures relating to:
  - Detecting and responding to the risks of fraud; and
  - Internal controls established to mitigate risks related to fraud.
- Review of minutes of meeting of those charged with governance for any known or suspected instances of fraud;
- Discussion amongst the engagement team as to how and where fraud might occur in the financial statements; and
- Performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.

Based on our risk assessment, we considered the areas most susceptible to fraud to be management override of controls and fraudulent revenue recognition with regard to completeness of donation income and recognition of legacy income in the correct accounting period.

Our procedures in respect of the above included:

- Testing a sample of journal entries throughout the year, which met a defined risk criteria, to supporting documentation;
- Testing a sample of donation income and accrued legacy income to supporting documentation; and
- Assessing significant estimates made by management for bias, including review of legacy accruals.

We also communicated relevant identified laws and regulations and potential fraud risks to all engagement team members and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

Our audit procedures were designed to respond to risks of material misstatement in the financial statements, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, misrepresentations or through collusion. There are inherent limitations in the audit procedures performed and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it.

A further description of our responsibilities for the audit of the financial statements is located at the Financial Reporting Council's ("FRC's") website at:

<https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

## Use of our report

This report is made solely to the Charitable Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charitable Company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charitable Company and the Charitable Company's members as a body, for our audit work, for this report, or for the opinions we have formed.

SARAH ANDERSON (SENIOR STATUTORY AUDITOR)  
FOR AND ON BEHALF OF BDO LLP, STATUTORY AUDITOR LONDON, UK

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DATE

29 September 2023

BDO LLP IS A LIMITED LIABILITY PARTNERSHIP REGISTERED IN ENGLAND AND WALES (WITH REGISTERED NUMBER OC305127).

# Our mission

Advancing the welfare of animals in more than 50 countries, Humane Society International works around the globe to promote the human-animal bond, rescue and protect dogs and cats, improve farm animal welfare, protect wildlife, promote animal-free testing and research, respond to disasters and confront cruelty to animals in all of its forms.



**HUMANE SOCIETY  
INTERNATIONAL**  
UNITED KINGDOM

The Humane Society International (UK) is a registered charity in England and Wales (1098925)  
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**Humane World for Animals United Kingdom**

England & Wales - Charity number 1098925

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# Accounts

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HUMANE SOCIETY  
INTERNATIONAL  
UNITED KINGDOM

# ACHIEVEMENTS FOR ANIMALS

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*2021 Annual Report*



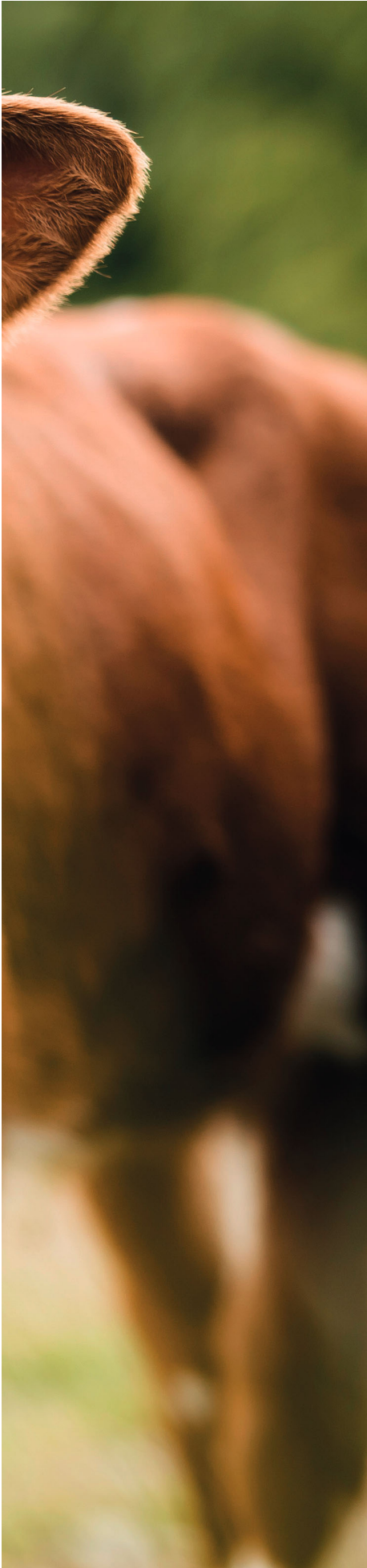
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# Chair of Trustees' Welcome: what we do and who we are

*The principal objective of The Humane Society International (UK) (HSI/UK) is the prevention and alleviation of the suffering of animals.*

*We are part of one of the largest and most effective animal protection organisations in the world. Advancing the welfare of animals in more than 50 countries, Humane Society International (HSI) works around the globe to promote the human-animal bond, rescue and protect dogs and cats, stop the suffering of animals on farms, protect wildlife, promote animal-free testing and research, respond to animals affected by disasters, and confront cruelty to animals in all its forms.*

*For more than 25 years, HSI has delivered practical, long-term solutions to protect animals, using science, advocacy, education and hands-on projects. We take pride in partnering with a variety of stakeholders who can help us deliver a shared goal of positive change for animals, including governments, companies, local organisations, and community groups around the globe.*

*With the support of donors and advocates, we are creating a more humane and sustainable world for all animals, through the promotion of respect and compassion.*

*I am extremely proud of all that HSI/UK has achieved in 2021 and we look forward to continued success in 2022. Thank you for your support!*

CRISTOBEL BLOCK, CHAIR OF TRUSTEES, HSI/UK

# Executive Director's Welcome



Next year marks the 200th anniversary of the UK's first animal protection law, an important milestone and moment to take stock of our progress towards a more just and compassionate world for animals. Tackling cruelty and injustice for animals is a long and often frustrating mission; the problems are glaring, distressing and urgent, but the solutions are frequently complex, with progress often resisted by powerful economic and political forces.

I am enormously proud of the strategic approach that we take in Humane Society International, in the UK and in our campaigns and programmes around the world, to overcome these barriers and win effective and sustained improvements for animals. Improving animal welfare is really all about people, and at HSI we are proactive in working with a diverse range of individuals, organisations, businesses and policy makers to build a unified and powerful voice for change.

One of our greatest strengths as an organisation is our tenacity, and resilience. Winning big victories for animals such as bans on cruel fur farming and trade, and enshrining in law key principles of animal welfare, can take years of sustained effort. We are always in it for the long-haul, carefully analysing the external environment and making sure we are prepared for the moment when the stars align, and our campaign goal can become a reality.

This year I am able to share with pride much encouraging progress in our campaigns, born out of the hard work, dedication, and thoughtful relationship building undertaken by the team at HSI/UK every day. From legislation to enshrine sentience in law, and ban glue traps; to companies making major commitments on a journey to using fewer animals in catering kitchens or laboratories; to animals rescued and cared for just hours from death; we are changing and saving the lives of so many animals, now and into the future.

I would like to give my sincere thanks on behalf of HSI's staff here in the UK and around the world, to our supporters and benefactors, without whom our work would be impossible. The steadfast backing of our dedicated funders is an investment in a brighter, safer future for animals and for people, I hope that this report makes you proud of what we are achieving together.

CLAIRE BASS, EXECUTIVE DIRECTOR, HSI/UK



## Snapshot of our achievements for animals in 2021

### Changing laws and policies for animals

- We were part of a coalition that successfully campaigned for maximum sentences for animal cruelty convictions to be increased from six months to five years.
- In response to our #FurFreeBritain campaign, the government launched an official Call for Evidence on the UK fur trade. It will gather evidence necessary to support a fur import and sales ban.
- With our partners at the Fur Free Alliance, we welcomed three more countries introducing bans on fur farming – Estonia, France and Italy.
- Our advocacy to Ministers helped lead to the publication of the UK government's first ever Action Plan for Animal Welfare, pledging action for animals across a wide range of issues.
- We cautiously welcomed the government's announcement of intent to stop issuing new badger cull licenses from 2022.
- Following our public campaigning and lobbying, we welcomed the introduction of a government-backed Private Members Bill to ban rodent glue traps in England, and we applauded commitments from the Scottish and Welsh governments to also introduce bans.
- We helped influence the government-commissioned National Food Strategy, which recommends a 30% national meat reduction by 2032.



- Following our four-year campaign, in partnership with other leading animal protection organisations, the government introduced legislation to recognise all vertebrate animals, decapod crustaceans and cephalopods as sentient beings, and establish a new cross-Whitehall Sentience Committee to scrutinise whether animals' welfare needs are being met by government.
- We secured the support of over 100 MPs and Peers urging the government to act on our #FurFreeBritain campaign. Their letter said, "We strongly believe the fur trade is a cruel and outdated practice, which has no place in the UK."
- Our advocacy to G7 and G20 countries on the disease risks of the fur trade, including a letter from 67 leading vets and virologists, helped lead to progress when the G7 leaders statement recognised '...the critical links between human and animal health and the environment' and the G20 communique included a commitment to 'address risks emerging from the human-animal-environment interface, particularly the emergence of zoonotic diseases.'
- We contributed to the successful passage of a European Parliament Resolution setting out plans to accelerate a reduction in animal testing.

## Corporate advocacy and impact

- Our partnership with fashion designer Stella McCartney led to their support for a #FurFreeBritain being the focus of a major advertising campaign in Piccadilly Circus (as well as Milan and New York).
- A range of iconic British fashion designers, Stella McCartney, ERDEM, Christopher Raeburn, Shrimps, Vivienne Westwood, Katharine Hamnett and Helen Moore, plus luxury fashion department store Selfridges, supported our 'Proud to be Fur-Free' initiative and backed our #FurFreeBritain campaign.

- Our anti-fur advocacy helped, both directly and indirectly, many more brands to go fur-free, including Adidas, Alexander McQueen, Holt Renfrew, Valentino, Canada Goose, Moose Knuckles and Mackage.
- We also worked with Elle magazine to support their announcement of a policy not to include fur in any of its editorial or advertising content, globally, in both print and online.
- Selfridges sought our advice to update its animal welfare policy text to include a ban on exotic feathers, building on its recent decision to ban the sale of exotic skins as well as its long-standing no fur policy.
- We continued to increase the corporate membership of the Animal-Free Safety Assessment Collaboration, to promote the utility of non-animal testing methods. Members include Unilever and L'Oréal.

## Training, educating and research

- Our experts appeared in numerous TV and radio interviews explaining the case for better animal protection to wide and varied audiences. Highlights included our executive director being invited to debates and interviews on BBC.





Breakfast, BBC Radio 4's Today programme, and BBC Radio 4's flagship debate show Moral Maze.

- We launched virtual plant-based culinary toolkits, reaching almost 100 chefs and catering managers, and secured commitment from a university committing to reduce animal product procurement by 20% over the next two years.



- Our investigations to expose the suffering inherent to the fur trade continued to make a big impact, including a front page exclusive in the Daily Mirror and hundreds of positive media articles. This exposure secured more public and political support for our goal of a fur sales ban.

- Our #TheCowInTheRoom campaign, highlighting the need to address livestock production to meet climate change targets, achieved widespread media and social media coverage around COP26 and educated a large and diverse audience, including via our video campaign with Moby.<sup>1</sup>

## Direct animal care and rescue

- We financially supported the rescue of 715 dogs saved from the dog meat trade in South Korea and China.
- Funds generously donated by our UK donors enabled HSI and our partners in the Dog Meat Free Indonesia coalition to work with police to intercept of a truck full of 53 terrified dogs being driven to an illegal slaughterhouse in Java. Our team rescued

them all, and worked with authorities to ensure the driver and slaughterhouse owner were prosecuted - both were sent to jail for over a year.

- Funds kindly granted to us from a valued corporate partner enabled us to fully fund HSI's street dog programmes in Chile and Bolivia, with a goal of providing direct care to 17,000 dogs and cats, and promoting humane street animal management.
- Our financial support for HSI's Mauritius street dog programme enabled the team to feed over 6,700 street dogs and cats during the country's March lockdown.
- We provided a grant to a wildlife rescue and rehabilitation sanctuary in New South Wales, Australia, to expand their centre and increase capacity to assist wildlife in need, following the devastating fires and floods in the region.





*HSI has now rescued and rehomed over 2,500 dogs from the dog meat trade in South Korea, closing farms permanently and supporting farmers to begin new humane livelihoods.*



## Our goals and impact in-depth

HSI/UK's programmatic work in 2021 consisted of a mixture of campaigns to address animal welfare issues in the UK, and support for global animal protection campaigns and programmes. In supporting global campaigns and programmes, we work in close collaboration with its overseas affiliates, including the Humane Society International (US). Our programmatic work was organised under six areas:

- i** securing and enhancing animal welfare legal protections and standards post-Brexit.
- ii** protecting wildlife and promoting safe and humane human-wildlife co-existence.
- iii** protecting companion animals.
- iv** preventing the suffering of animals in farming.
- v** promoting the development and use of non-animal methods in research and testing.
- vi** disaster response and rescue.

### Securing and enhancing animal welfare post-Brexit

#### Need and scope

The UK's departure from the EU's regulatory framework and single market has brought with it many challenges, as well as opportunities, for animal welfare. Throughout 2021 we continued to work with other leading animal protection organisations with a goal of ensuring that the animal welfare standards provided by EU regulations are not lost following the UK's departure from the EU; that trade negotiations help strengthen animal welfare standards; and that opportunities to improve on existing welfare laws are acted upon.



Our lobbyists secured meetings with and support from dozens of MPs from across the political spectrum.



## Goal

Ensure that animal welfare, in policy and practice, is maintained or improved following Brexit, including by enshrining recognition of animal sentience in UK law.

## Key activities and outputs

As one of the four charities leading the ‘Better deal For Animals’<sup>2</sup> campaign, which has the support of 45 of the country’s leading animal protection organisations, in 2021 we advanced our campaign to ensure that animal sentience is recognised in UK law post-Brexit, in conjunction with a duty for government to consider animals’ welfare needs in policy making and implementation.

We met regularly with senior civil servants, and held discussions with Ministers, to provide input to the drafting and development of the Animal Welfare (Sentience) Bill. Reflecting our lead role in the campaign for this law, we were invited by the government to provide quote in its launch press release<sup>3</sup>, helping us to feature in over 70 pieces of positive media coverage, including BBC Breakfast. Our executive director was invited as an expert witness on BBC Radio 4’s flagship debate show Moral Maze<sup>4</sup>, discussing the Sentience Bill, and was also invited as a panellist for a Westminster forum briefing webinar on the Bill.<sup>5</sup>

As part of a coalition of ten animal protection organisations advocating for an increase in maximum sentences for animal cruelty offences, we celebrated the Animal Welfare (Sentencing) Bill receiving Royal Assent on 29th April and coming into force on 29th June 2021.

Having lobbied for the government to introduce a dedicated and holistic animal welfare strategy<sup>6</sup>, we were delighted when the government published its new Action Plan for Animal Welfare in May. We were also pleased to be invited to comment on and welcome the plan in the government’s press release.<sup>7</sup>

Throughout the year we responded to over 15 government consultations and calls for evidence on a variety of animal welfare topics including bans on imports of detached shark fins, primates as pets, fox hunting (Northern Ireland), badger culling, animal welfare in transport and live exports, gene editing, cat microchipping, the UK fur trade, animal sentience, several trade agreements, overseas development assistance, animal welfare labelling of food products.

We also attended the Labour and Conservative party conferences, and met with supportive MPs at both.

## Impact

- Maximum sentence for animal cruelty convictions increased from six months to five years. This delivers the justice animals deserve, and should act as a deterrent to would-be animal abusers.
- In response to our joint #ActNowForAnimals8 report, the government published its Animal Welfare Action Plan, committing to important legislative progress for animals including a ban on glue traps, and action on fur.
- Government introduced legislation to recognise animal sentience, and introduce a new requirement for review of their welfare needs across all government policy making. We successfully lobbied for the inclusion of decapod crustaceans and cephalopods within the definition of ‘sentient animals’.

## Protect wildlife

### Overview

Our campaigns to protect wildlife are focused on the fur trade; trophy hunting; and tackling inhumane ‘pest control’ and culling.



# Wildlife: Fur Free Britain campaign

## Need and scope

Although fur farming was banned across the UK almost twenty years ago, on the grounds that it was inhumane and unethical, since then over £800 million of animal fur has been imported to the UK from animals suffering in factory farms, or wild-caught in traps, overseas. The UK has effectively been outsourcing animal cruelty; although the trade in cat and dog fur, and seal fur from commercial hunts is already prohibited under EU laws, the government continues to allow the small number of British companies who still trade in fur to import the equivalent of some two million animals (primarily fox, mink, and raccoon dog) worth of fur each year. In addition, since 2016 HSI/UK has gathered evidence that a significant amount of real animal fur has been mis-sold as fake fur to unsuspecting consumers who do not wish to buy real animal fur.

By mobilising the public, engaging politicians, and sharing the plight of fur-bearing animals in the press, we are building public, political and corporate support for a #FurFreeBritain. Britain would then be the first country in the world to fully ban the import and sale of animal fur, following the example set by the US State of California.

## Goals

- a) Expose fur farm cruelty, educate and mobilise the public to gain one million petition signatures for a UK fur sales ban.
- b) Convince high profile designers/retailers, towns and industry bodies to go fur-free, and ensure compliance with no-fur policies.
- c) Convince government to hold a call for evidence on legislation to ban fur imports, followed by introduction of a government-backed Bill to ban fur sales and imports.

## Key activities and outputs

We continued our public campaigning, collecting one million signatures on our petition for a fur ban, and delivering these signatures to Number 10. We also secured support for a ban from 50 major celebrities, with associated positive media coverage<sup>9</sup>, and worked with Chris Packham on a video interview for Politics.co.uk.<sup>10</sup>

The UK allows imports of millions of pounds of fur, including from China. By working with our Chinese partner organisation, we were able to secure footage and images of conditions on Chinese fur farms. This shocking expose included horrific cruelty including an animal skinned alive, and was covered by numerous media outlets including Guardian, Daily Mirror, Daily Mail, Daily Express, The Sun, and Newsweek.





Joining with Finnish animal protection organisation Oikeutta Elaimille, we took the Daily Mirror’s Environment editor, and TV vet Dr Marc Abraham to visit fur farms in Finland. The resulting evidence was used to convince public, corporate and political audiences of the need for a fur import and sales ban.

Following from our evidence of the cruelty of fur farming, political support for a ban expanded throughout the year, as evidence by the number of Parliamentary questions tabled and answered, and two successful debates championed by our MP partners, Christian Wakeford and Taiwo Owatemi, which were attended by over 30 MPs from all main parties, all of whom spoke in support of a fur ban.

One of our campaign milestones was met in May when the government announced a Call for Evidence to determine action on the UK fur trade. We responded to this, and encouraged our supporters to respond, with almost 30,000 responses logged in just one month.

Through our work in coalition with the Fur Free Alliance, we helped to convince numerous companies to adopt fur-free policies. Our partnership with Stella McCartney led to our Fur Free Britain campaign being the prominent focus of Stella’s guerilla marketing campaign in Piccadilly Circus, as well as in Milan and New York and via high profile celebrity social media videos (including Sir Paul McCartney and Dame Judi Dench).

We continued to work with Trading Standards’ and Advertising Standards Authority teams regarding online brands persistently mis-selling or advertising real fur as fake, and we supported several companies, including John Lewis Partnership, to help prevent ‘fake faux fur’. We also continued to seize opportunities to educate consumers about the risks of buying ‘fake faux fur’, including being invited to feature in a guest blog with Which? Magazine<sup>11</sup>, and appearing on Channel 4’s ‘Joe Lycett’s Got Your Back’ in September.

Our work to highlight the disease risk of fur farms continued. Our ‘Stop Deadly Fur’ petition with the Fur Free Alliance reached 900,000 signatures globally, and was handed in at the meeting of G20 leaders in Rome.<sup>12</sup> We coordinated the submission of letters to Health Ministers in advance of the G7 and G20 Summits, including our letter signed by 67 experts vets and virologists from 16 countries supporting the call for an end to the global fur trade.<sup>13</sup>

## Impact

- In April we achieved extensive media and social media coverage<sup>14</sup> when we delivered our one million signature #FurFreeBritain petition to the Prime Minister, and on 31st May

the government launched an official Call for Evidence on the UK fur trade.<sup>15</sup> It will gather evidence necessary to support a fur import and sales ban. We encouraged our supporters and our corporate contacts to respond; the government ultimately received almost 30,000 responses.

- We co-ordinated and delivered a letter signed by over 100 MPs and Peers to the government supporting a #FurFreeBritain and stating “We strongly believe the fur trade is a cruel and outdated practice, which has no place in the UK”. The letter received good media coverage and several national radio/TV interviews.

- Our championing of Tracey Crouch

MP’s Early Day Motion urging government to introduce a fur import ban led to it being signed by 119 MPs from all main parties.

- We championed two successful debates in Parliament, with over 30 MPs speaking exclusively in support of a fur import and sales ban. Support for a fur ban was also raised at Prime Minister’s Questions.





## Wildlife: Ethical wildlife management

### Need and scope

Each year across the UK, untold numbers of animals termed ‘pests’ and ‘vermin’, such as mice, rats and moles, are killed unnecessarily, and suffer from crude and inhumane trapping and killing devices. HSI/UK’s work on this issue began in 2015, focused on promoting a ban on rodent glue traps. This work continues, with progress continuing towards the adoption of glue trap bans in both the UK and Scottish governments.

The badger cull is the single largest slaughter of wildlife in the UK, sanctioned by the government in an ineffective and inhumane attempt to stop the spread of bovine tuberculosis. During 2021, 33,687 badgers were reported killed in the government’s licensed cull. This is an issue that HSI/UK has worked on since culling began in 2014, adding to the highly compelling body of evidence that culling badgers is neither humane nor effective at controlling bovine tuberculosis.

### Goals

- a) Ban on the sale and use of rodent glue traps.
- b) Cessation of government’s badger cull policy, replaced with humane and effective alternative strategies for control of bovine TB.

### Key activities and outputs

In addition to helping secure over 40,000 signatures on a government e-petition, we continued meetings with MPs to gather political support for a rodent glue traps ban, and were invited by senior civil servants to a series of meetings to provide input into their policy development in this area.

We were delighted when in June the government announced its support for a Private Members Bill to ban rodent glue traps. We also provided input to the Scottish Government’s Animal Welfare Commission towards their opinion on a glue trap ban, and communicated with Scottish Ministers on this topic, and we were pleased to welcome action from the Welsh government against glue traps as well.

- Our Finland fur farm investigation<sup>16</sup> resulted in a Daily Mirror front page story, in addition to other media and social media pick up. Our Harrods’ fur department expose<sup>17</sup> also reached

large media and social media audiences.

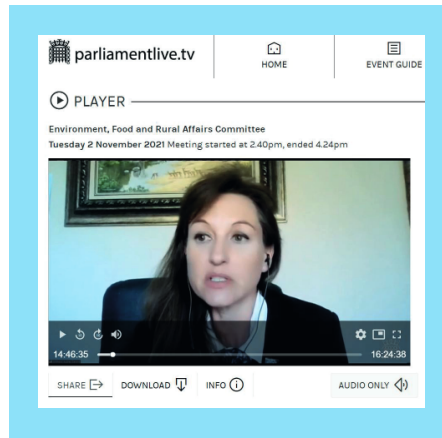
- We celebrated more brands adopting fur-free policies, including Adidas, Alexander McQueen, Holt Renfrew, Valentino, Canada Goose, Kering Group including Saint Laurent, Moose Knuckles and Mackage.



- We also worked with Elle magazine to support the announcement of its new global policy not to include fur in any of its editorial or advertising content, globally, in both print and online. This major global fashion magazine has 45 editions worldwide and reaches an audience of 175 million readers each month across its digital and social media platforms.
- Alongside our partners in the Fur Free Alliance, we celebrated Estonia, France and Italy introducing legislation to ban fur farming.
- Following our ‘Stop Deadly Fur’ campaign and petition, the G20 leaders’ communique subsequently included a commitment to “enhance global surveillance” and “address risks emerging from the human-animal-environment interface, particularly the emergence of zoonotic diseases.” Our advocacy to G7 countries helped lead to progress when the leaders’ statement stated commitment to adopt a “one health approach to pandemic prevention...recognising the critical links between human and animal health and the environment.”<sup>18</sup>

## Impact

- Citing evidence submitted by us<sup>19</sup>, the Scottish Government's Animal Welfare Commission (SAWC) recommended an immediate outright ban on public sale of glue traps and strict interim regulations for industry users.
- The Welsh Government published a white paper setting out a commitment to introduce a ban on rodent glue traps.<sup>20</sup>
- Glue traps (Offences) Bill was introduced by Jane Stevenson MP, which will ban the public use of rodent glue traps in England.
- We cautiously welcomed the government's announcement of intent to stop issuing new badger cull licenses from 2022 (NB concern remains that existing licenses could mean that badgers could still be culled up to 2028).



- b) Mobilise the public to support a total hunting trophy import/export ban.
- c) Secure support from MPs and Government for the strongest trophy hunting ban, with no exemptions.

## Wildlife: end trophy hunting

### Need and scope

The UK currently allows the import and export of animal parts taken from animals hunted and killed as 'trophies'. Over the last ten years, the UK has allowed imports of hundreds of hunting trophies, including from endangered species such as polar bears, cheetah and rhino.

We believe that trophy hunting is immoral and colonialist; it causes suffering to hunted animals and has been shown to have a detrimental impact on species conservation in many cases, including for endangered species. We commission and collate research and evidence to show that claims that trophy hunting contributes significantly to conservation efforts are largely unfounded, with funds generated from hunts predominantly applied to the maintenance of the status quo of enabling trophy hunting.

Since the Government's 2019 manifesto commitment to a trophy hunting import ban, our work has centered on political advocacy to ensure delivery of the most comprehensive and robust ban possible, in line with the expectations of the British public.

### Goals

- a) Expose to policy makers and the public the cruelty and conservation threat of trophy hunting.

### Key activities and outputs

In January we met with Secretary of State for DEFRA regarding trophy hunting, explaining our rationale for the government to introduce a comprehensive and robust ban. Throughout the year we submitted evidence to the Defra team to assist in policy development. Following reports<sup>21</sup> that the government was considering building a 'conservation exemption' in the ban, we gathered evidence from wildlife experts in other HSI offices on why exemptions to the ban would lead to easily exploitable loopholes and would be expensive and unworkable. This evidence helped divert the government back towards a very robust ban, which was outlined in December of 2021 when the Government outlined its proposed policy of a hunting trophy import ban covering almost 7,000 species and with no exemptions or loopholes built in. We were invited by government to comment on and welcome the policy detail in Defra's press release in December.<sup>22</sup>

Throughout the year we met with many MPs from across the political spectrum and emphasised the need for a comprehensive hunting trophy import ban and asked them to write to Ministers and submit Parliamentary Questions to encourage the Government to introduce a ban.

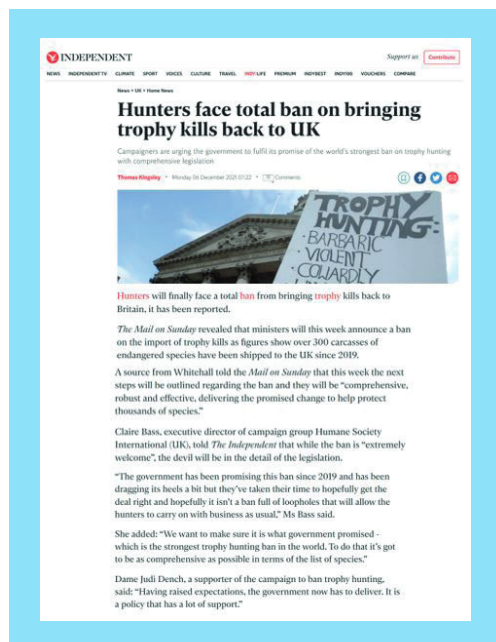


We submitted extensive written evidence to the Environment Food and Rural Affairs (EFRA) Select Committee's Inquiry on a trophy hunting ban, and our South African office's Director of Wildlife was invited to give oral evidence as an expert witness in November.

We attended the Labour and Conservative Party Conferences in September and October and met with numerous Parliamentarians from both Parties and discussed the issue of trophy hunting.

## Impact

- A ban on the import of hunting trophies included in the Queen's Speech in May 2021, reaffirming the government's commitment to the new law.
- We were invited to give, and provided, oral evidence to the EFRA Select Committee inquiry into the proposed hunting trophy import ban.
- Robust evidence provided to DEFRA officials coupled with strong media coverage highlighting unacceptability of a 'conservation benefit' exemption<sup>23</sup> to the hunting trophy import ban led to the government committing to abandoning this plan.<sup>24</sup>
- In December, the Government releases the result of the consultation and call for evidence into a potential trophy hunting ban. The results show that 84% of respondents favoured "Option Three: A ban on all hunting trophies entering or leaving the UK." Alongside the release the Government committed to robust ban on trophy imports, without exemptions, covering some 7,000 species.<sup>25</sup>



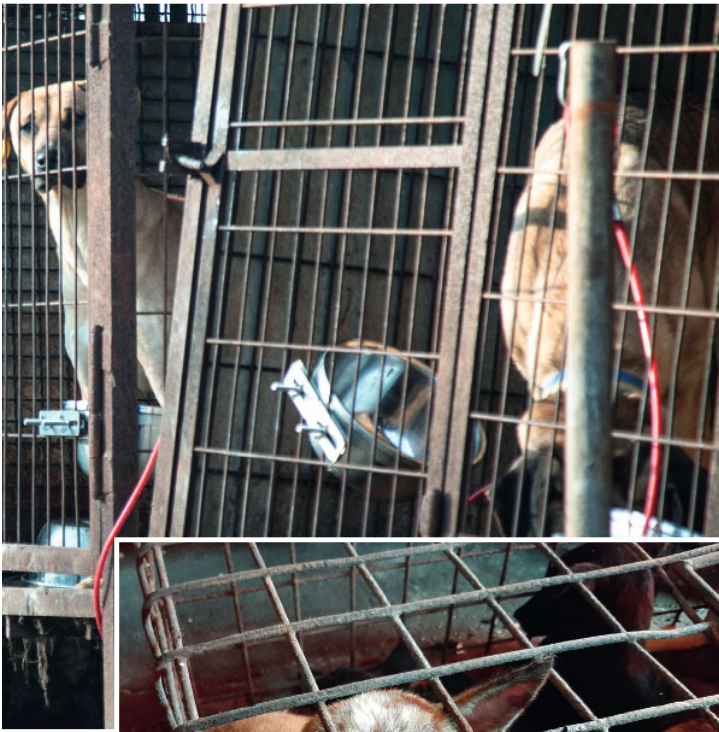
## Protect companion animals

### Need and scope

Asia's dog meat trade claims the lives of an estimated 30 million dogs each year and causes immense suffering. It also represents a significant risk to human health, facilitating the spread of deadly diseases like rabies. And around the world, millions of street dogs suffer inhumane treatment, including culls, in failed attempts by authorities and communities to curb their populations.

While HSI does not have any hands-on programmes helping homeless dogs in the UK, since this need is ably met by other charities, HSI/UK employs staff who are deployed to deliver projects in other parts of the world, and raises funds that are used to deliver dog campaigns and programmes via our HSI affiliates overseas. HSI/UK's companion animal experts are driving positive change for dogs through strategies that engage with partner organisations; the public and dog owning communities; and governments and local authorities in the countries where the street animal welfare challenges are greatest.





## Key activities and outputs

We continued to raise funds in the UK to support HSI's dog meat farm closures and other dog meat rescues. In August we worked with partners to rescue 65 dogs from a farm on Jindo island, Republic of Korea, and thanks to a generous funding partner in the UK we were able to ensure that all the dogs were sent to loving homes in north America and the UK. The farm was closed down permanently.

Thanks to a generous gift from a corporate partner, we were also able to fully fund HSI's street dog programme in Chile and Bolivia. The project aims to spay/neuter/vaccinate 4,000 cats and 4,000 dogs in Bolivia, and to spay/neuter 4,000 cats and 3,000 dogs and provide care to an additional 2,000 animals in Chile. It will also provide training to students and veterinarians to promote optimal welfare in surgery and treatment.

The extremely difficult decision was taken to conclude our street dog programme in Mauritius, due to a long-term lack of commitment from the government to adopt and fund a humane street dog management programme with us, and withdrawal of government support for the mobile spay-neuter clinic. HSI's team on the ground in Mauritius used remaining project funds to provide veterinary care (including spay/neuter surgeries) to street animals, in addition to providing food and water to street animals during the country's strict Covid19 lockdown in March.



## Goals

- a) Inspire and enable concerned UK citizens to support our campaigns to end the dog meat trade, including through petitions and donations, and rehoming of 'ambassadors' rescued from the trade.
- b) Provide staff and financial support for Humane Society International's programmes delivering humane street dog management projects around the world.



## Impact

- HSI/UK supported the rescue of 715 dogs saved from the dog meat trade in South Korea and China.
- Funding secured to provide veterinary care and humane population management to 17,000 animals in Bolivia and Chile.
- We funded \$25,000 towards our Dog Meat Free Indonesia coalition's dog meat truck interception and rescue. It resulted in 53 terrified dogs, tied up in sacks with their muzzles bound, being rescued en route to an illegal slaughterhouse, and the truck driver and slaughterhouse owner being prosecuted and sent to prison.<sup>26</sup>
- Following shocking reports of dogs eating each other alive in Mauritius' government-run pound<sup>27</sup>, we briefed MPs and the British High Commission in Mauritius and urged their diplomatic protest. Following this and other pressure, the dogs were moved to more humane conditions.
- During 2021, funds raised in the UK enabled HSI's Mauritius team to feed over 6,700 street dogs and cats during the country's March lockdown.



# Preventing the suffering of animals in farming

## Need and scope

Around the world, the Humane Society family of organisations are active to help stop animals suffering on factory farms. We aim to reduce the number of animals living in intensive confinement systems, such as battery cages and sow stalls, including by advocating for greater uptake in plant-based diets.

In the UK, our Forward Food programme focuses on inspiring and enabling large food service companies to reduce their animal product procurement, by serving more tasty, nutritious and environmentally and health-friendly plant-based foods. We have developed a suite of resources to provide greater support to the needs of food businesses moving to more plant-centric menus, including a business case<sup>28</sup>, toolkit, greenhouse gas report<sup>29</sup> and implementation guide.<sup>30</sup>

There is now concrete evidence of the extremely damaging role that animal agriculture plays in precipitating climate change.



Indeed, recent models show that the Paris goal of keeping within 1.5 degrees of warming will be impossible if greenhouse gas emissions from the livestock sector are not drastically cut. Despite the fact that livestock contributes between 14.5 and 18% of anthropogenic greenhouse gas, reducing the number of animals trapped in intensive farming systems is not yet meaningfully on the agenda of global climate talks. Working with NGO partners, and using the best available science, we aim to put livestock reduction on the climate agenda, starting from COP26 in Glasgow.

Reacting to the risk and opportunity that Brexit present for animals in agriculture, we are also engaged in ensuring that welfare standards in UK farms, or products imported into the UK, do not become diluted following the UK's departure from the EU.



## Goals

- a) At least 10 institutions/ food service companies reduce their procurement of animal products by at least 20%.
- b) Government supports policies that deliver meat reduction in public procurement, and in context of international climate change policy.
- c) Ensure that UK legislation adopts the highest possible welfare standards for farmed animals (including in trade, and through commitment to phase out of cages and crates).
- d) Convince the UK (and other countries) to adopt concrete actions towards livestock reduction, in context of climate change negotiations.

## Key activities and outputs

With the UK as COP26 Presidency, we launched our #TheCowInTheRoom campaign calling for a reduction of global livestock numbers and a shift towards healthy, sustainable and plant-based diets to meet climate goals.

We engaged with Parliamentarians, Ministers and COP26 President Alok Sharma and shared our briefings, fact sheets and policy recommendations. We held meetings with a dozen Parliamentarians, including Shadow Environment Ministers, and





To universities we delivered a virtual session with The University Caterers Organisation (TUCO) highlighting the growing trend for plant-based dining and the toolkit content with around 50 attendees as part of their Veganuary Ready Webinar. We participated in a panel discussion on sustainable food choices with Oxford Brookes university who have subsequently committed to a 20 per cent reduction in animal products over 2 years. We delivered virtual

culinary sessions with Winchester and the University of West London and greenhouse gas assessments for 3 universities, Winchester, Goldsmiths and Oxford Brookes university.

mobilised MPs to table Written Questions and send letters to the Presidency endorsing our asks. To increase our political reach, we published a PoliticsHome feature piece<sup>31</sup> marking the Pre-COP26 summit launch. We also garnered celebrity and corporate support, with 20 international celebrities, including Billie Eilish and Joaquin Phoenix, and 16 corporates, including Beyond Investing and McCartney Foods, publicly supporting our letters to Alok Sharma. We rallied united support from 53 animal welfare, environment and food awareness NGOs.

We also launched two hero videos: an explainer video with musician Moby<sup>32</sup> and an animated video entitled ‘The Cow in the Room’<sup>33</sup>, which were screened at events at COP26 and social media, including via ‘Now This’.

We secured a partnership with Sodexo UK and Ireland to support their transition to 30% of their menu to plant based by 2025, as well as a partnership with the 3rd largest caterer in the UK and Ireland, Baxterstorey. We delivered 5 blended workshops utilising the virtual toolkits, paired with an in person cooking session to almost 60 of their chefs and catering managers from across the country increasing their skills and knowledge of creating and marketing plant-based foods, with 10 accounts from across the country agreeing to track the change to their menus to assess impact.

At COP26 our team participated in 5 events, including a WHO Health Pavilion panel discussion and official press conference, and attended over 40 talks and events. Our team also engaged with international delegates, government representatives and negotiators as well as likeminded NGOs and corporates. We partnered with the Party for the Animals to join the People’s protest in Glasgow and delivered our public petition with over 72,000 signatures to Alok Sharma’s office. Our team also gave interviews showcasing HSI’s global farm animal and Forward Food programmes.

We secured a collaboration agreement with Beyond Meat who are expanding their presence in the UK across the university sector. We also led a thought leadership discussion on the acceleration of plant-based dining across the public sector

Delivery of Forward Food workshops was challenging due to the impact of COVID-19 restrictions and its ongoing impact to the hospitality industry. To overcome this challenge, we developed a virtual version of our four culinary toolkits, launched in May to both expand our reach and overcome restrictions.



## Moby: 'Meat should cost what it costs'

© Tuesday 2 November 2021 08:23, UK



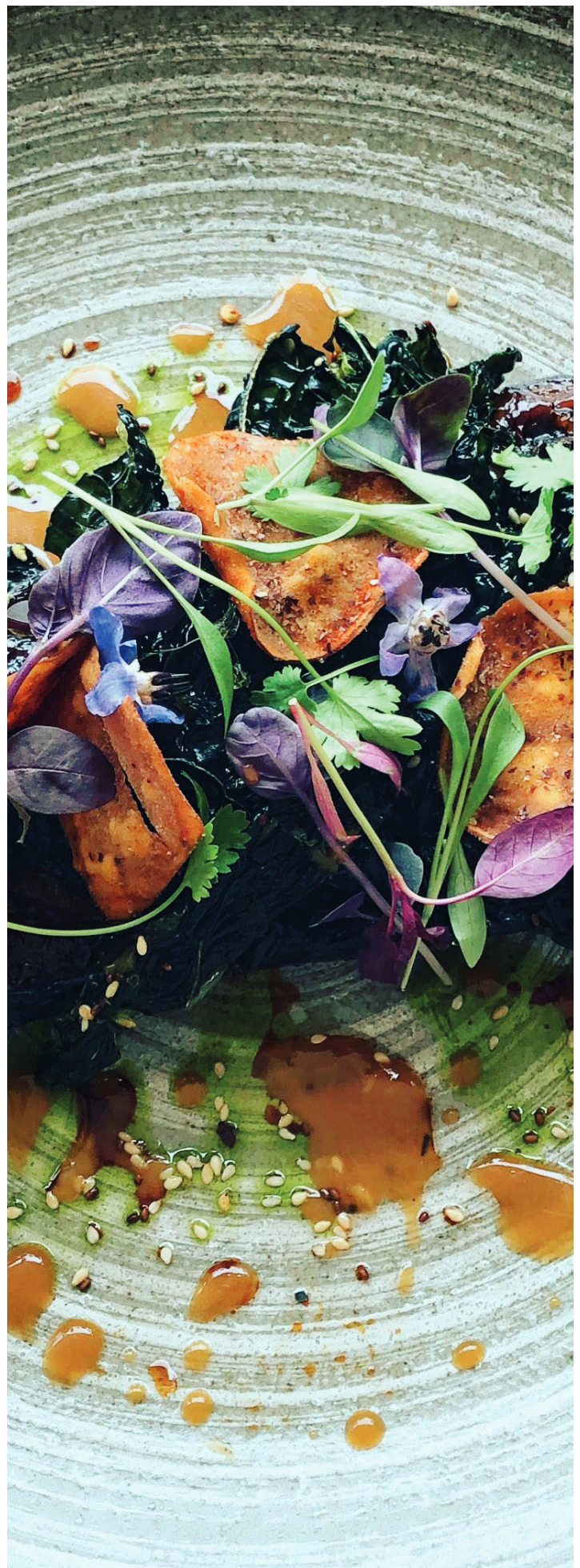
Musician Moby calls for subsidies on meat production to be cut, so that 'takeaway burger would 'really' cost \$100.

attended by over 150 delegates at the first European Plant Based World trade show, bringing together food manufacturers and suppliers from across the industry.

To engage the public in our EatKind campaign and highlight the impact of our Food choices we conducted a Greenhouse Gas Assessment on the House of Commons catering<sup>34</sup>, highlighting the opportunity and need for government to lead by example and serve more climate friendly food across its parliamentary estate, this was covered in the media including the Daily Mail.

## Impact

- Government-commissioned National Food Strategy<sup>35</sup>, to which we had submitted evidence and input, published, including recommendation for 30% national meat reduction by 2032.
- Helped ensure that the #EndTheCageAge petition reached 100,000 signatures, meaning it will now be formally debated in Parliament in 2022.
- Our #TheCowInTheRoom campaign for COP26 achieved widespread media and social media coverage and educated a large and diverse audience, including via our video campaign with Moby<sup>36</sup>, which was viewed over 30,000 times.
- We mobilised MPs to table 8 Written Questions and send 3 letters to the COP26 President endorsing our policy asks. Our COP26 feature piece in PoliticsHome received 572 views and 55,560 Twitter impressions.
- Launched virtual culinary toolkits reaching almost 100 chefs and catering managers.
- Delivery of two virtual culinary sessions and three greenhouse gas assessments with UK universities, with one university committing to a 20 percent reduction in procurement of animal products by 2023.





*HSI is working with companies and governments around the globe to replace cruel and obsolete animal-poisoning tests with modern alternatives that better protect human and environmental safety.*

# Promoting the development and use of non-animal methods in research and testing

## Need and scope

Great Britain has always been one of the top users of animals in research across the European Union, with an annual average of more than 3.5 million uses of animals for the last decade. Animal use for research and testing shows no decline, despite mounting scientific evidence that animals poorly predict human responses for safety testing or for disease modelling and drug development, and animal ‘models’ are being rapidly outpaced by newer technologies. The vast majority of these animals are rodents but the other animals used in procedures in Great Britain in 2021 included dogs, cats, horses, sheep, rabbits, fish, birds, monkeys and other non-human primates. These animals are used in experimental testing of compounds, to ascertain chemical safety, and for biomedical research. Most of the animals are killed at the end of the experimental procedure.

There is mounting evidence that animals are not the best model with which to investigate human disease processes, evaluate possible treatments and to assess chemical safety. More than 9 out of every 10 drugs that are effective in animal models of disease fail to have the requisite, positive impact for human patients. This equates to huge loss of life - both animal and human, wasted research funding and ultimately, a delay in the delivery of effective treatments to patients. There are many non-animal methods that can predict chemical safety as well or better than the corresponding animal test.

Our UK Research and Toxicology team works closely with relevant stakeholders both in the UK and internationally - the scientific researchers, regulators and industrial partners – to promote the development and use of more human-relevant non-animal methods for testing and research.

## Goals

- a) Redirect research funding away from support of animal models of human disease and towards the more human-relevant, non-animal research methods.
- b) Promote further uptake of non-animal methods for toxicology (chemical safety) testing.

## Key activities and outputs

To redirect research funding away from animals and promote further uptake of the non-animal methods in toxicity testing, in order to enable more effective support and widespread application of human-relevant approaches, we actively engage in scientific conferences, meetings, workshops and respond to public consultations. In addition, HSI/UK’s experts sit within the following groups:

- Animals in Science Regulatory Unit of the Home Office.
- The CIAO (Modelling the Pathogenesis of COVID-19 using the Adverse Outcome Pathway Framework) project (<https://www.ciao-covid.net/>).
- European Commission Cosmetics working group.
- The European Partnership for Alternative Approaches to Animal Testing.
- The European Chemical Agency Member State Committee.
- The European Chemical Agency Expert Group on Endocrine Disruptors.
- The European Commission CARACAL.
- The European Centre for Validation of Alternative Methods stakeholders forum (ESTAF).
- The International Council on Animal Protection in Pharmaceuticals Products (ICAPPP).
- The International Council on Animal Protection in OECD programmes (ICAPO).
- Organisation for Economic Co-operation and Development (OECD) Advisory and Expert groups.

In 2021 HSI/UK submitted scientifically-justified, evidence-based comments in response to the following consultations:

- Classification and Labeling Regulation Inception Impact Assessment.
- Classification and Labeling Regulation Public Consultation.
- Cosmetics Product Regulation Inception Impact Assessment.
- REACH Regulation Inception Impact Assessment.
- REACH draft regulation: chemicals safety regulation – clarification of unclear/inconsistent wording in REACH information requirements.
- Strategic Research and Innovation Plan for Chemicals in the Green Deal Era Survey.
- Pact for Research and Innovation in Europe.

We maintain two science industry-facing websites and social media platforms (Twitter and LinkedIn) – AFSA (<http://www.afsacollaboration.org>) has a toxicity testing focus and Biomed21 ([www.biomed21.org](http://www.biomed21.org)) is designed for biomedical science and life science researchers. AFSA brings together corporate and nonprofit leaders who share the goal of accelerating a modern, species-relevant approach to safety assessment globally to better protect people and our planet, and hasten the replacement of animal testing. We use these multi-stakeholder platforms to engage with scientists, promoting the development and application of innovative non-animal methodologies, events and research funding opportunities that focus on human-relevant approaches. Both platforms have achieved a steady increase in Twitter followers.

We interacted with politicians in both the UK and the European Union parliaments, analysing proposed and pending legislation and policy initiatives, and co-ordinating interventions as appropriate to further the goal of ending animal use in laboratories.

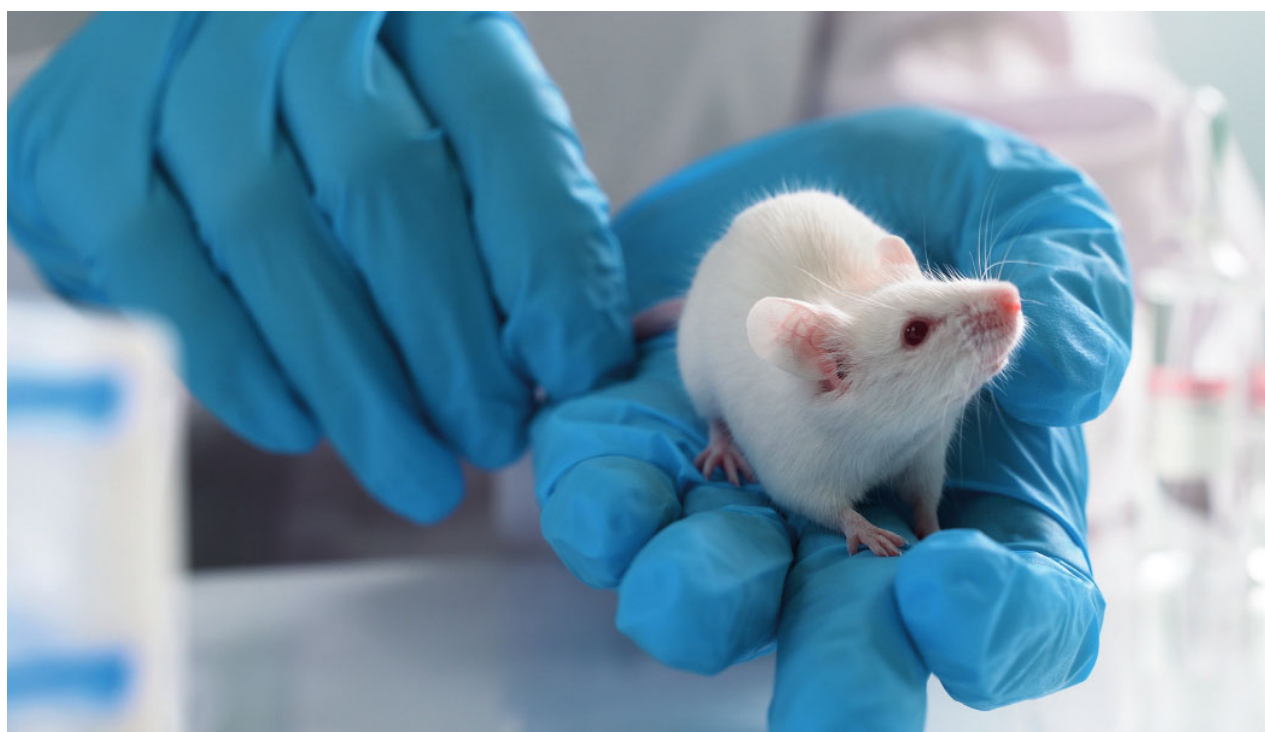
We engaged positive media interest in animal use for scientific research and testing in the UK, including an in-depth interview in the Metro newspaper.

## Impact

- Increased membership of the Animal-Free Safety Assessment (AFSA) Collaboration by 33.3% compared to 2020. These organisations work in collaboration with HSI to showcase the utility of non-animal methods instead of animal-based tests. Members include Unilever, Procter and Gamble, and L'Oréal.

As membership increases, it emphasises the desire for the replacement of animal tests in industry.

- Contributed to the European Parliament's Resolution on Plans and actions to accelerate a transition to innovation without the use of animals in research, regulatory testing and education. Our contribution helped the Resolution to be passed almost unanimously by the European Parliament.
- Co-organised an Intergroup on the Welfare and Conservation of Animals Side Event on 'Accelerating the transition to animal-free innovation: Measures for an action plan to phase-out experiments on animals' with Eurogroup for Animals to bring non-animal methods in research & testing to the top of the agenda in Europe.
- Presented HSI's vision of animal-free education to over 200 international delegates to the European Commission conference on 'Towards replacement of animals for scientific purposes'.
- Presented to an audience of over 100 stakeholders from different industries at the joint British Toxicology Society-Interdepartmental Group on Health Risks from Chemicals 'Public Health England Virtual Workshop 1: Current status of NAMs for regulatory purposes'. This provided an arena for the discussion of the new landscape of NAMs in the UK.
- Provided an overview of HSI/AFSA's new educational material to over 150 scientists from the Association of Southeast Asian Nations (ASEAN) Cosmetic Association's Safety Assessment Workshop on Cosmetics. This module describes the utility of computational models to replace animal tests.





## General

We continued our involvement with, and contributions to, several umbrella bodies during 2021, including the Association of Lawyers for Animal Welfare; the All-Party Parliamentary Group for Animal Welfare; the CITES Liaison Group with the UK CITES Management Authority; the Fur Free Alliance, and Wildlife and Countryside Link. Our executive director remained Chair of Link's Animal Welfare Strategy Group for a fifth year, and HSI/UK's Senior Campaign Consultant continues to hold a seat on the Fur Free Alliance's Executive Committee.

## Media communications, celebrity engagement and online support engagement

During 2021, we continued to achieve high levels of international and national media coverage for both our UK and global campaigns. We recorded hundreds of media hits reaching wide and diverse audiences to support our UK and global campaigns. We offered expert opinions on a wide range of high profile animal issues discussed in the media. Our press releases secured quotes in outlets across the political spectrum from the Guardian<sup>37</sup> to the Telegraph<sup>38</sup>, including Sky News, GB News, VICE, Daily Mail, Metro, Daily Mirror, and Reuters.

2021 saw HSI/UK continue to strengthen existing celebrity relationships with projects with Stella McCartney, Dame Judi Dench and Leona Lewis, as well as grow its celebrity support portfolio with engagement from Dr. Amir Khan, Moby, James Arthur and Mollie King.

We continued to grow our network of supporters on social media. Our (@HSIUKorg) twitter following rose to almost 10,000, with 4.9million impressions registered throughout the year. Since its launch in July 2017, HSI/UK's Facebook page, dedicated to engaging with UK supporters on HSI's UK animal protection campaigns, has gained just under 17,000 followers, and HSI/UK's Instagram account has gone from strength to strength, rising to almost 16,000 followers by the end of 2021.



## Disaster response

During 2021 we granted funds to our affiliate in Australia to support a small infrastructure improvement project at a wildlife rescue and

rehabilitation organisation ('Wombat Stomp') in New South Wales, in an area badly hit by the 2020 bush fires. The funds allowed a wildlife rehabilitation unit to be built, which is used to house injured and orphaned wombats and kangaroo joeys. It extends into outdoor enclosures to facilitate soft-release and get wildlife in care accustomed to independent life. Though the land is now recovering from the devastating bushfires, the improved capacity of Wombat Stomp is still a critical asset, having been used most recently to assist wildlife affected by two severe flooding events. Tina Arena (pictured) was one of the first joeys to use the new enclosure, found after her mother was hit by a car and she was thrown from the pouch. Hand fed and gradually socialised with older roos, Tina was released and successfully joined a wild kangaroo mob.

## Impact

- Increased capacity for wildlife rescue and rehabilitation in a part of Australia increasingly threatened by climate change-related disasters.



## Governance

The Humane Society International (UK) is a charity registered in England and Wales (registration number 1098925) and a company limited by guarantee (registration number 04610194). The company was established under a Memorandum of Association which establishes the objects and powers of the charitable company and is governed under its Articles of Association as amended on 18 October 2016. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

### Recruitment and appointment of the Trustees

As per the Articles of Association, the Trustees are empowered to replace and recruit new members or appoint additional members to their board. Trustees serve 3-year terms.

### Trustees induction and training

Trustees are introduced to and kept up to date with developments within the charity's sphere of operations by the existing Trustees. Steps are taken to ensure that all Trustees are kept abreast of charity regulations with appropriate updates.

The Trustees who served the charity during the period and up to the date this report was approved, are as follows:

Cristobel Block

Alexandra Gabrielle Freidberg

Jeffrey Flocken

Michaelen Barsness  
(Resigned 2nd June 2022)

Nina Pena  
(Appointed 3rd June 2022)

## Organisational structure

HSI/UK is affiliated with Humane Society International (HSI), incorporated May 1991 in Washington DC, USA. HSI educates audiences worldwide about compassion toward animals; carries out direct animal care, rescue, and disaster response; provides technical and scientific support to local partners; and seeks to increase the priority given to animal protection issues by policy-makers, industry, and civil society worldwide.

HSI is 100% controlled by the Humane Society of the United States (the HSUS), a not-for-profit organisation, incorporated November 1954 in Delaware, USA. The primary purpose of HSUS is the worldwide advancement of humane treatment of animals through public education, awareness, and direct animal care programmes.

HSI/UK is also related to HSI and HSUS in that all current Trustees of HSI/UK are also Officers of HSI and HSUS.

The Trustees meet regularly to review the overall objectives of the charity to ensure its effective performance. The administration of the charity and the keeping of its financial books and records are carried out by the staff of the charity with administration and supervision by the Trustees. The Trustees delegate the day-to-day management of the charity to the Executive Director, Claire Bass.

## Statement of Trustees' responsibilities

The Trustees, who are also directors of The Humane Society International (UK) for the purposes of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and company, and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

## Public benefit

The Trustees confirm that they have complied with the duty in the Charities Act 2011, Section 17, to have due regard to the Charity Commission's guidance on public benefit, which addresses the need for all charities' aims to be, demonstrably, for the public benefit.

The public benefits of our work are expanded upon in section 4 and include, but are not limited to, the following:

- Through our Forward Food programme, we continued to support major food service and higher education institutions to serve up a greater proportion of healthy, affordable plant-based food.
- Our representation of the interests of the significant proportion of the British public and animal industries who wish to see animal welfare legislation passed (such as the Sentience Bill), and empowering them to act effectively and collectively in support of this goal.
- Raising public awareness of the risks to consumers of buying real fur that is wrongly labelled and sold as fake fur, working with businesses and alerting the Advertising Standards Authority and trading standards to these problems.

- Securing public bans on glue traps as inhumane and ineffective methods of ‘pest control’ and promoting instead principles of ethical wildlife management to companies and the public.
- Supporting the delivery of humane street dog management programmes which sustainably reduce oversized dog populations and the associated problems they can cause people (e.g. bites, traffic accidents), as well as vaccinating against rabies to protect both human and canine populations.

## Remuneration policy

The Humane Society of the United States and its affiliates’ remuneration approach for employees is informed by regular reviews of both salary practices of like-minded organisations, and the external economic climate including inflation levels. In 2021 the Trustees approved a 3% salary increase for HSI/UK staff hired before October 1, 2020, effective April 1st, 2021. Salaries for all positions are managed through internal grading, to ensure equity and consistency. Our goal is to ensure that the total compensation

and benefit packages available to our employees are competitive, to attract and maintain a highly motivated staff that will ensure success in our efforts toward creating a humane society, while still offering the best value to the organisation.

## Risk management

The Trustees are responsible for identifying and reviewing the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. The Trustees have put together a risk register identifying all current major risks. Each item has been scored according to its perceived potential impact together with actions that either have or will be taken in mitigation. The risk register is reviewed annually by management and by Trustees. One of the primary aims of the Board of Trustees is to provide assurance over the procedures in place to manage the identified risks.

The Trustees consider the principal risks to be as follows:

<b>RISING INFLATION AND COST OF LIVING CRISIS – REVENUE DOWNTURN AND IMPACTS OF RISING POVERTY ON BENEFICIARIES</b>	<p>Predicting a likely decline in donations coupled with a depreciation in real terms value of donations, we will track this change and revise income targets and adjust expenditure budgets as necessary. We will factor in the depreciation effect of rising inflation into long-term grant applications. The Trustees will review the investment strategy for reserves, to ensure the maximum return.</p> <p>The predicted sharp rise in the proportion of the UK population living in poverty will have an impact (via their care givers) on animals, such as inability to meet vet bills and food costs. We will liaise with other charities to assess need and where and how HSI/UK may be best placed to offer assistance.</p> <p>We will also continue to review and diversify our fundraising campaigns and activities, to include more engagement opportunities and build relationships with new and existing donors. We will continue to ensure that appropriate reserve levels are maintained.</p>
<b>BUDGETARY SHORTFALL/ OVERSPENDING</b>	<p>Budgets and cashflow statements are reviewed on a monthly basis, comparing actuals to the budget/forecast, with adjustments to cashflow being made as necessary. Monitoring foreign exchange exposure is also part of this process.</p>
<b>HIGH STAFF TURNOVER/LOSS OF KEY SENIOR STAFF</b>	<p>We offer competitive remuneration and hold regular salary and benefits package reviews. We promote opportunities for continuing professional development for staff. We consider succession planning as part of our performance management process. Regular reviews also ensure salaries can be adjusted as necessary with rising inflation, to reduce stress and prevent difficulties in replacing staff.</p>
<b>REPUTATIONAL RISK THROUGH NEGATIVE COMMUNICATIONS</b>	<p>Policies have been put in place to ensure senior staff sign off on external communications. There is regular media and social media training for communication staff. A system is in place for dealing appropriately and promptly with enquiries and complaints from the public.</p>
<b>DATA AND INTELLECTUAL PROPERTY SECURITY</b>	<p>We regularly review policies to ensure GDPR compliance and the standards set by the Code of Fundraising Practice. We seek external advice and run audits where necessary and have regular privacy and compliance training to ensure all staff are aware of their data responsibilities.</p>
<b>CYBER SECURITY THREATS</b>	<p>In 2021, HSUS made a significant investment to IT security which included hiring a director and an administrator. Other initiatives have included adopting the use of 2 factor authentication and regular staff training in online data security.</p>
<b>FRAUD AND MISAPPROPRIATION OF FUNDS</b>	<p>The Charity’s finances are audited by external accountants and auditors. Internal mechanisms are in place to prevent fund mismanagement, and collaborations with individuals or organisations are assessed for reputational risk, with agreements designed accordingly.</p>

## Grant giving policy statement

HSI/UK disburses grants to other non-for-profit organisations. Each grant has specific eligibility requirements. The grant approval process includes several steps. Details of the approval process are described below:

- Grant templates, that were drafted and approved by the Office of General Counsel (OGC), must be used to draft the agreement.
- In the event that there is any change to the template language, approval must be obtained from OGC prior to submission.
- Further, special circumstances – in particular: grants that involve lobbying; to individuals; to non-profits – must receive additional approval from OGC, Accounting, and the HSI executive team.
- Full grantee identification, purpose, and banking information, as requested in the grant agreement, must be provided so that a background check on the grantee may be conducted.
- Budgets – and in particular restricted funds – must be fully verified for sufficient funds and purpose prior to submission of the grant.
- The grant agreement must be signed by an authorised representative of HSI/UK and the grantee.
- The grant must be submitted to Accounts Payable to ensure payment of the grant amount.

## Approach to revenue generation

Our work for animals both in the UK and globally would not be possible without the generosity of our supporters. We offer many different opportunities for supporters to engage with us including: a range of fundraising activities and events, cash appeals, being a regular donor, corporate, trust and foundation giving, legacy giving, and community/sponsorship events.

Our aim in 2021 was to continue to invest in key income growth areas such as legacy and Individual giving, whilst ensuring we are mindful of our return on fundraising investments for our supporters. Our goal is to diversify and grow fundraising income in the coming years, ensuring we have a balanced income portfolio to reduce the risk to the charity by not being

reliant on a single source of income. This will require us to continue focusing on newer income streams such as community fundraising.

During a difficult year for the charity sector, our loyal and generous supporters ensured we were able to reach our charitable aims. Our heartfelt thanks from team HSI/UK who are incredibly grateful for the support.

### Legacies:

In 2021 HSI/UK received £389,814 in legacy gifts from supporters who so kindly and generously remembered our work in their wills. HSI/UK works with Legacy Link to identify all legacy gifts to which HSI/UK are entitled and to ensure the efficient and lawful processing of all legacy gifts .

In 2021 HSI/UK recruited a Legacy Director, who will oversee the creation of a strong legacy promotions programme in the coming years. This programme will see increased investment in promotional activities to inspire more supporters to consider, and ultimately bequeath, legacy gifts to HSI/UK which will help to ensure the future financial stability of the charity.

### Individual giving:

Our Individual Giving (IG) programme raised £627,638 (including gift aid) in 2021. This was generated by our loyal base of over 11,000 supporters responding to our direct mail appeals and making gifts through direct debits as well as agreeing to gift aid their donations to HSI/UK. The supporters responding to our appeal mailings are a solid base for the IG programme. They are engaged and responsive to our appeals with some segments of our file responding at 28%.

With a solid foundation, in 2021 we began testing the acquisition of new supporters through traditional channels. This provided valuable learning about the channels and propositions available within the UK market. This, alongside the ability to take paperless direct debits over the phone and online will be built into the programme going forward as we determine the best acquisition channels to increase our supporter base.

We continue to raise income through online campaigns, using both email and social media platforms such as Facebook. Our online email file at year-end consisted of almost 150,000 active UK supporters and we perform regular reviews of the database to ensure that we are communicating with an active, engaged supporter base. In 2021, this area of activity raised £1,299,975.



## Community outreach:

HSI/UK established its community fundraising programme in 2021. With the set-up and processes in place, we now have a solid foundation to build and grow the programme, with solid projections for the years to come.

We were able to re-start our popular ‘Stand up for Animals’ fundraising evening at the Comedy Store in London, raising over £8,500 in revenue through ticket sales and a raffle of prizes generously donated by vegan and cruelty-free companies.

Our UK wide team of fantastic fundraisers raised £10,000 in aid of HSI/UK through activities and events.

## Major donors, corporates and trusts:

HSI/UK was extremely grateful to receive over £450,000 in philanthropic donations from high-net-worth individuals, Trusts and Foundations and Corporate donors. Several of these donations were restricted to specific projects including HSI’s street dog programme, and our campaign to end the dog meat trade in South Korea.

Our portfolio of companies signing up to support HSI/UK through workplace giving also increased, with income quadrupling from the previous year to £176,000 in 2021.

Throughout 2021, the fundraising team focused on increasing their portfolio of high net-worth supporters, cultivating meaningful relationships with new networks of individuals, companies and Trusts and Foundations to advance our work within the UK and internationally. The success rate of applications increased to 20% through improved relationship management and cultivation, with several supporters pledging multi-year commitments to our work.

## Commitment to responsible fundraising and personal data protection

HSI/UK is registered with the Fundraising Regulator and follows its Code of Fundraising Practice. In 2021 we received and actioned 11 requests to stop communications via the Fundraising Regulator’s Fundraising Preference Service, compared to 9 in the previous year.

Third parties contracted by HSI/UK to engage in fundraising/data management activities on its behalf are also required to adhere to all relevant regulations and abide by the above codes, and HSI/UK staff maintain close oversight to ensure this. HSI/UK staff



provide regular training to third party companies representing the organisation to supporters, including for fundraising purposes.

HSI/UK receives enthusiastic and

positive responses to our communications with supporters. In 2021 only six complaints were officially made to HSI/UK relating to fundraising practices, and these complaints were addressed and concerns rectified within three working days of receipt, in line with our policy. HSI/UK considers all complaints very carefully and we will continue to adjust our fundraising approaches in order to provide a positive experience for donors and supporters both on and offline, including looking at where improvements could be made to enhance our website users’ experiences.

HSI/UK’s privacy policy (available on the website at <http://www.hsi.org/privacy-notice.html>) makes various commitments to ensure donors and supporters can be sure that their personal data is kept secure, in accordance with relevant data protection laws, as well as our commitment to be clear and transparent around the data we keep. HSI/UK has established a policy not to share any of its supporter data with other unaffiliated charities or companies.

HSI/UK has had a vulnerable persons policy, with respect to its fundraising activities, since September 2016. This includes guidance to staff, and companies carrying out fundraising and donation processing on our behalf, on how to identify potentially vulnerable persons. This includes a procedure to ensure that such risks are appropriately flagged and recorded, and a policy to provide clear guidance for when donations should be queried or further investigated.

## Our team

At year-end, our team consisted of 22 staff, including a number of staff performing international campaigns and programmatic roles. During 2021, we added 3 new positions to the HSI/UK team; two senior campaigners (focused on European campaigns) and a Legacy Director. We also recruited a Finance and Operations Director, a Supporter Care Co-ordinator, an Individual Giving Programme Manager and a Media and Communications Manager to replace staff who had departed from existing roles. We continued to provide training to all staff, including on the topics of diversity equity and inclusion, and disability awareness.



# Financial Review

## Overview of financial position

HSI/UK ended FY2021 with net income of £483,973 compared to a net income of £843,794 in FY2020.

The 2021 revenue of £2,794,014 (2020: £3,159,033) was comprised of donations and legacies by generous supporters through our various fundraising campaigns and events. Legacies accounted for £389,814 in 2021 (2020: £935,741, including one legacy of c.£450,000).

### Spending for 2021 was £2,310,042 broken down as follows:

- Campaign costs for raising funds: £531,547 (2020: £446,257) – these costs relate to digital marketing campaigns and fundraising activities/events with the objective of attracting supporters and generating donations. These include agency fees, advertising publications and other materials. In 2021, the charity in partnership with HSI Europe, continued investing in its fundraising campaigns. Two additional professionals were hired to strengthen the fundraising team

and to further develop strategies across all income streams which resulted in a 5% increase in donations in 2021 (£2,217,532) compared to FY2020 (£2,108,273).

- Advocacy for animal welfare costs: £1,077,164 (2020: £1,125,095) – part of the campaign cost incurred in undertaking HSI/UK’s existing programmes is to promote animal welfare issues, undertaking research and disseminating education materials/newsletters, mailings, and other materials to policy makers, corporations, existing donors, and the general public.

- UK Support Costs: £408,715 (2020: £332,574) – these were costs incurred to deliver programme activities and run the HSI/UK office. These include staff costs, legal and professional fees, travel, office occupancy, utilities, communications, and other sundry expenses.

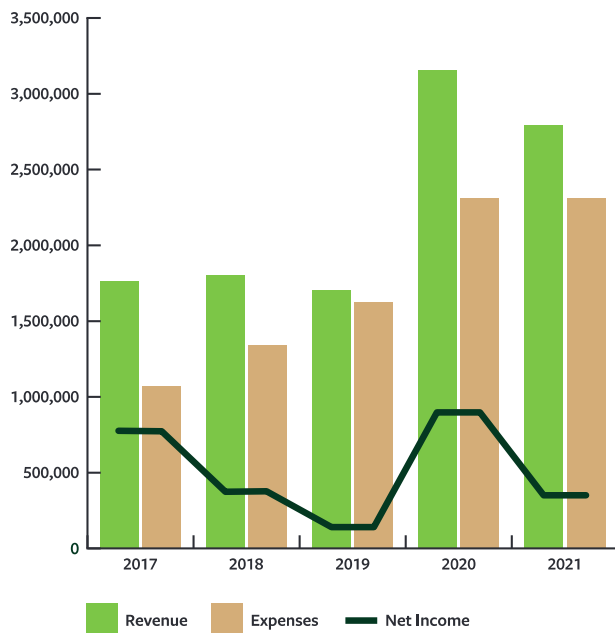
- Grants: £270,052 (2020: £392,845) – these were grants awarded to other charities in support of charitable, scientific, or educational activities designed to further the objectives of HSI/UK in promoting animal welfare by providing direct care and/or rehabilitation of animals.

- Governance costs: £22,563 (2020: £18,468) – these are the audit fees for statutory reporting requirements.

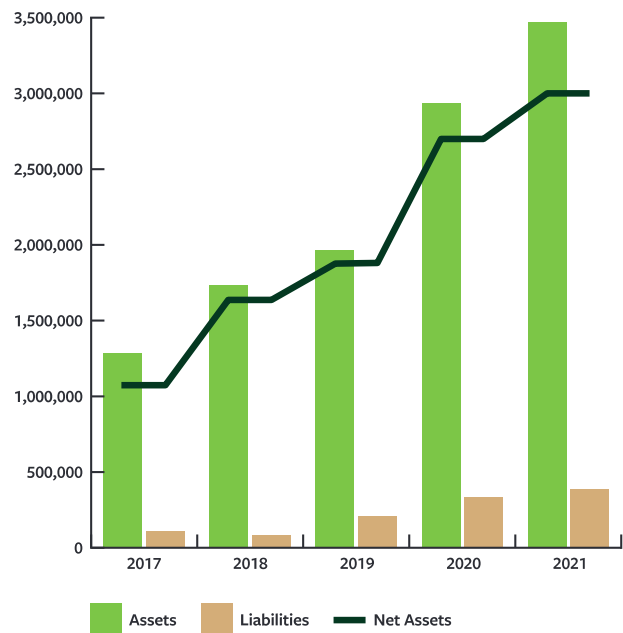
## 2017 – 2021

The illustration below shows our financial activities and position for the last 5 years.

Statement of Financial Activities 2017-2021



Statement of Financial Positions 2017-2021



## Reserves policy

Each year the Trustees consider the appropriate level of free reserves. HSI/UK's reserve policy is to maintain a level of free reserves that will enable to maintain a continuity of activity and to adjust, in a measured way, to changes in the economic environment. The Trustees agree that free reserves equivalent to three months of operating expenditures are appropriate.

At 31 December 2021, free reserves measured as £2,846,525 (2020: £2,291,887) which exceeds the charity reserves policy (three months of operating costs = £577,511 during 2021). Excess of the reserves over the established level will be proactively used in 2022 and 2023 to further support animal protection work on HSI's priority campaigns via HSI/UK's affiliates overseas, as well as to cover unexpected expenses, such as response to the pandemic, natural disasters, etc. The Trustees intend to continue to work towards maintaining free reserves and financial results achieved during 2021.

## Going concern

The Trustees reviewed HSI/UK's financial plans in December 2021, as part of their normal annual review, as well as our principal financial risks. At that time, they were satisfied that HSI/UK had sufficient resources to continue operating for the foreseeable future and the accounts have been prepared in the knowledge that HSI/UK is a financially viable organisation. Our parent organisations in the US, the Humane Society of the United States and Humane Society International, will continue supporting HSI/UK.





# Plans for future periods

In 2022, the Trustees look forward to overseeing the charity to continue with its existing campaigns, as well as respond reactively to key opportunities or threats to animal welfare in the UK.

The Trustees also continue to encourage and support HSI/UK in its endeavours to assist, through both advocacy campaigns and financial provisions, HSI's programmes to improve animal welfare around the world.

We plan to expand HSI's work to protect animals in the UK and around the world, supported by our many friends and supporters in the UK. We thank our partners and supporters for their continued dedication to protecting the welfare of animals, and creating a more compassionate and humane society.

Thank you.

APPROVED BY THE TRUSTEES ON

21/09/2022

AND SIGNED ON THEIR BEHALF BY

CRISTOBEL BLOCK, TRUSTEE

# Independent Auditor's Report to the Members of The Humane Society International (United Kingdom)

## Opinion on the financial statements

In our opinion, the financial statements:

- Give a true and fair view of the state of the Charitable Company's affairs as at 31 December 2021 and of its incoming resources and application of resources for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- Have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements of The Humane Society International (United Kingdom) ("the Charitable Company") for the year ended 31 December 2021 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Independence

We remain independent of the Charitable Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and the provisions available for small entities, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

## Conclusions related to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charitable Company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## Other Companies Act 2006 reporting

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Annual Report, which includes the Directors' Report prepared for the purposes of Company Law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Directors' Report, which are included in the Annual Report, have been prepared in accordance with applicable legal requirements.

In the light of the knowledge and understanding of the Charitable Company and its environment obtained in the course of the audit, we have not identified material misstatement in the Annual Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of Directors' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit.

## Responsibilities of Trustees

As explained more fully in the Statement of Trustee's responsibilities, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Charitable Company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

## Extent to which the audit was capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the industry in which it operates, we identified that the principal laws and regulations that directly affect the financial statements to be the Companies Act 2006 and the relevant charities' acts in the UK. We assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items.

In addition the charitable company is subject to many other laws and regulations where the consequences of non-compliance could have a material effect on amounts or disclosures in the financial statements, for instance through the imposition of fines or litigation. We identified the following areas as those most likely to have such an effect: Employment Law, Data Protection and Health and Safety Legislation. To identify non-compliance with these laws and regulations we performed inquiries of the Board and other management and inspection of regulatory and legal correspondence.

Audit procedures capable of detecting irregularities including fraud performed by the engagement team included:

- Performing analytical procedures to identify unusual or unexpected relationships that may indicate risks of material misstatement due to fraud. Areas of identified risk are then tested substantively;
- Discussions with management, including consideration of known or suspected instances of non-compliance with laws and regulations and fraud;
- Reading minutes of meetings of those charged with governance and reviewing correspondence with the Regulator to identify any actual or potential frauds or any potential weaknesses in internal control which could result in fraud susceptibility;

- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Reviewing items included in the fraud register;
- Challenging assumptions made by management in their significant accounting estimates in particular in relation to the legacy accrual as at year end;
- Carrying out detailed testing, on a sample basis, of transactions and balances agreeing to appropriate documentary evidence to verify the completeness, existence and accuracy of the reported financial statements; and
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments; assessed whether the judgements made in making accounting estimates are indicative of a potential bias; and evaluated the business rationale of any significant transactions that are unusual or outside the normal course of business.

Our audit procedures were designed to respond to risks of material misstatement in the financial statements, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, misrepresentations or through collusion. There are inherent limitations in the audit procedures performed and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it.


A further description of our responsibilities for the audit of the financial statements is located at the Financial Reporting Council's ("FRC's") website at:

<https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

## Use of our report

This report is made solely to the Charitable Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charitable Company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charitable Company and the Charitable Company's members as a body, for our audit work, for this report, or for the opinions we have formed.

JILL HALFORD (SENIOR STATUTORY AUDITOR)  
FOR AND ON BEHALF OF BDO LLP, STATUTORY AUDITOR LONDON, UK

DocuSigned by:  
  
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DATE

**30 October 2022**

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*BDO LLP IS A LIMITED LIABILITY PARTNERSHIP REGISTERED IN ENGLAND AND WALES (WITH REGISTERED NUMBER OC305127).*

# Statement of Financial Activities

**The Humane Society International (UK) Statement of Financial Activities for the year ended 31 December 2021**  
(incorporating an income and expense account)

	Note	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	Unrestricted Funds (£)	Restricted Funds (£)	2020 (£)
<b>INCOME FROM:</b>							
Donations and legacies	2	2,552,817	241,197	2,794,014	2,617,023	542,010	3,159,032
<b>Total income</b>		2,552,817	241,197	2,794,014	2,617,023	542,010	3,159,032
<b>EXPENDITURE ON:</b>							
Raising funds	3	531,547	-	531,547	446,257	-	446,257
<b>Charitable activity</b>							
Promoting animal welfare	4	1,466,631	311,864	1,778,495	1,077,537	791,445	1,868,981
<b>Total expenditure</b>		1,998,178	311,864	2,310,042	1,523,794	791,445	2,315,238
<b>Net income</b>		554,639	(70,666)	483,972	1,093,230	(249,435)	843,793
<b>RECONCILIATION OF FUNDS</b>							
<b>Fund balances brought forward at 1 January 2021</b>		2,291,886	311,111	2,602,998	1,198,657	560,547	1,759,204
<b>Fund balances carried forward at 31 December 2021</b>		<b>2,846,526</b>	<b>240,445</b>	<b>3,086,971</b>	<b>2,291,887</b>	<b>311,111</b>	<b>2,602,998</b>

The Humane Society International (UK) has no recognised surpluses or deficits other than those disclosed above. All transactions relate to continuing activities. This incorporates the income and expenditure account.

The notes on pages 39 to 45 are an integral part of these financial statements.



# Balance Sheet

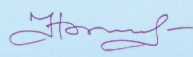
## The Humane Society International (UK) Balance Sheet at 31 December 2021

Registration number 4610194 (England and Wales)

	Note	2021 (£)	2020 (£)
<b>CURRENT ASSETS</b>			
Debtors	10	417,843	668,601
Cash at bank and in hand		3,053,133	2,265,956
		3,470,976	2,934,557
<b>CURRENT LIABILITIES</b>			
Creditors: amounts falling due within one year	11	(384,005)	(331,559)
<b>NET CURRENT ASSETS</b>		3,086,971	2,602,998
<b>NET ASSETS</b>		3,086,971	2,602,998
<b>FINANCED BY:</b>			
Restricted funds	12	240,445	311,111
Unrestricted funds	12	2,846,526	2,291,887
<b>TOTAL FUNDS</b>		<b>3,086,971</b>	<b>2,602,998</b>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

These financial statements were approved by the Board of Directors and authorised for issue on 21 September, 2022. They were signed on its behalf by:



**Nina Petrovna Pena**

**Treasurer**

The notes on pages 39 to 45 are an integral part of these financial statements.

# Statement of Cash Flows

## The Humane Society International (UK) Statement of Cash Flows for the year ended 31 December 2021

	Note	2021 (£)	2020 (£)	
<b>Cash from operating activities</b>				
Net cash provided by operating activities	A	787,177	590,381	
Increase in cash and cash equivalents in the year		787,177	590,381	
<b>Cash and cash equivalents at the beginning of the year</b>		2,265,956	1,675,575	
Total cash and cash equivalents at the end of the year		3,053,133	2,265,956	
<b>A) Reconciliation of net income to net cash flow from operating activities</b>				
		<b>2021 (£)</b>	<b>2020 (£)</b>	
Net income for the reporting period (as per the statement of financing activities)		483,973	843,794	
(Increase) / Decrease in debtors		250,758	(379,591)	
Increase in creditors		52,446	126,178	
Net cash provided by operating activities		787,177	590,381	
<b>Analysis of changes in net debt</b>	<b>At 1 Jan 2021 (£)</b>	<b>Cash flows (£)</b>	<b>Other changes (£)</b>	<b>At 31 Dec 2021 (£)</b>
Cash at bank and in hand	2,265,956	787,177	-	3,053,133
<b>TOTAL</b>	<b>2,265,956</b>	<b>787,177</b>	<b>-</b>	<b>3,053,133</b>



# Notes to the Financial Statements

## **The Humane Society International (UK) Notes to the Financial Statements for the year ended 31 December 2021**

### **1. Legal Structure and Significant Accounting Policies**

#### **1.1 Legal Structure**

The Humane Society International (UK) is a private company limited by guarantee, registered in England and Wales, company number 04610194 and a registered charity number 1098925. The organisation was incorporated on 5 December 2002 and was registered as a charity on 11 August 2003. The organisation is governed by its Memorandum and Articles of Association as amended on 18 October 2016.

#### **1.2 Accounting convention**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 October 2019) - (Charities SORP (FRS102) (second edition - October 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and Companies Act 2006.

#### **Basis of measurement**

The financial statements have been prepared on a historical cost basis. The preparation of financial statements in compliance with FRS102 requires the use of certain critical accounting estimates. It also required management to exercise judgement in applying accounting policies.

#### **1.3 Income**

Voluntary income is received by way of grants, donations and gifts and is included in full in the statement of financial activities when receivable. Grants income is recognised when the charity has entitlement to the funds, it is probable the income will be received, the amount can be measured reliably and any performance conditions have been fully met. Income from grants, where relating to performance and specific delivery requirements are recognised when the charity earns the right to consideration by its performance.

#### **1.4 Funds**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the Charity. Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure that meets these criteria is charged to the fund. Restricted funds are mostly comprised of donations received for Street Animal Welfare, International Animal Rescue, and Dog Meat Trade campaigns.

#### **1.5 Allocation of expenditure**

Support costs have been allocated to raising funds and charitable activities on the basis of expenditure incurred, pro-rated where appropriate using the proportions of the staff time engaged in these functions. Expenditure includes irrecoverable VAT where applicable.

Expenditure has been recognised on an accruals basis.

Grants payable, which do not have any conditions attached, are accounted for in full as liabilities of the Charity when approved by the trustees and notified to the recipient. Grant payables to third parties are included in expenditure for charitable activities. Where unconditional grants are made, these amounts are recognised when a legal or constructive obligation is created, typically when the recipient is notified that a grant will be made to them. Where grants are conditional on performance, the grant is only recognised once any unfulfilled conditions are outside of the control of the Charity.

Expenses that can be identified with a specific program or support service are charged accordingly to their natural expenditure classification. Certain costs common to multiple functions have been allocated among raising funds and promoting animal welfare. General and administrative expenses include those costs that are not directly identifiable to any specific function, but provide for the overall support of the Charity.

#### **1.6 Foreign currencies**

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange prevailing at the accounting date. Transactions in foreign currencies are recorded at the date of the transactions. All differences are taken to the Statement of Financial Activities.

#### **1.7 Financial instruments**

The Charity has financial assets and liabilities only of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

## The Humane Society International (UK) Notes to the Financial Statements for the year ended 31 December 2021

### 1.8 Going concern

The Trustees are required to prepare the financial statements on the going concern basis unless it is not appropriate. The Trustees have reviewed the going concern status of the Charity by considering the cash position of the Charity as at 31 December 2021, together with the anticipated level of funding for the coming year and the continued support of its parent, The Humane Society of the United States (the HSUS). Based on this review, the Trustees have concluded that the financial statements should continue to be prepared on the going concern basis.

The Trustees reviewed HSI/UK's plans in June 2022 and were content that these plans were affordable and that the accounts should be prepared on a going concern basis. However, the impact of the recent COVID-19 outbreak and its financial effect has meant that the executive team and Trustees have been reviewing financial plans for the next 12 months to ensure HSI/UK can continue its business-critical activities and remain a going concern.

Given the strength of the balance sheet and availability and liquidity of unrestricted Net Assets, totalling around £3.1M, the Trustees believe that, while uncertainty exists, this does not pose a material uncertainty that would cast doubt on the charity's ability to continue as a going concern. The Trustees, therefore, consider it appropriate for the accounts to be prepared on a going concern basis.

### 1.9 Judgment in applying accounting policies and key sources of estimation

The preparation of financial statements requires management to make estimates and judgments that affect the reported amounts of assets and liabilities and actual outcomes could differ from those estimates.

### 1.10 Concentration of credit risk

The Charity's assets that are exposed to credit risk consist primarily of gifts and other receivables, and related party transactions. The Charity's gifts and other receivables balance consists primarily of amounts due from individuals and corporations. Historically, the Charity has not experienced significant losses related to the receivable balances and, therefore the credit risk to them is minimal.

### 1.11 Legacy accounting policy

For legacies, entitlement is taken as the earlier of the date on which either; the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the Charity has been notified of the executor's intention to make a distribution.

Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

## 2. Donations and legacies

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Donations	1,986,335	231,197	2,217,532	2,108,273
Legacies	389,814	-	389,814	935,741
Royalty & License fees	165,800	10,000	175,800	112,993
Other income	10,868	-	10,868	2,026
	<b>2,552,817</b>	<b>241,197</b>	<b>2,794,014</b>	<b>3,159,033</b>

The donations and legacies income in 2020 was £3,159,033 of which £2,617,023 was unrestricted and £542,010 was restricted.

As at 31 December 2021 legacies where HSI/UK have entitlement but the remaining revenue recognition criteria have not been met, amount to £296,304 (2020: £9,000).

## 3. Raising funds

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Campaign costs	531,547	-	531,547	446,257
	<b>531,547</b>	<b>-</b>	<b>531,547</b>	<b>446,257</b>

The campaign costs in 2020 were £446,257 of which £446,257 was unrestricted and £Nil was restricted.

#### 4. Promoting Animal Welfare

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Advocacy for animal welfare costs	1,025,490	51,675	1,077,165	1,125,095
Grants paid (note 5)	9,968	260,084	270,052	392,845
UK support costs (note 6)	408,610	105	408,715	332,574
Governance costs (note 7)	22,563	-	22,563	18,468
	<b>1,466,631</b>	<b>311,864</b>	<b>1,778,495</b>	<b>1,868,982</b>

Expenses for promoting animal welfare in 2020 were £1,868,982 of which £1,077,537 was unrestricted and £791,445 was restricted.

#### 5. Grants paid

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Born Free USA	-	2,965	2,965	-
International Whaling Commission	2,000	-	2,000	-
Voice of Animal Nepal	-	4,500	4,500	-
Yayasan JAAN Kesejahteraan Hewan	-	18,500	18,500	-
Hopefield Animal Sanctuary	-	-	-	10,000
University of Oxford	-	-	-	20,000
Humane Society International	12,968	234,119	247,087	230,205
Humane Society International India	-	-	-	5,000
Humane Society International Australia	-	-	-	6,860
Future Labs Group Limited	-	-	-	2,500
Bardsey Bird and Field Observatory	-	-	-	800
Whale and Dolphin Conservation	-	-	-	2,600
Pan African Sanctuaries Alliance	-	-	-	79,735
Associazione Etica Antispecista "Jill Phipps"	-	-	-	5,145
Secret World Wildlife Rescue	-	-	-	10,000
Retreat Animal Rescue	-	-	-	10,000
Wild Justice (refund of unspent funds)	(5,000)	-	(5,000)	10,000
	<b>9,968</b>	<b>260,084</b>	<b>270,052</b>	<b>392,845</b>

Grants paid in 2020 were £392,845 of which £32,500 was unrestricted and £360,345 was restricted.

13 grants (2020:3) were paid to institutions in year and nil grants (2020: nil) were paid to individuals.



## 6. UK Support Costs

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Management overhead	255,017	-	255,017	165,884
Staff costs	54,732	-	54,732	42,236
Legal and professional fees	18,267	-	18,267	43,033
Rent	36,837	-	36,837	37,495
Bank charges	10,279	-	10,279	14,802
Insurance	2,682	-	2,682	688
Subscriptions	115	-	115	6,054
Accountancy	4,430	-	4,430	2,100
Printing, postage and stationery	19,705	-	19,705	10,902
Travel	3,888	-	3,888	5,520
Telecommunications	2,548	-	2,548	2,643
Sundry expenditure	35	-	35	694
Foreign exchange differences	74	105	179	523
	<b>408,610</b>	<b>105</b>	<b>408,715</b>	<b>332,574</b>

HSI/UK office costs in 2020 were £332,574 of which £331,798 was unrestricted and £776 was restricted.

## 7. Governance costs

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Audit fees: Current period	22,563	-	22,563	18,468

The governance costs in 2020 were £18,468 of which £18,468 was unrestricted and £Nil was restricted.



## 8. Wages and salaries

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Wages and salaries	705,101	126,095	831,196	643,954
Social security costs	70,369	12,986	83,355	51,313
Employee Benefits	24,968	-	24,968	14,865
	<b>800,438</b>	<b>139,081</b>	<b>939,519</b>	<b>710,132</b>

The wages and salaries costs in 2020 were £710,132 of which £710,132 was unrestricted and £Nil was restricted.

The average number of employees during the year was 20 (2020: 16).

The Trustees consider the Trustees and Executive Director as the key management personnel of the Charity. The total employment benefits including employer pension contributions of the key management personnel were £159,647 (2020: £74,572).

	2021 (£) Number	2020 (£) Number
£70,000 – £80,000	1	1
	1	1

No Trustees received remuneration for performance of their role as Trustee during the year. No (2020: Nil) expenses were reimbursed to Trustees during the year.

## 9. Taxation

HSI/UK is a registered charity and therefore is not liable to income tax or corporate tax on income or gains derived from its charitable activities, as they fall within the various exemptions available to registered charities.

## 10. Debtors

	2021 (£)	2020 (£)
Other debtors:		
Other debtors	210,339	185,895
Prepayments and accrued income	207,504	482,706
	<b>417,843</b>	<b>668,601</b>

## 11. Creditors: amounts falling due within one year

	2021 (£)	2020 (£)
Trade creditors	294,281	268,158
Accruals	89,724	63,401
	<b>384,005</b>	<b>331,559</b>

## 12. Funds

Analysis of net assets between funds	Unrestricted (£)	Restricted (£)	2021 (£)
Cash at bank and in hand	2,812,689	240,445	3,053,134
Debtors	417,843	-	417,843
Current liabilities	(384,005)	-	(384,005)
At 31 December 2021	2,846,527	240,445	3,086,972

Analysis of net assets between funds	Unrestricted (£)	Restricted (£)	2020 (£)
Cash at bank and in hand	1,954,845	311,111	2,265,956
Debtors	668,601	-	668,601
Current liabilities	(331,559)	-	(331,559)
At 31 December 2020	2,291,887	311,111	2,602,998

## 13. Movement of Funds

Analysis of Fund movements	Balance 2020 (£) b/frw	Incoming resources (£)	Resources expended (£)	Balance 2021 (£) c/frw
Restricted	311,111	241,197	311,863	240,445
Unrestricted	2,291,887	2,552,817	1,998,178	2,846,526
Total	2,602,998	2,794,014	2,310,041	3,086,971

Analysis of Fund movements	Balance 2019 (£) b/frw	Incoming resources (£)	Resources expended (£)	Balance 2020 (£) c/frw
Restricted	560,547	542,010	791,445	311,111
Unrestricted	1,198,657	2,617,023	1,523,793	2,291,887
Total	1,759,204	3,159,033	2,315,238	2,602,998

## 14. Restricted Funds

Breakdown of Restricted Funds	Balance 2020 (£) b/frw	Incoming resources (£)	Resources expended (£)	Balance 2021 (£) c/frw
International Animal Rescue	96,268	8,327	-	104,595
Street Animal Welfare	94,529	2,870	3,488	93,911
Dog Meat Trade	59,654	58,051	101,817	15,888
Mauritius Program	45,989	-	32,654	13,335
Seals UK	12,672	45	-	12,717
Pets For Life	2,000	-	2,000	-
	<b>311,111</b>	<b>69,293</b>	<b>137,959</b>	<b>240,445</b>

#### 15. Lease commitments

At 31 December 2021, the company had total commitments under non-cancellable operating leases as follows:

	2021 (£)	2020 (£)
Expiry date: Within one year	29,415	7,125

#### 16. Related parties

During the year, the Charity received a grant of £Nil (2020: £6,303) from the Humane Society of the United States (the HSUS). Included within other debtors and falling due within one year is an amount due from the HSUS totalling £Nil (2020: £Nil). Included within other creditors and falling due within one year is an amount due to the Humane Society International totalling £255,017 (2020: £165,884).

#### 17. Post Balance Sheet Events

The Trustees have assessed whether there is any known impact on the value of the year and assets and liabilities. Assets in the balance sheet are considered to be fully recoverable and therefore no adverse effects to cash flows in the coming 12 month period have been identified.

#### 18. Ultimate Controlling Party

The Charity's ultimate controlling party is the Humane Society of the United States (the HSUS), a not-for-profit organisation in the United States, with registration number 53-0225390. The HSUS seeks to prevent and bring an end to animal cruelty in all of its forms, and to celebrate and strengthen the human-animal bond. The controlling party exercises control over by virtue of common trustees. Copies of the consolidated group accounts are available at <https://www.humanesociety.org>



**EUROPE  
STAND  
WITH US  
TO END  
ANIMAL  
TESTING**

**#SAVECRUELTYFREECOSMETICS  
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**ELEVAGE ET EXPERIENCES  
C'EST SOUFFRANCE  
SUR SOUFFRANCE**



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**HUMANE SOCIETY  
INTERNATIONAL**  
UNITED KINGDOM

The Humane Society International (UK) is a registered charity in England and Wales (1098925)  
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**Humane World for Animals United Kingdom**

England & Wales - Charity number 1098925

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# Accounts

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**Company number: 04610194**

**THE HUMANE SOCIETY INTERNATIONAL  
(UK)**

**ANNUAL REPORT & FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

**THE HUMANE SOCIETY INTERNATIONAL  
(UK)**

Reference and Administrative Information

Trustees: Cristobel Block  
Alexandra Gabrielle Freidberg  
Michaelen Kastantin Barsness  
Jeffrey Allen Flocken

Company Secretary: Joseph Robinson

Registered Office: 5 Underwood Street  
London  
N1 7LY

Company Number: 04610194 (England and Wales)

Charity Number: 1098925

Auditors: BDO LLP  
55 baker Street  
London  
W1U 7EU

Bankers: Wells Fargo  
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HSBC Bank PLC.  
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Squire Patton Boggs (UK) LLP  
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**THE HUMANE SOCIETY INTERNATIONAL  
(UK)**

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THE HUMANE SOCIETY INTERNATIONAL (UK)  
Trustees Report

**Chair of Trustees' Welcome:**

Humane Society International works around the globe, with more than 20 offices strategically placed around the world to support our global campaigns, and field activities in more than 50 countries. HSI UK is leading some of our organization's most critical efforts, and I'm excited to share our past year's accomplishments for animals.

The UK prides itself as a nation of animal-lovers, and aspires to set world-leading animal welfare laws. HSI UK has established itself as a leading force to support the delivery of that ambition, using science and advocacy backed by effectively public campaigning. We are an organization that confronts cruelty, and changes hearts and minds. A powerful example of this is the story of the CEO of the British Fur Trade Association leaving his role and coming to us to declare, in September, his public support for our campaign for a fur import and sales ban. His testimony that fur farming is inherently cruel, along with support from other powerful allies such as fashion designer Stella McCartney, Academy Award-winning actress Dame Judi Dench, and the Daily Mirror, meant that we were able to make great progress in our campaign to make the UK fur-free.

We are also tenacious, and in 2020 this paid off when sustained pressure from HSI UK and other organisations led to the Government committing to stop culling badgers and move to badger vaccination instead. This is a policy change that has taken many years to achieve, and will lead to the lives of tens thousands of badgers being spared each year.

The work and programs that HSI UK focuses on are an integral and essential part of HSI's broader global strategy. HSI is one of the few international organizations working to protect all animals. Through five key global programs, we work to protect companion animals, end animal testing in laboratories, reduce farm animal suffering, safeguard wildlife, and respond to animals in crisis. We also partner with local organizations and national governments to address animal welfare issues in communities around the globe. When disasters strike, our teams deploy on the ground to help provide animal rescue, relief and evacuation services. For more than 25 years, HSI has focused on practical, long-term solutions to end animal suffering and promote the human-animal bond through science, advocacy, education and hands-on projects. With the support of donors and advocates, we are creating a more humane and sustainable world for all animals, through the promotion of respect and compassion.

HSI UK looks forward to continued success in 2021. Thank you for your support!



**Cristobel Block** Chair of Trustees, HSI UK

September 17, 2021

THE HUMANE SOCIETY INTERNATIONAL (UK)  
Trustees Report

**Executive Director's Welcome:**

2020 was an extraordinary and challenging year, a year that forced all charities to re-evaluate our priorities, respond to unprecedented circumstances, find new ways of working and adjust to new norms. It is highly likely that the global pandemic had its origins in a wildlife market in China, a horrifying affirmation of concerns HSI's wildlife experts have been expressing for years; that when we keep animals in appallingly cramped, unhygienic and stressful conditions that allow viruses to thrive and mutate, it is only a matter of time until diseases find their way into the human population. 2020 was a major wake-up call to governments around the world to realise that humans are a part of, not apart from, the natural world, and we fail to treat animals humanely at our own peril.

I am extremely proud of the contribution HSI's team of experts made during 2020 to drive and inform a global dialogue on ending animal industries that both cause suffering and present an unacceptable human health risk. It is imperative that we do not emerge from this pandemic and carry on with business as usual for wildlife markets, intensive farms pumped full of antibiotics, fur farms, and largely unimpeded global trade in wild animals and products. HSI will continue to work to promote the importance of respectful treatment of animals, for our sake as well as theirs. It is on issues like this, requiring joined up action from governments, where HSI's reach across so many countries around the world can really deliver global impact and change for animals.

I am also proud to reflect on the way in which we were able to react quickly to new challenges and threats for animals around the world during 2020. Our global network of affiliates gives us in-country knowledge and capacity, combined with the power and influence of a global organization. We began the year by raising funds and providing grants to assist with the rescue and rehabilitation of animals during Australia's wildfires, and this soon shifted into providing grants to animal rescue sanctuaries to help them to continue to care for and rescue animals during a time when their usual revenue channels were shut down due to lockdowns. Our animal rescue teams are nothing if not tenacious, finding ways to continue to rescue hundreds of dogs from the dog meat trade, and to provide food for thousands of abandoned street animals, in spite of the huge challenges with lockdowns and travel bans.

Here at home, we concluded 2020 with a sense of cautious optimism that as the dust settles from the UK's departure from the EU we have ahead of us a series of huge opportunities to push for stronger legal protections for animals in 2021, including a new Animal Welfare (Sentience) Bill, and legislation to ban the importation of cruel products like fur and hunting trophies, as well as bans on cages and crates for farmed animals, and live exports. Looking ahead we are also excited to engage meaningfully with the Climate Conference in Glasgow in 2021, bringing forward evidence and public pressure to show world leaders that cuts in intensive animal agriculture must be part of the toolkit to avoid climate catastrophe.

Finally, I offer my sincere thanks on behalf of HSI's staff here in the UK and around the world, to our supporters and benefactors (including a growing number of committed companies, trusts and foundations funding our work) who have stood by us during this difficult time. Our mission to compel, inspire and enable governments, companies and individuals to adopt a more compassionate and respectful relationship with animals has never been more urgent or imperative, and we can only continue it with the steadfast backing of our dedicated funders. Thank you for your investment in a brighter, safer future for animals and for people, I hope that this report makes you proud of what we are achieving together.

**Claire Bass      Executive Director, HSI UK**

## KEY ACHIEVEMENTS

### ***Public policy and international affairs***

- Joined forces with other leading animal protection organisations to successfully campaign for the introduction of Bill to increase maximum sentences for animal cruelty from 6 months to five years. The Bill should become law in 2021.
- Following extensive public campaigning and lobbying advocacy by HSI UK and other organisations, the Agriculture Act was passed, and introduces a new approach to farm subsidies that incentivises and rewards improved animal welfare.
- Maintained pressure, via Parliamentary debates and public petitions, on Government to pass a law recognising animal sentience and a duty to consider animals' welfare needs. Government will introduce this Bill in 2021.
- Responding to our White Paper on wildlife markets and zoonotic diseases, and associated pressure from our supporters, the UK Government championed action on wildlife markets and trade at the G20.
- We secured exclusive public (via Sky News and Daily Mirror) testimony from the former CEO of the British Fur Trade Association that he now acknowledges the inherent cruelty of fur farming, and supports our campaign for a fur import and sales ban. His support is enabling us to reach and positively influence more politicians towards a fur trade ban.
- Following several years of HSI UK working with Finnish partners to document animal suffering in the country's fur farms, and exposing it in high profile global media stories, Finland's biggest political party, the social democratic SDP, adopted a policy supporting a ban on fur farming as well as the sales of fur products within Finland and the EU.
- Our work within the Fur Free Alliance supported firm steps towards fur farming bans in France and Ireland. A further clear sign that our collective campaigns are having an impact, and the industry is in economic distress, was the November announcement of the closure of the world's largest fur auction house, Copenhagen Fur.
- In a long-overdue step following sustained pressure from HSI UK and other organisations, the Government committed to exit from badger culling and replace it with badger vaccination. Once implemented this will save the lives of many tens thousands of badgers each year.
- Our research, evidence and advocacy helped inform the Scottish government's decision to amend legislation to ban the shooting of seals in the name of fisheries protection. If properly enforced, this will prevent the deaths, often inhumane, of dozens of seals each year in Scottish waters.
- We mobilised over 100,000 people, over 100 MPs and numerous celebrities to support our call for Government to introduce the strongest possible ban on the import of hunting trophies. Government will introduce legislation in 2021.
- The sale of dogs and dog meat for human consumption was banned in Nagaland, India, following campaigning by HSI India and sustained global media engagement orchestrated by HSI UK.

### ***Corporate advocacy and impact***

- We secured the support of the Daily Mirror as our official media partner for the #FurFreeBritain campaign, significantly increasing the strength and reach of our public campaign.
- Our reporting of continued instances of the sale of 'fake faux fur' to the Advertising Standards Authority led to it banning three adverts and issuing warnings to the offending retailers.
- We welcomed the decision by UK luxury retail company Holland Cooper to adopt a fur free policy, and luxury fur-free designer icon Stella McCartney gave her full support to the #FurFreeBritain campaign in an exclusive interview.

THE HUMANE SOCIETY INTERNATIONAL (UK)  
Trustees Report

- Selfridges listed HSI UK as one of their expert partners, describing us as “a critical partner” that “provides vital expertise to guide our ambitions and commitments, such as the phase-out of fur and, most recently, exotic skins.”
- Following our research and advocacy, eBay UK and Gumtree removed hundreds of inhumane rodent trap listings from their websites. We also secured commitments from three of the UK’s biggest DIY, hardware and gardening retail companies to increase their offering of humane and non-lethal products and advice for managing unwanted wildlife, and review their staff training on wildlife control strategies. This will positively affect nearly 10,000 members of staff and buyers across more than 250 stores nationwide.
- Over 50 participants from UK universities took part in our Forward Food plant-based culinary training webinar series, run in partnership with The University Caterers Organisation.
- We continued to build and grow the Animal-Free Safety Assessment collaboration, which now includes corporate partners Unilever and L’Oreal.

***Training, education and research***

- HSI’s experts featured in featured in David Attenborough’s widely viewed and acclaimed documentary ‘Extinction – the facts’, discussing wildlife trade.
- Over 8,000 people took our pledge to reduce their consumption of animal products, and were provided with our free guide on how to have a healthy and tasty plant-centric diet.
- Our research and toxicology experts published papers making the scientific case for a shift to animal-free models, and were invited to present at numerous stakeholder events in both the EU and UK.
- Journal publication of new research promoting more enlightened approaches on the issues of ‘pest control’, and a new Welfare Assessment Tool for Wildlife Cetaceans.

***Direct animal care and rescue***

- We financially supported the rescue of 352 dogs saved from the dog meat trade in South Korea and China.
- We continued to fund a team on the ground in Mauritius, who sterilized 435 dogs (promoting humane population management in place of cruel culling) as well as treating 30 dogs with skin conditions and seven injured dogs. Extensive community and business outreach positively engaged over 5,400 people in the project. Our team on the ground funded and co-ordinated the provision of over 85,000 meals to street dogs and cats during the national lockdown.
- HSI UK raised funds that were used to rescue and provide life-saving veterinary care to over 100 animals during and after Australia’s devastating wildfires.
- We provided emergency Covid-19 relief grants to five animal charities in the UK, Italy and Africa, supporting them to continue to care for their animals during financially challenging times. The grants provided food, veterinary care and supplies to a total of 5,449 animals including primates, chickens, pigs and parrots.

The Trustees, who are also directors of the charity for the purposes of the Companies Act, submit their annual report and the audited financial statements for the year ended 31 December 2020. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) “Accounting and Reporting by Charities” issued in 2019 in preparing the annual report and financial statements of the charity.

## **1. GOVERNANCE, STRUCTURE AND MANAGEMENT**

### **1.1 Governance**

The Humane Society International (UK) is a private company limited by guarantee, registered in England and Wales, company number 04610194 and a registered charity, charity number 1098925. The organization was incorporated on 5 December 2002 and was registered as a charity on 11 August 2003. The organization is governed by its Memorandum and Articles of Association as amended on 18 October 2016.

The power of appointing trustees is vested in a majority of the trustees. The trustees periodically review the manner in which trustees are appointed to ensure that the trustee body possess adequate skills to manage the charity's affairs properly. Any prospective new trustee will meet with the existing trustees and will be fully briefed on his or her obligations as a trustee and on all relevant policies and procedures. Any training needs will be identified at that stage and appropriate training will be provided. The trustees are satisfied that the existing trustees possess both substantial professional and other experience necessary to ensure the proper and effective management of the charity. The trustees have taken note of the new Governance Code for charities, and are in the process of considering how this can be best applied to the Charity.

The trustees who served the charity during the period and up to the date this report was approved, are as follows:

Cristobel Block  
Alexandra Gabrielle Freidberg  
Jeffrey Flocken  
Michaelen Barsness

### **1.2 Organizational Structure**

The Humane Society International (UK) is affiliated with Humane Society International (HSI), incorporated May 1991 in Washington DC, USA. HSI educates audiences worldwide about compassion toward animals, carries out direct animal care, rescue, and disaster response; provides technical and scientific support to local partners; and seeks to increase the priority given to animal protection issues by policy-makers, industry, and civil society worldwide.

HSI is 100% controlled by The Humane Society of the United States (HSUS), a not-for-profit organization, incorporated November 1954 in Delaware, USA. The primary purpose of HSUS is for worldwide advancement of humane treatment of animals through public education, awareness, and direct animal care programs.

The HSI UK is also related to HSI and HSUS in that all current Trustees of HSI UK are also Directors of HSI and HSUS.

### **1.3 Management Structure**

The trustees meet regularly to review the overall objectives of the charity to ensure its effective performance. The administration of the charity and the keeping of its financial books and records are carried out by the staff of the charity with administration and supervision by the trustees. The trustees delegate the day-to-day management of the charity to the Executive Director, Claire Bass.

### **1.4 Remuneration Policy Statement**

The policy of the Humane Society of the United States and its affiliates with regard to the remuneration of employees is to pay for performance.

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HSI UK provided merit increases based on the level of each employee’s performance during the review period. The budget for the merit increases is determined by the organisation’s budgetary committee with consultation with the human resources department. A review of salary practices of like-minded organizations as well as the overall economic climate are considered in setting the budget.

In addition, market research is conducted regularly to ensure that the total compensation and benefit packages available to our employees are competitive with like-minded non-profit organizations while still offering the best value to the organisation. Pay for performance coupled with external competitiveness/internal equity ensure that we are award compensation in a fair manner that encourages and attracts a highly motivated staff that will ensure success in our efforts toward a humane society.

### 1.5 Risk Management

The trustees have assessed the major risks to which the charity is exposed, in particular those relating to the specific operational areas of the charity, its investments and its finances. The trustees believe that by monitoring reserve levels, by ensuring controls exist over key financial systems, and by examining the operational and business risks faced by the charity, they have established effective systems to mitigate those risks. The trustees regularly review these policies to ensure they are both up to date and effective.

The principle risks faced by HSI UK are continued fund generation and HSI UK’s responsibility to its staff, supporters, and volunteers. Fundraising in an uncertain economic environment can be challenging however, the trustees believe that by monitoring reserve levels and by ensuring controls exist over key financial systems; they have established effective systems to mitigate those risks.

HSI UK has a number of responsibilities to its staff, supporters and volunteers. The trustees seek to consult and engage with all groups on a regular basis to ensure specific concerns are identified and resolved in an effective manor to mitigate the risk to HSI UK.

HSI UK annually updates its risk management matrix, considering both internal and external risks. The below table outlines principal risks facing the charity and the measures in place to manage these.

#### *Key risks and management measures in place*

Risk	Management
COVID-19	The trustees and executive team continue to monitor impacts of the outbreak on our ability to carry out our charitable objectives and to raise revenue to enable our work to continue. By year end 2020 the financial impact did not give Trustees cause for concern, and the organisation is in a stable financial position to help manage any risk arising in 2021. Steps are being taken, on an ongoing basis, to minimise the impact of COVID-19 on the charity’s activities and the effect this may have on the organisation’s supporters and beneficiaries. Infrastructure is in place to allow staff to work remotely and our key priority is to ensure, as far as possible, that our animal protection activities are still available when needed.
Reduction in fundraising revenue through	Diversification of fundraising efforts to apply risk over more

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key channel	channels
Budgetary shortfall/overspending	Monthly review of actual spend in comparison to budgeted against forecast and actual revenue, adjustment of expenditure cashflow as necessary. Monitoring of foreign exchange exposures.
High staff turnover/loss of key senior staff; expenditure on recruitment and loss of continuity	Competitive, performance-based remuneration policy; regular salary and benefits package reviews; promoting opportunities for continuing professional development for staff; succession planning in place; process documents in place for key areas of business.
Reputational risk through negative communications	Policies in place to ensure senior staff sign off on communications, regular training for staff in communications through media and social channels. A system is in place for dealing appropriately and promptly with enquiries and complaints from the public.
Data and intellectual property security	Policies in place to ensure compliance with relevant laws (e.g GDPR) and best practice (Fundraising Regulator Code). HSI UK operates password-protection for all of its computer hardware, email accounts etc. Staff are subject to contractual arrangements which include clauses on ownership and confidentiality of HSI UK materials. Staff are also trained in online data security, for example phishing attacks and password security. External advice and audits where necessary and regular staff training for staff to ensure all are aware of data responsibilities.
IT failure leading to loss of data and intellectual property	Email accounts and data storage is provided by the organisation's MS Office account, providing cloud back-up of all emails and files for recovery in the event of loss of computer hardware.
Fraud and misappropriation of funds	HSI UK's finances are audited by external accountants and auditors. Internal mechanisms are in place to prevent internal fund mismanagement, and all partnerships with other individuals or organisations in the light of reputational risk, and design Memoranda of Understanding accordingly.

## 2. TRUSTEES' RESPONSIBILITIES

The trustees (who are also directors of The Humane Society International (UK) for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable

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law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

### **3. OBJECTIVES, ACTIVITIES AND RELEVANT POLICIES**

#### **3.1 Activities and specific objectives**

The principal objectives of The Humane Society International UK (HSI UK) are a) to prevent or suppress cruelty and to relieve the suffering of animals; and b) to advance public education about animals, the animal kingdom and in the care and treatment of animals through the world and to do all such lawful acts as HSI UK may consider to be conducive or incidental to the attainment of these objects. During 2020, HSI UK made all necessary adjustments to our ways of working to ensure we could maintain maximum impact for animals, and continue positive engagement with our supporters, in a COVID-safe way.

#### **3.2 Public benefit**

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities and consider that we have complied with our duty to have due regard to the guidance published by the Charity Commission.

The public benefits of our work are expanded upon in section 4 and include, but are not limited to, the following:

- through our Forward Food programme, we continued to support major food service and higher education institutions. This included collaborating with The University Caterers Organisation on a series of plant-based webinars, presenting talks for student unions and supporting Public Sector Catering (PSC) to create a strategy to deliver a 20% reduction of meat procurement across public sector catering;
- our representation of the interests of the significant proportion of the British public and animal industries who wish to see animal welfare legal requirements safeguarded in the course of Brexit negotiations, and empowering them to act effectively and collectively in support of this goal;

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- raising public awareness of the risks to consumers of buying real fur that is wrongly labelled and sold as fake fur, working with businesses and alerting the Advertising Standards Authority and trading standards to these problems;
- publishing research to highlight where public funds used on 'pest control' could be more effectively and efficiently spent through adoption of key principles of ethical wildlife management; and
- supporting the delivery of humane street dog management programmes which sustainably reduce oversized dog populations and the associated problems they can cause people (e.g. bites, traffic accidents), as well as vaccinating against rabies to protect both human and canine populations.

#### **4. ACHIEVEMENTS & PERFORMANCE: IMPACT AGAINST PROGRAMMATIC GOALS**

HSI UK's programmatic work in 2020 consisted of a mixture of campaigns to address animal welfare issues in the UK, and support for global animal protection campaigns and programmes. In supporting global campaigns and programmes, HSI UK works in close collaboration with its overseas affiliates, including Humane Society International (US). Our work was organised under six areas:

- i. securing and enhancing animal welfare standards post-Brexit;
- ii. protecting wildlife and promoting safe and humane human-wildlife co-existence;
- iii. protecting companion animals;
- iv. reducing the number of animals suffering in farming systems;
- v. promoting the development and use of non-animal methods in research and testing; and
- vi. disaster response and rescue.

##### **4.1 Securing and enhancing animal welfare standards post-Brexit**

###### **Need and scope**

The UK government has been vocal and consistent in its stated intent to ensure that animal welfare standards are protected and, where possible, improved in the course of the UK leaving the European Union. However, the considerable uncertainty in the course of the Brexit negotiations and pathway translated into inertia in the animal welfare (and most other) public policy areas. Nonetheless, throughout 2020 HSI UK continued to work with other leading animal protection organisations with a goal of ensuring that the animal welfare standards provided by EU regulations are not lost as the UK leaves the EU; that trade negotiations upwardly harmonise animal welfare standards; and that opportunities to improve on existing welfare laws are acted upon.

###### **Goal**

Ensure that Brexit delivers the best possible deal for animal welfare, in policy and practice.

###### **Key activities and outputs**

Throughout 2020 HSI UK continued to lead NGO collaboration on the strategic development and co-ordination of public campaigning and lobbying efforts to promote strengthening of animal welfare standards post-Brexit, and guarding against losses of key legal protections for animals. HSI UK is one of the four charities to lead the 'Better deal For Animals' campaign, which has the support of 45 of the country's leading animal protection organisations. The aim of the coalition is to unite and strengthen the voices of groups that have a common purpose of ensuring that animal sentience is recognised in UK law post-Brexit, in conjunction with a duty for government to consider animals' welfare needs in policy making and implementation.

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Having engaged our supporters towards reaching 100,000 signatures on a government e-petition calling for sentience legislation, we then enabled them to lobby their MPs to attend the resulting Westminster Hall debate, held on 16<sup>th</sup> March. We were pleased that, in spite of this being an extremely busy time for MPs with urgent business on both Brexit and Covid-19 matters, over 40 MPs attended the debate and all who spoke did so strongly in support of government action. The government responded affirmatively, that it would bring in legislation as soon as Parliamentary time allowed.

HSI UK drafted a detailed briefing on our 'red lines' for inclusion in the sentience Bill, and co-ordinated sign-on for 45 animal protection organisations, this was sent to the Prime Minister, Defra Ministers and civil servants. HSI UK's executive director sat as panelist on Link webinar attended by 20+ MPs and civil servants, outlining our core asks of the Bill, as well as engaging in numerous one to one meetings to brief MPs. As a result of these briefings several written questions about the sentience Bill were raised and answered, keeping the issue firmly on the government's agenda.

HSI UK's executive director was invited and attended as an expert participant in workshop held by the London School of Economics assessing sentience in decapod crustaceans, as part of a government-commissioned project to inform the sentience Bill.

We also continued to act as part of a coalition of ten animal protection organisations advocating for an increase in maximum sentences for animal cruelty offences (from six months to five years). Having failed three times to complete its passage through Parliament, the Animal Welfare (Sentencing) Bill was introduced again in February 2020 as a government-backed Private Members Bill by Chris Loder MP. With strong public and political support encouraged by our organisations, the Bill should become law in early 2021.

In September 2020 we joined forces with other animal welfare and environmental groups in publicly campaigning for the inclusion of strong animal welfare provisions in the UK's first Agriculture Bill for over 60 years, including the adoption of a new subsidy system that rewards high welfare/low-intensity farming systems that are better for animals and the environment. We also urged for animal welfare equivalency to be a legal requirement in free trade agreements. Over 14,000 of HSI UK's supporters took action to write to the Defra Secretary of State on these matters. When the Bill became law in November 2020 it enacted a new subsidy system that will incentivise and support higher welfare farming, but unfortunately the government refused to agree to an amendment to that would stop trade deals from facilitating and encouraging low welfare product imports.

In light of the post-Brexit need for animal welfare organisations be able to advocate effectively for animals in free trade negotiations, we partnered with the UK Centre for Animal Law to arrange a 20-hour (over 10 weeks) training module on trade, run by 'Trade Strategies' experts Emily Rees and David Henig. This was well-attended by relevant HSI UK staff as well as public affairs experts from several other animal protection organisations.

### **Impact**

- Animal Welfare (Sentencing) Bill introduced for a fourth time in Parliament. When passed into law it will increase the maximum sentence for animal cruelty offences from 6 months to 5 years.
- Commitment from Government to bring Animal welfare (Sentience) Bill into law as soon as Parliamentary time allows.
- UK's first Agriculture Bill for over 60 years passed into law. Following lobbying and public campaigning by HSI and other groups, it includes major changes to subsidy system, including providing public money for improved animal welfare standards.
- Following trade training course, eight animal advocates from HSI UK and other UK animal charities are now more able to positively influence UK trade negotiations with respect to animal welfare outcomes.

## 4.2 Protect wildlife

### Overview

Our campaigns to protect wildlife, expanded on below, are focused on the fur trade; trophy hunting; disease risks associated with wildlife farming and trade; tackling inhumane 'pest control' and culling; and enhancing policies and activities to protect whales, dolphins and porpoises.

#### 4.2.1 *Wildlife: markets, trade and Covid-19*

##### Need and scope

For many years, Humane Society International's wildlife experts have raised evidence of disease risk as a factor in support of ending the trade in wild animals and their parts. In early 2020, as the Covid-19 pandemic broke and disease transmission experts began to express the belief that the virus had originated in bats and then been transmitted to humans via an intermediary species, we redoubled our efforts to collate the best available scientific findings and opinions, and present them to policy makers to urge action.

As soon as the pandemic hit, HSI UK worked with HSI's wildlife team in the US to share our expert-authored White Paper on wildlife markets and pandemics with UK Ministers, Chief Veterinary Officer and civil servants on World Health Day. We urged the UK to play an urgent leadership role in preventing a similar pandemic from emerging in the future, by championing global action at the G20 to end wildlife markets and trade. At the same time, we enabled our supporters to take action, writing to the relevant government Minister, and we secured extensive media coverage in the UK and globally, to further raise awareness and understanding of the risks.

##### Impact

- Responding to our White Paper and the advocacy of other organisations, the UK strongly championed action on wildlife markets and trade at the G20 in 2020. The G20's water and agriculture communique stated "*In line with the One Health approach, we call for strengthened mechanisms for monitoring, early warning, preparedness, prevention, detection, response, and control of zoonotic diseases ...Moreover, and without prejudice to applicable international rules on wildlife trade, we call upon the Tripartite to develop a list of wildlife species and conditions under which they could present significant risks of transmitting zoonoses, and to issue guidelines towards mitigating these risks.*" This is an important first step to gaining agreement on the need for countries to clamp down on wildlife markets and trade, in order to protect both animal and human health.
- In March, the Chinese cities of Shenzhen and Zhuhai banned consumption of wildlife, and dog and cat meat. We secured extensive media coverage of this welcome progress, including commentary that the ban should be extended to cover all uses of wildlife, not just consumption (e.g. wild animals kept and traded for fur or medicine).

#### 4.2.2 *Wildlife: Fur Free Britain campaign*

##### Need and scope

Although the UK banned fur farming almost twenty years ago, on the grounds that it was inhumane and unethical, since then over £800 million of animal fur has been *imported* to the UK from animals suffering in factory farms, or wild-caught in traps, overseas. The UK has effectively been outsourcing animal cruelty; although the trade in cat and dog fur, and seal fur from commercial hunts is already prohibited under EU laws, the government continues to allow the small number of British companies who still trade in fur to import the equivalent of some two million animals (primarily fox, mink, and raccoon dog) worth of fur each year. In addition,

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since 2016 HSI UK has gathered evidence that a significant amount of real animal fur has been mis-sold as fake fur to unsuspecting consumers who do not wish to buy real animal fur.

By mobilising the public, engaging politicians, and sharing the plight of fur-bearing animals in the press, HSI UK's fur campaign is turning the tide on the insidious creep of fur back into the UK. In 2020 we gained further public support and increased political traction towards our overarching campaign aim of convincing the UK government to be the first country in the world to fully close our borders to the cruel, outdated and unnecessary fur trade.

### Goals

- a) Expose fur farm cruelty, educate and mobilise the public to gain one million petition signatures for a UK fur sales ban;
- b) Convince high profile designers/retailers, towns and industry bodies to go fur-free, and ensure compliance with no-fur policies; and
- c) Secure government commitment to hold a call for evidence on legislation to ban fur imports.

### Key activities and outputs

HSI UK's fur experts were lead authors on the Fur Free Alliance's report Certified Cruel, a critique of fur industry welfare certification schemes, which they presented at an event in the European Parliament in January. Several MEPs spoke strongly in support, and the European Commission was urged to consider and act upon the inherent inhumaneness of fur farming.

In March we worked with the Hunt Investigation Team to help expose and bring media and political attention to a Welsh trapper, who was catching foxes in snares and cruelly killing them to sell their fur to Sweden.

In April the first outbreaks of Covid-19 in mink were reported on Dutch fur farms. Throughout the rest of the year, HSI UK's fur campaign team closely tracked the emergence of hundreds more outbreaks on fur farms, and collated evidence of expert opinion on the public health risk associated with mink fur farms, which they shared with government ministers and officials. In parallel to lobbying governments to shut-down fur farms as potential 'virus factories', we secured extensive media coverage about the growing public health risk of mink fur farms, and Denmark's decision to cull all 17 million mink on its farms, including in the Financial Times and Telegraph.

We continued our work exposing the sale of real fur as fake fur, alerting retailers to this error and reporting seven retailers with recurring failings to the Advertising Standards Authority for public sanction. In December we achieved an exclusive with the Daily Mirror to educate consumers on the continued problem of 'fake faux fur' sales, including well known retailers such as Amazon, ebay, Shein and Romwe.

HSI UK's Parliamentary event 'No Business in Fur' had been planned for Spring 2020 was postponed due to COVID-19 and became an online event in September, attended by almost 30 MPs and officials and with speakers including Lord Goldsmith (Minister of State); Leona Lewis; California Assembly member Laura Friedman; former fur trade executive Mike Moser; plus several high profile designers and retailers.

We continued to play a lead role in various aspects of the Fur Free Alliance's strategies to achieve fur farming bans, including through lobbying and public campaigning. Several European countries, including France, Hungary, Poland, Ireland and Finland, made political progress towards bans, or announced bans.

We also continued our corporate outreach to retailers still selling fur, and welcomed new fur-free policies including from British luxury brand Holland Cooper. Selfridges listed HSI UK as one of their expert partners, describing us as "a critical partner" that "provides vital expertise to guide our ambitions and commitments, such as the phase-out of fur and, most recently, exotic skins."

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We continued to make strong progress politically towards a UK fur import and sales ban. Through the year we held video call meetings with over 30 MPs and Ministers to explain the rationale for a ban, and gain support for a #FurFreeBritain. During 2020 our FurFreeBritain campaign led to 46 written Parliamentary questions being tabled, including 23 to Defra and 18 to Department for International Trade. We promoted an Early Day Motion (EDM) from Tracey Crouch advocating a fur ban, and this eventually became the third most signed EDM of the Parliamentary session, signed by 140 members from across the political spectrum.

July to September were our busiest and most successful months for public campaigning. On 6th July the Daily Mirror ran a front page exclusive with horrific footage and insights from our Asia fur farm investigation, and at the same time announced the paper as official media partner backing our campaign for a #FurFreeBritain.

Following lengthy and careful dialogue we secured a long-form interview with former CEO of British Fur Trade Association Mike Moser, enabling him to explain why he now opposes fur as cruel, and backs our campaign for a ban. His unprecedented story led to a joint exclusive by Sky News and Daily Mirror in September. We shared this widely with politicians and retailers as compelling evidence of the inherent cruelty of the fur trade.

Throughout the year we secured hundreds of positive media articles for the campaign, including an op-ed in the Daily Express, opinions in key political titles such as Politico and House/PoliticsHome, influential business and trade media outlets such as MarketPlace.org, and an impressive growth in celebrities backing the campaign, including Dame Judi Dench, Ricky Gervais and Alesha Dixon.

HSI's experts Iris Ho and Nicci Wright featured in David Attenborough's documentary 'Extinction – the facts', which also featured a strong warning about role of the fur trade in disease risk.

### **Impact**

- Secured the support of Daily Mirror as official #FurFreeBritain campaign partner, significantly increasing the campaign's public reach.
- Gathered over 800,000 signatures on our #FurFreeBritain petition with other like-minded organisations.
- Secured testimony from the former CEO of the British Fur Trade Association that he now acknowledges the inherent cruelty of fur farming, and supports our campaign for a fur import and sales ban, enabling us to reach and influence more politicians and gain support.
- Finland's biggest party, the social democratic SDP, adopted a policy supporting a ban on fur farming as well as the sales of fur products within Finland and the EU. Finland is Europe's largest producer of fox fur and third largest fur producer overall (after Denmark and Poland).
- In September, French Environment Minister Barbara Pompili announced the intention that France's four remaining mink farms would be closed within the next 5 years.
- UK luxury retail company Holland Cooper adopted fur free policy.
- The UK Advertising Standards Authority (ASA) banned three adverts on retailer Just Your Outfit's website for advertising real fur as fake, took action against Boho Styles and Romwe for breaking advertising rules with misleading "faux fur" claims, and also confirmed that Sorelle had also broken its rules, all following HSI's 2020 investigations.
- In November, Copenhagen Fur, the world's largest fur auction house, announced that it will be closing its doors within 2-3 years, in a clear sign of diminishing economic returns resulting from the growing list of fur farming bans.
- Secured the support of Stella McCartney for our FurFreeBritain campaign, who gave an exclusive interview and spoke out on the "cruel and barbaric" fur trade as part of "A is for Accountable", in the McCartney A to Z Manifesto.

### **4.2.3 Wildlife: Ethical wildlife management**

#### **Need and scope**

Each year across the UK, untold numbers of animals termed ‘pests’ and ‘vermin’, such as mice, rats and moles, are killed unnecessarily, and suffer from crude and inhumane trapping and killing devices. HSI UK’s work on this issue began in 2015, focused on promoting a ban on rodent glue traps. This work continues, with significant progress being made towards the adoption of an outright ban on glue traps in Westminster and a public use ban in the Scottish Parliament. Since 2018 our programme has expanded to address the problems of inhumane and ineffective ‘pest control’ provision from both local councils and via the DIY market. The default use of lethal traps and poisons are not only bad for animal welfare, but also frequently ineffective at providing a long-term solution to unwanted wildlife, such as rodents. HSI UK instead promotes Dubois’ 7 Principles of ethical wildlife management.

The badger cull is the single largest slaughter of wildlife in the UK, sanctioned by the government in an attempt to stop the spread of bovine tuberculosis. During 2020, 40,892 badgers were reported killed by a mixture of cage trapping and free-shooting, across 54 cull zones. This is an issue that HSI UK has worked on since culling began in 2014, adding to the highly compelling body of evidence that culling badgers is neither humane nor effective at controlling bovine tuberculosis.

#### **Goals**

- a) normalise ethical, evidence-based humane wildlife management by key public spending bodies and industry;
- b) minimise the number of ‘pest’ animals killed; minimise the number of animals suffering (e.g. through poor, unregulated trap design, rodenticide use, etc.);
- c) retailers increase the availability of humane, non-lethal wildlife management products and advice supplied to the public; and
- d) cessation of government’s badger cull policy, replaced with humane and effective alternative strategies for control of bovine TB.

#### **Key activities and outputs**

HSI UK continued to lead advocacy efforts to secure a ban on rodent glue traps in Scotland, engaging extensively with Scottish Ministers, the Scottish Public Petitions Committee, MSPs and pest control industry representatives. In addition to providing written evidence to the Scottish Public Petitions Committee concerning Petition PE01671, and supplying recommendations in response to industry statements, we coordinated joint briefings with the petitioners and supportive groups to encourage Ministers to take legislative action. In addition, we supported the lodging of Motion S5M-21244 in the Scottish Parliament in March and through engagement with MSPs achieved strong cross-party support from 28 MSPs, making it one of the top ten most supported motions in the last year.

Following our lobbying efforts, the Scottish Animal Welfare Commission, a newly-appointed government agency, identified glue traps as a priority issue in its first Work Plan and in July launched an inquiry with a view to presenting recommendations to the Scottish Government. HSI UK was invited as one of a select group of experts to submit evidence to the Commission’s Glue Traps Working Group.

In December 2020, our expertise on glue traps was also solicited by officials at the UK Government’s Department for Environment, Food and Rural Affairs and we advocated for a robust, comprehensive and enforceable ban on glue traps across the UK.

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With councils playing a critical role in providing 'pest control' to the public, we collaborated with Oxford University's Wildlife Conservation Research Unit to examine public attitudes towards 'pests' and the cost of councils' current services, and to provide recommendations for councils to adopt more humane, effective and financially sustainable practices, publishing our findings in a scientific paper.

We engaged in corporate outreach to major online suppliers of glue traps to the public. We liaised with eBay UK after identifying listings in breach of their no-glue trap policy, resulting in the immediate removal of 150 listings of glue traps from sale. The company also committed to enhancing internal methods of detecting and removing such listings in future. Online retail platform Gumtree agreed to remove all listings of animal trapping devices we reported to them from public sale.

With the use of 'pest control' products by untrained users being a major risk to the welfare of wild animals, we undertook an investigation into the range of amateur 'pest control' products and advice offered to the public by the UK's leading DIY, hardware and gardening retail companies. Our DIY Pest Control report exposed the casual and excessive availability and use of inhumane and highly toxic rodenticides by the public and presents recommendations to the Health and Safety Executive as well as product suppliers to provide more humane, safe and effective solutions. To accompany the report, we commissioned a nationwide public opinion poll by YouGov to determine the British public's preferred DIY rodent control products. The results indicated a clear consumer demand for humane, non-lethal products and supported our business case to suppliers of amateur pest control products. The risks of amateur rodenticide use highlighted in our report was covered in *The Independent*.

Following engagement with the companies investigated, HSI UK was able to secure commitments from three of the UK's biggest DIY, hardware and gardening retailers, representing a combined annual turnover of £1.4bn, to increase their offering of humane, no-kill amateur products and advice for managing unwanted wildlife, and to review their staff training on wildlife control strategies. These changes will affect nearly 10,000 members of staff and benefit customers shopping at more than 250 stores nationwide.

In addition to our corporate work, HSI UK, in collaboration with Oxford University's Wildlife Conservation Research Unit, examined what 'pest control' services are provided by UK local authorities. Our scientific research paper 'Not in My Backyard: Public Perceptions of Wildlife and 'Pest Control' in and around UK Homes and Local Authority 'Pest Control' was published in the *Journal Animals*, and determines the drivers of public demand for 'pest control' and the cost of 'pest control' services provided by councils across the UK while highlighting the inadequacies of the advice and services supplied by councils to the public on prevention/deterrence of unwanted wildlife. We sent the report to all Councils, along with recommendations that would enable them to deliver more humane, effective and cost-effective wildlife management strategies.

HSI provided financial support for Wild Justice's campaign to initiate a judicial review questioning the humaneness of the government's licensing of the free shooting of badgers as part of the badger cull. We also supported Wild Justice's e-petition and signed on to several joint letters to Ministers and the press highlighting the inhumaneness of the badger cull.

Having previously submitted evidence to Sir Charles Godfray's TB Policy Review, HSI UK welcomed the government's long-awaited response to the review as an important milestone in the badger cull campaign, in that it recognised that the focus should be on cattle-based disease control measures rather than badgers. In its response, the government stated that it would commit to vaccination for both badgers and cattle and exit from badger culling in the coming years, replacing culling with government-supported badger vaccination. We continue to urge Government to end the misguided culling of badgers at the earliest possible opportunity.

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### Impact

- Following our research and advocacy, eBay UK agreed to remove 150 rodent glue trap listings that we found listed on their website (against their policy) and to undertake a review of their sales detection methods.
- Gumtree agreed to remove all animal trap listings that we reported to them from their website.
- Following our research and advocacy, we secured commitments from three of the UK's biggest DIY, hardware and gardening retail companies (Wicks, Robert Dyas, Notcutts) to increase their offering of humane, no-kill amateur products and advice for managing unwanted wildlife, and review their staff training on wildlife control strategies, affecting nearly 10,000 members of staff and buyers across more than 250 stores nationwide.
- Welcomed news from UK's biggest garden centre chain, Dobbies Garden Centres (68 stores UK-wide, £325m annual sales in 2019) that they will no longer stock *any* lethal or inhumane pest control products.
- The Scottish Animal Welfare Commission launched an inquiry into the use of glue traps in Scotland and will publish recommendations to the Scottish Government, which could pave the way to legislative action in 2021.
- The government's commitment to exit from badger culling and replace it with badger vaccination will eventually save the lives of many tens thousands of badgers each year; we continue to encourage Government to act much more quickly to transition to a vaccination-only policy.

#### **4.2.4 Wildlife: Protect whales and stop whaling**

##### **Need and scope**

The International Whaling Commission's (IWC) global moratorium on commercial whaling – a vitally important conservation tool - remains under threat from some countries that favour a resumption of this activity (led by Japan, Norway and Iceland, which continue to kill whales for profit). For several decades, HSI UK and its affiliated sister organizations around the world have been at the forefront of global advocacy to repel assaults on the whaling ban, and we have developed a very good working relationship with the UK government to that end.

Several thousand cetaceans are killed each year in current whaling operations, with a significant percentage suffering long and painful deaths from the crude killing methods used, including exploding harpoons. Japan's decision to leave the IWC, and recommence commercial whaling, presents a new challenge to the way in which we can try to influence policy making on whaling globally. Japan's departure combined with the effects of the pandemic on many other IWC member nations has created a financial crisis as membership subscriptions underpin the work of this body. Emergency discussions are underway to try to work out how to stabilise this situation and we are involved in these efforts.

In parallel to our concerns about ongoing whaling, whales, dolphins and porpoises are facing an unprecedented assault of other threats from human activities in the oceans, including plastic pollution, and noise pollution, as well as poorly managed whale-watching operations. One of the most serious threats to whales is their accidental capture and death in fishing gear, an estimated 300,000 cetaceans are killed globally in fishing gear each year. In the very worst cases whales towing fishing gear are slowly killed by the effects of their entanglement, a process that can take many months.

##### **Goals**

- a) maintain the UK as a strong and vocal protector of the global whaling moratorium;
- b) continue to expand the important conservation and welfare agendas of the IWC;
- c) promote policy change at the UK and European level to address the key threat of bycatch; and
- d) facilitate ongoing development and application of best practice in marine mammal rescue and response in the UK.

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**Key activities and outputs**

Informed by research coordinated by HSI UK's Senior Marine Scientist, and published in Marine Policy Journal, the Scottish government acted on concerns over the humaneness of seal shooting, and banned the shooting of seals to protect fisheries.

In October, HSI UK's Senior Marine Scientist co-ordinated a letter from over 350 scientists from 40 countries warning of extinction risk for cetaceans. The letter was sent to policy makers in the UK and in other countries, and secured significant policy interest as well as associated media. HSI UK's experts continued to make significant contributions to key meetings of the IWC, including its Scientific Committee.

In June, as the majority of countries in the world went into major lockdowns to prevent the spread of Covid-19, we drew media attention to the ongoing whaling and sealing activities of Japan and Norway, during lockdown. Further to the high profile capture of a minke whale in a 'net trap' in Taiji, Japan, HSI UK helped bring diplomatic pressure to bear for the release of this animal, including a statement from the UK Prime Minister including the sentiment that *"it is more important than ever to take a stand against the cruel practice of whaling. I look to Japan, a world leader on climate change and free trade, to stand with me in the fight against the killing of these beautiful mammals and take steps to help preserve our precious marine life for future generations."* Tragically, in spite of our efforts, the whale was killed.

**Impacts**

- Scottish government amended legislation to ban the shooting of seals for fisheries protection. If properly enforced, this will prevent the deaths, often inhumane, of dozens of seals each year in Scottish waters.
- UK Prime Minister made a press statement reaffirming the UK's strong position against whale killing and in support of globally co-ordinated efforts to make the oceans cleaner and safer for marine life.
- Progress on IWC's Small Cetacean Task Teams providing advice that enables timely action to protect greatly endangered species (e.g. South Asian River dolphin) from threats such as entanglement, habitat loss and pollution, including the establishment of a new Task Team for the recently discovered Lahille's bottlenose dolphin.
- Continued to work with other UK and European NGOs to raise the profile of the deaths of dolphins, porpoises and other cetaceans in UK and European fishing operations, including overseeing new research on this topic (to be published in early 2021).
- Further development of the Welfare Assessment Tool for Wild Cetaceans (WATWC) led to the publication of a key paper describing the method and setting out a new scientific approach to evaluating human-induced threats to cetaceans, with a view to promoting mitigation. A second paper applying the method will be published in 2021.

**4.2.5 Wildlife: end trophy hunting**

**Need and scope**

The UK currently allows the import and export of animal parts taken from animals hunted and killed as 'trophies'. Over the last ten years, the UK has allowed imports of hundreds of hunting trophies, including from endangered species such as polar bears, cheetah and rhino. HSI UK believes that trophy hunting is immoral and colonialist; it causes suffering to hunted animals and has been shown to have a detrimental impact on species conservation in many cases, including for endangered species. Many claims are made by the hunting lobby, including that hunting provides a value to animals by providing funding for conservation efforts and that trophy hunting puts money into local economies. However, these claims are largely unfounded, with funds generated from hunts predominantly applied to the maintenance of the status quo of enabling trophy hunting.

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In 2019 after considerable pressure from HSI UK, the Campaign to Ban Trophy Hunting, and Born Free Foundation, and our supporters, the UK Government launched a consultation into a potential ban on trophy hunting imports/exports, and at the 2019 election the Conservative Party committed to a ban on the import of hunting trophies from endangered species.

Throughout 2020, HSI UK continued to rally public support for a ban on the import and export of hunting trophies, in addition to directly lobbying Ministers and MPs, engaging media, holding events, carrying out polling and exploring ways to fund non-invasive conservation efforts.

Given the Government's commitment to a trophy hunting ban in the 2019 Queens Speech, our work centered around campaigning to ensure that the legislation was robust; we advocate for a total ban on the import and export of hunting trophies, in line with the expectations of the British public.

**Goals**

- a) expose to policy makers and the public the cruelty and conservation threat of trophy hunting;
- b) mobilise the public to support a total hunting trophy import/export ban;
- c) secure support from MPs and Government for the strongest trophy hunting ban, with no exemptions; and
- d) engage private sector to reject trophy hunting and support new revenue for affected communities.

**Key activities and outputs**

During the year we carried out a number of activities to engage the public, politicians and key stakeholders to push for the strongest possible hunting trophy trade ban.

In early 2020 we worked with Centre for Biological Diversity to submit a joint 53 page evidence report to the Government's Call for Evidence, and encouraged and enabled over 95,000 of our supporters to sign a letter supporting our submission. In January we joined forces with other NGOs to hand in a total of one million signatures to the Prime Minister at Number 10 Downing Street, this received several pieces of positive media coverage.

Also in January we commissioned polling through YouGov which demonstrated that 80% of the British public support a trophy hunting ban, and further that 76% want a ban to apply to all species, not only endangered ones. This polling data was used in an open letter to The Times in February from a cross-party group of MPs that we co-drafted and organized. We also joined a group of NGOs, academics, celebrities and other stakeholders to write an open letter to The Times.

In July on the anniversary of Cecil the Lion's death we launched a petition to ask our supporters to pressure the government to release the results of the trophy hunting consultation. In November we partnered with Wild Life Drawing to hold a supporter event with over 100 paying attendees. The online drawing class taught participants how to draw a leopard, whilst hearing from HSI's expert how trophy hunting is impacting leopard populations in Africa.

Throughout 2020 we held meetings with a number of MPs, leading to the submission of numerous Parliamentary Questions as well as letters to the Secretary of State urging legislative action on trophy hunting. In parallel, we were part of a group of three NGOs that Defra sought engagement with, to feed into shaping the legislation. We also worked with our coalition partners to secure more than 65 MPs sending a joint letter to the Prime Minister

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on the issue of trophy hunting. We also encouraged our supporters to ask their MPs to sign an Early Day Motion (EDM) on trophy hunting; this EDM became the most popular of the year with 168 signatures.

After giraffes were listed as an Appendix II species by the Convention on International Trade in Endangered Species (CITES) in 2019 we submitted a Freedom of Information Act requesting information from Government about imports of giraffe hunting trophies. We have subsequently followed up with DEFRA to ensure that the appropriate due diligence is carried out when giraffe trophies are imported. This work is continuing while we campaign for a total ban on the import and export of hunting trophies.

In 2020 with the switch to virtual meetings and gatherings very much in evidence, we explored opportunities for technology to create revenue from sustainable non-invasive interactions with wildlife, to support conservation efforts in place of trophy hunting. For this we teamed up with a group called Prospect 100 who run hackathon events which engage young people to solve real world problems. In September Prospect 100 and HSI UK ran a hackathon with 16 teams competing to answer *“How can we leverage technology to create a business proposition that will generate a target amount of revenue annually for conservation efforts?”* HSI continues to work with the winning team to find avenues to promote the winning model.

When Parliament returned from recess in the autumn, we joined with other lead NGOs to contribute to a webinar for MPs and supporters. In October we worked with the Shadow DEFRA Secretary Luke Pollard on an Op-Ed piece which ran in the Independent on the issue of trophy hunting. In it he set out Labour’s support for a ban on imports of all hunting trophies, not only those from endangered species.

In 2020 we provided financial support towards the production of the film ‘Lions, Bones and Bullets’, an expose of Africa’s lion-farming industry to provide bones for Chinese Traditional Medicine, and its linkages with trophy hunting and the cub petting industry. The film will be released internationally in 2021.

#### **Impacts**

- 95,318 people signed HSI’s petition on trophy hunting, supporting our call for a strong ban with no exemptions. This formed part of a 1 million-signature petition delivered to the Prime Minister.
- 3,000 signatures for our petition calling for the government to release the results of the trophy hunting consultation, maintaining pressure on Government to follow through on its manifesto commitment.
- Over 65 MPs wrote to the Prime Minister calling for the strongest possible hunting trophy ban to be implemented as soon as possible.
- Early Day Motion 50 tabled in January 2020 was the top EDM of the year with over 160 MPs

### **4.3 Protect companion animals**

#### **Need and scope**

Asia’s dog meat trade claims the lives of an estimated 30 million dogs each year and causes immense suffering. It also represents a significant risk to human health, facilitating the spread of deadly diseases like rabies. And around the world, millions of street dogs suffer inhumane treatment, including culls, in failed attempts by authorities and communities to curb their populations. While HSI does not have any hands-on programmes helping homeless dogs in the UK, since this need is ably met by other charities, HSI UK employs staff who are deployed to deliver projects in other parts of the world, and raises restricted funds that are used to deliver dog campaigns and programmes via our HSI affiliates overseas. HSI UK’s companion animal experts are driving positive change for dogs through strategies that engage with partner organisations; the public and dog owning

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communities; and governments and local authorities in the countries where the street animal welfare challenges are greatest.

**Goals**

- a) inspire and enable concerned UK citizens to support our campaigns to end the dog meat trade, including through petitions and donations; and
- b) provide staff and financial support for Humane Society International's programmes delivering humane street dog management projects in more than ten countries.

**Key activities and outputs**

HSI secured extensive global media coverage - including Sky News, Newsweek, Daily Mail, New York Times, Reuters - for our partner groups' efforts to help dogs and cats abandoned during pandemic-related evacuations or persecuted through COVID-19 fears, as well as the suffering of dogs and cats for the meat trade in Yulin and HSI's partner group's rescue of dogs from a local market.

We worked with our HSI India colleagues to bring global attention to several positive achievements in our efforts to end India's dog meat trade. In Mizoram, the law was amended to remove dogs from the definition of animals suitable for slaughter, and we celebrated the incredible victory that in Nagaland the sale of dogs and dog meat for human consumption was banned.

Our work in South Korea to end the dog meat trade was given global prominence through multiple media and communications efforts led by HSI UK. We worked with ITV's Good Morning Britain on an exclusive video package featuring music mogul Simon Cowell meeting HSI dog meat trade rescue, Robin and endorsing our efforts to end the suffering to a huge global audience. We worked with HSI South Korea and our Seoul-based PR company on a global press release to highlight the suffering of dogs to make dog meat soup for Bok Nal, and our public awareness and social media campaign. We also promoted two HSI dog meat farm closures, saving hundreds of dogs, including providing \$200,000 towards our 17th dog meat farm closure. We secured substantial international media coverage for these closures including in the Washington Post, ABC news, and Independent. We also provided media attention for a scientific study of stress hormones involving dogs from our farm rescues; the adoption of a golden retriever from our farm closure by Korean American actor Daniel Henney, and the rescue of dogs from a farm in Gimpo coordinated with Korean partners LIFE.

HSI welcomed the news that the first two cities in mainland China - Shenzhen and Zhuhai - banned dog and cat meat consumption, and the Chinese national government's announcement that dogs are classified as companions, not animals for consumption. HSI spokespeople provided commentary in national and international titles including the Financial Times, South China Morning Post, Reuters, and People magazine.

HSI UK also continued to financially support the strategic work of the Dog Meat Free Indonesia Coalition, of which HSI is a member, to end the dog meat trade in that country.

HSI UK continued to invest in expert consultants in Mauritius to support work promoting the humane management of roaming dog populations. Plans had to be rapidly adapted from spay-neuter work, as Mauritius went on a national lockdown from mid-March to end June due to Covid-19 and the team had to adapt to the new circumstances and provide emergency food and water for the roaming dogs and cats on the island.

During the months of 2020 when community engagement and sterilisations were feasible, HSI collaborated with a local veterinarian to provide spay-neuter services one day a week to tackle the large demand received and to help the community. This was extremely well received by the community, who are very supportive and

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appreciative of our Noutoutou programme. Each dog received an HSI branded collar as many come without owners using metal chain were provided with new soft collars, and the welfare benefits explained. The Community Engagement team is vital in ensuring that dogs are brought to get sterilised, but most importantly to understand the impact they have as dog owners and community members. The team reached a total of 5,445 people in 2020 through multiple activities (over 100 meetings with different groups).

As a result of education and engagement by HSI's team, many hotels are changing their approach to dog management, acknowledging that the catching and removal of dogs simply isn't a humane, effective or sustainable solution. The HSI team has been working with several hotel groups to assist with the development of strategic action plans that benefit dogs, islanders, their reputation as hotels, and also the reputation of Mauritius as a premier holiday destination.

During lockdown there was an absence of support or clarity from the authorities with regard to providing guidance for dog owners, the community or animal welfare organisations. Roaming dogs lacking the usual supply of food from human activities were clearly at risk of starvation so HSI worked with volunteers across the island to co-ordinate and sponsor provision of food and water. From 14th April to 30th June, 3,976 kilos of feed was shared, providing 85,615 meals (71,625 meals to dogs and 13,990 to cats). The team also provided essential veterinary treatments (such as snare removal and mange treatment).

#### **Impact**

- HSI UK supported the rescue of 352 dogs saved from the dog meat trade in South Korea and China.
- £85,957 raised in restricted funds for dog meat and street dog programmes, and used to deliver campaigns helping dogs in Asia and Africa.
- During 2020, 435 dogs were sterilized on the island of Mauritius, 30 dogs with mange and other skin conditions were treated, and 7 injured dogs (e.g. from car accidents) were treated. Extensive community and business outreach positively engaged over 5,445 people in the project, and 85,615 meals were provided to dogs and cats during the national lockdown.
- Sale of dogs and dog meat for human consumption banned in Nagaland, India, following campaigning by HSI India and sustained global media engagement orchestrated by HSI UK.
- Scientific staff led the review and improvement of HSI's humane dog population management programmes through surveys, monitoring and evaluation in more than ten countries, ensuring effectiveness in spay-neuter and community engagement programmes to improve the lives of thousands of dogs.

#### **4.4 Reduce the number of animals suffering on farms**

##### **Need and scope**

HSI UK's global affiliates are active to help animals on farms in many countries around the world, working with companies and governments to move away from intensive confinement systems such as battery cages and sow stalls, and advocating for greater uptake in plant-based diets. In the UK, HSI UK's Forward Food programme focuses on inspiring and enabling food service companies to reduce their animal product procurement, by serving more tasty, nutritious and environmentally and health-friendly plant-based foods.

Reacting to the risk and opportunity that Brexit present for animals in agriculture, we are also engaged in ensuring that welfare standards in UK farms, or products imported into the UK, do not become diluted in the course of Brexit changes.

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**Goals**

- a) Through our Forward Food programme we aim to decrease the procurement of animal products in selected largescale UK food service institutions by at least 20% over 2 years.
- b) Ensure that UK legislation adopts the highest possible welfare standards for farmed animals.

**Key activities and outputs**

At the beginning of 2020, we had seven culinary workshops planned for Q2. Unfortunately, these were all postponed due to the national Covid-19 lockdown, so our focus shifted to enhancing our communications assets. We developed a suite of resources to provide greater support to the needs of our collaborators, including a business case, toolkit, greenhouse gas report and implementation guide.

We continued to support PSC (Public Sector Catering) with the launch of their 20% Less Meat campaign, providing them a detailed estimate of the carbon emissions the campaign would save for inclusion within their campaign communications. The Forward Food campaign was influential in creation of this campaign through inclusion of Forward Food Programme Manager Charlie Huson within the top 20 most influential people in Public Sector Catering 2019. We also supplied PSC with case studies of universities we have collaborated with in achieving meat reduction targets and media outreach.

Our consultant partners FoodSteps continued to work with us on various projects including menu analysis for Sky's UK operations, and our analysis of House of Commons catering. The House of Commons analysis demonstrated the GHG reductions that be achieved by cuts in animal product procurement and we will disseminate it amongst MPs and relevant media in early 2021.

HSI released a white paper on the links between intensive farming and disease risk that was shared with the UK Government and other G20 nations, and resulted in several pieces of substantial media coverage, including the Independent. We were also instrumental in prompting over 40 MPs to attend a debate in Parliament to #EndTheCageAge. HSI UK also became part of the All Party Parliamentary Group (APPG) for Food & Health and attended their online events, as well as taking part in a meeting with the Vegan & Vegetarian APPG.

We collaborated with TUCO in hosting a 4-part webinar series on Forward Food, with each session dedicated to one of our toolkits (taste, texture, pulses, and grains). We also invited experts to present including representatives from Plant Based Health Professionals UK, Vegetarian Express, Chatham House and Hodmedods. Over 50 participants joined our live sessions with others accessing the webinar later.

Our Forward Food team engaged directly with students, taking part in two presentations with members of the student union at Worcester College and Sussex University. The two universities were preparing for a referendum on meat reduction at their respective colleges and we gave a talk on how to sustainably reduce meat and animal products in catering.

Throughout 2020 HSI UK promoted EatKind, our support-facing campaign, on social media. This included cooking videos with our renowned chef, Jenny Chandler and an interview with Dr. Michael Greger. We also launched our EatKind guide, which supporters had access to once they took our pledge to eat kind. In December we released our EatKind festive guide, to show our supporters how to shop and eat kinder at Christmas, including recipes from celebrities.

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**Impact**

- Over 50 participants from UK universities took part in our Forward Food webinar series with The University Caterers Organisation.
- We achieved positive media coverage for our Public Sector Catering 20% less meat campaign and our white paper on intensive farming and disease risk.
- Over 8,000 supporters took our EatKind pledge.
- Over 40 MPs attended a debate calling for #EndTheCageAge, all spoke in favour of bans on cages for laying hens and crates for pigs. The government pledged to respond.

**4.5 Promoting the development and use of non-animal methods in research and testing**

**Need and scope**

3.4 million scientific procedures were carried out on animals in the UK in 2019 (the most recent data available). Although this represents a 3% decrease from 2018, this is only a reduction of 100,000 animals and therefore is insignificant considering the plethora of available non-animal approaches that are more cost-effective, faster and produce data more relevant to humans. The vast majority of these animals are rodents (61% mice, 9% rats), but the other animals used in procedures in the UK in 2019 included dogs, cats, horses, sheep, rabbits, fish, birds, monkeys and other non-human primates. These animals are used in experimental testing of compounds, to ascertain chemical safety, and for biomedical research. Most of the animals are killed at the end of the experimental procedure.

Many animals (predominantly mice) used in scientific procedures in the UK have undergone some form of genetic modification (GM). In 2019, 1.67 million animals were used in the creation and maintenance of GM offspring for use in experimental procedures but were not themselves used in experimental procedures, representing a very inefficient process in terms of animal lives, time, effort and money. GM animals are frequently used for disease modelling – genes that associate with human disease are altered in an attempt to create a model of a human disease, or human (or other animal) genes are added to the mouse, again to try and recreate disease symptoms in these animals. This approach is not just costly in terms of the number of ‘excess’ animals who are bred and killed but also in the lack of any benefit or advance to humanity (the main reason used for justification of destructive animal use in the life sciences). Animal models of disease do not recapitulate the features of human disease. Adding one human gene to a mouse does not create an accurate replica of a human disease and this is evidenced by the lack of progress that these methods permit. To date, despite almost 200 different, genetically modified mouse models of Alzheimer’s disease, over 200 potential treatments which had proven successful in the animal models have been evaluated in more than 400 clinical trials on people with Alzheimer’s and yet there are still no new medicines.

There is mounting evidence that animals are not the best model with which to investigate human disease processes and evaluate possible treatments. The translational ability of an animal model refers to the likelihood that a new drug which effectively treats a disease modelled in animals will prove equally successful in the relevant (human) patient group. These translation rates are uniformly, shockingly low. More than 9 out of every 10 drugs that are effective in animal models of disease fail to have the requisite, positive impact for human patients. This equates to huge loss of life - both animal and human, wasted research funding and ultimately, a delay in the delivery of effective treatments to patients.

The Research and Toxicology team works closely with relevant stakeholders both in the UK and internationally - the scientific researchers, regulators and industrial partners – to promote the development and use of more human-relevant non-animal methods for testing and research.

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**Goals**

- a) reduce wasteful breeding of GM animals with a view to their complete replacement by more human-relevant methods;
- b) redirect research funding away from support of animal models of human disease and towards the more human-relevant, non-animal research methods; and
- c) promote further uptake of non-animal methods for toxicology testing.

**Key activities and outputs**

To reduce the inefficient breeding of genetically altered animals, with a view to the ultimate replacement of these models, HSI UK's scientists are part of the organising committee for a European Commission-led Expert Working Group. This international group includes researchers, industry, commercial breeders and animal protection organisations and is developing guidance on the use of genetically-altered animals. The guidance will help to reduce excessive breeding and will ensure greater protection of the animals - with higher welfare requirements for those animals bred to endure more harmful mutations. We remain engaged with the UK regulators through the meetings with the Animals in Science Regulation Unit and we are presenting our work at International conferences in order to gain more visibility on this issue.

To redirect research funding away from animals and promote further uptake of the non-animal methods in toxicity testing, in order to enable more effective support and widespread application of human-relevant approaches, we actively engage in scientific conferences, meetings, workshops and respond to public consultations. In addition, HSI UK's experts sit within the following groups:

- Animal Protection stakeholders (with the Animals in Science Regulatory Unit of the Home Office).
- All-Party Parliamentary Group for Animal Welfare.
- European Commission Cosmetics working group.
- The European Partnership for Alternative Approaches to Animal Testing.
- The European Chemical Agency Member State Committee.
- The European Commission CARACAL.
- The European Centre for Validation of Alternative Methods stakeholders forum (ESTAF).
- The International Council on Animal Protection in OECD programmes (ICAPO).
- Organisation for Economic Co-operation and Development (OECD) Advisory and Expert groups.

In 2020 HSI UK submitted scientifically-justified, evidence-based comments in response to the following consultations:

- Survey on the Pharmaceutical Strategy – Timely patient access to affordable medicines.
- Horizon Europe First Strategic plan survey.
- Amendment to the EU Biocidal Products Regulation Annexes II and III.
- European Commission's roadmap on a Chemical Strategy for Sustainability.
- European Cluster to Improve Identification of Endocrine Disruptors (EURION) stakeholder consultation.
- Europe's Beating Cancer Plan.
- Survey to identify priorities for the EU Partnership for the Risk Assessment of Chemicals (PARC).
- EU draft regulation: chemicals - clarification of requirements for registering, evaluating, authorising and restricting chemicals.

We maintain two science industry-facing websites and social media platforms (twitter and LinkedIn) – <http://www.afsacollaboration.org/> has a toxicity testing focus and [www.biomed21.org](http://www.biomed21.org) is designed for biomedical science and life science researchers. AFSA brings together corporate and non-profit leaders who share the goal of accelerating a modern, species-relevant approach to safety assessment globally to better

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protect people and our planet, and hasten the replacement of animal testing. We use these multi-stakeholder platforms to engage with scientists, promoting the development and application of innovative non-animal methodologies, events and research funding opportunities that focus on human-relevant approaches. Both platforms have achieved a steady increase in twitter followers (around 65 new followers per month for AFSA and 22 new followers per month for BioMed21).

We interacted with politicians in both the UK and the European Union parliaments, analysing proposed and pending legislation and policy initiatives, and co-ordinating interventions as appropriate to further the goal of ending animal use in laboratories.

We engaged positive media interest in animal use for scientific research and testing in the UK, including in specialist publications like the European Pharmaceutical Manufacturer. We also secured a full interview in Lab Mate UK (trade publication for pharmaceutical industry personnel) about the potential opportunities that independence from the EU could offer in terms of replacing animal use for scientific purposes.

### **Impact**

- Membership of the Animal-Free Safety Assessment (AFSA) Collaboration (established in 2018) grew to 13 corporate partners, including Unilever, Procter and Gamble, and L’Oreal.
- Publication of ‘Patient-derived xenograft vs organoids: A preliminary analysis of cancer research output, funding and human health impact in 2014-2019’ in Animals journal. 5 citations.
- Invited presentation for the ‘Animals Climate Health’ webinar series – session 2 ‘Covid19 research – with or without animals?’ 203 unique viewers and 437 signed up for the recording.
- Invited presentation as part of the All Party Parliamentary Group on Human Relevant Sciences.
- Presentation on the challenges facing animal replacement at the EPAA Annual conference – over 270 people in attendance with high level delegates including European Commission officials and MEPs.
- Presentation on the need to use animal testing as a last resort for chemical regulations at ECHA Stakeholders Open Forum.
- Participation in European Food Safety Authority stakeholder roundtable events.

### **4.6 Disaster response**

Our emergency appeal in January, in response to the devastating wild fires in Australia, raised funds to support HSI’s disaster response work. Funds were immediately used to support HSI’s disaster response team who were deployed to Australia to rescue and assist with rehabilitation of injured, starving, dehydrated and displaced wildlife. The team spent 5 weeks on the ground in Kangaroo Island and were ultimately able to rescue and treat over 100 animals, including wallabies, koalas and kangaroos.

HSI UK worked in partnership with HSI Australia to co-ordinate global media for our joint deployment to Kangaroo island, leading to national and global media coverage, including HSI being featured on Channel 4’s documentary ‘Australia on fire: Climate emergency’ about the battle to save people, animals and property from the devastating fires, broadcast in the UK and the United States.

During the summer and autumn of 2020, it became clear that the pandemic and associated lock-downs were having a significant impact on the ability of many direct-care animal charities to continue their work of providing rescue, homes, food and veterinary care for animals. Hardest hit were sanctuaries who normally rely on donations from visiting members of the public. HSI UK therefore provided four £10,000 emergency grants to three UK animal sanctuaries affected by covid19, and one grant of £4,000 for an Italian sanctuary. We also provided a \$100,000 emergency grant to the Pan African Sanctuary Alliance to enable them to support their member sanctuaries with the rescue and care of primates across Africa.

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- Rescue and veterinary care provided to over 100 animals caught in Australia's wildfires of January 2020.
- Grant supported Secret World Wildlife Rescue (Dorset) to provide veterinary care, medical supplies, and food to over 1,600 animals in their care, between April and July 2020.
- Grant provided to the Retreat Sanctuary (Kent) enabled them to build a secure area and shelter to accommodate 600 ex battery hens, 65 broiler chickens, 90 turkey poults and 100 quail, it also funded additional fencing to provide emergency accommodation for 9 extra horses, 3 cows, 40 sheep and a rhea.
- Grant to provide food for 101 animals resident at Jill Phipps sanctuary in Italy, including cows, pigs, turkeys, cats and dogs. Our grant also enabled the sanctuary to build a new igloo shelter for pigs, after bad weather destroyed the last one.
- A grant provided to Hopefield Sanctuary (Essex) enabled them to fund necessary veterinary care for their 500 animals during the 2020 pandemic forced closure.
- Grant to PASA enabled them to provide emergency grants to 15 sanctuaries across Africa, who in turn were able to care for and rescue over 2,300 primates, including chimps, gorillas, baboons and bonobos, as well as assisting with the release to the wild of 40 parrots who had been seized as victims of illegal wildlife trade in Democratic Republic of the Congo.

#### **4.7 General**

HSI UK continued its involvement with, and contributions to, several umbrella bodies during 2020, including the Association of Lawyers for Animal Welfare; the All-Party Parliamentary Group for Animal Welfare; the CITES Liaison Group with the UK CITES Management Authority; the Fur Free Alliance, and Wildlife and Countryside Link. HSI UK's Executive Director remained Chair of Link's Animal Welfare Strategy Group for a fourth year, and HSI UK's Senior Campaign Consultant continues to hold a seat on the Fur Free Alliance's Executive Committee.

#### **4.8 Media communications, celebrity engagement and online support engagement**

During 2020, HSI UK continued to achieve high levels of international and national media coverage for both our UK and global campaigns including HSI's wildlife rescue efforts during Australia's bushfires; animal markets and the COVID-19 pandemic; the rescue of dogs and cats abandoned in China; fur trade and exotic skins; the sale of fake faux fur; trophy hunting; the dog meat trade in China, Indonesia, Cambodia, India and South Korea; plant-based eating/Forward Food; street dog welfare in Bhutan; whaling in Norway and Japan; captive wild cats; changing rules on animal testing for cosmetics in China; UK animal research statistics; COVID-19 outbreaks on fur farms; lethal shark control programs in Australia; factory farming; extinction threat for whales and dolphins; and captive animal confinement cruelty.

HSI UK recorded hundreds of media hits including in the Guardian, La Stampa; Channel 4; Sky News; Sky Kids; Voice of America; Daily Telegraph, BBC and BBC World Service; Good Morning Britain; Le Monde; Independent; Huffington Post; The Sun; Daily Mirror; Sunday People; Daily Mail, Washington Post; Reuters; AFP; The Media Eye; New York Times; Metro; IBTimes; Business Insider; Channel News Asia; Times of India; Economic Times; Haaretz; People; Lad Bible; Just-Style; WWD; Al Jazeera; Mother Jones; China Daily; 24brasil; ABC News; National Geographic; Asia Nikkei; Newsweek; Bangkok Post and more.

2020 saw HSI UK grow its celebrity support portfolio with engagement from Sia, Dame Judi Dench; Danni Minogue, Jason Donovan, Dermot O'Leary, Simon Cowell, Gemma Atkinson, Dr Amir Khan, and Stella McCartney.

UK citizens account for the second largest following (after the HSUS) on HSI's global Facebook account. During the year, @HSIUKorg's twitter following rose to over 8,400. Since its launch in July 2017, HSI UK's Facebook

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page, dedicated to engaging with UK supporters on HSI's UK animal protection campaigns, has gained just under 15,300 followers, and HSI UK's Instagram account has gone from strength to strength, rising to over 14,000 followers by the end of 2020.

## 5 FUNDRAISING, SUPPORTER LIAISON AND OPERATIONAL MANAGEMENT

### 5.1 Fundraising approach

HSI UK's work in the UK and around the world would not be possible without the generosity of our supporters. We offer many different opportunities for our fundraisers and donors to engage with us, and help us to fulfil our charitable objectives. HSI UK has a range of fundraising activity and events including individual giving through the post and online; corporate, trust and foundation giving; legacy giving; and community/sponsorship events.

The 2020 global pandemic presented challenges around ensuring our supporters continued to feel valued and connected, even though in person activities were cancelled. The fundraising team were innovative and resilient, moving key activities online to ensure supporters remained engaged and committed to our mission.

HSI UK continues to raise the majority of its revenue through online campaigns, using both email and social media platforms such as Facebook. Our online email file at year-end consisted of almost 150,000 active UK supporters and we perform regular reviews of the database to ensure that we are communicating with an active, engaged supporter base. HSI UK also runs a direct mail programme, using third party agencies for design and print (Art Connection) and response handling (Telebank).

Our supporter newsletter *Animal Allies* was redesigned and relaunched in a new A4 16page format and mailed to over almost 10,000 regular supporters. The new format was well received by donors with more than 2,000 responding, generating income of more than £33,000 and our highest number of new direct debit donors to date. HSI UK closed the year with over 2,000 regular givers by post, and the programme as a whole exceeded its revenue target of £450,000.

Our plans for acquisition of new supporters were adversely affected by the COVID lockdown restrictions, which meant that leaflet inserts to the goody bags at two public events were postponed. The programme trialed leaflets using Royal Mail and magazine inserts to Dogs Today and BBC Wildlife but these did not yield results favourable to expanding the pilots. In 2021 the team will be conducting research and testing to determine the best acquisition channels to increase the size and diversity of our supporter base.

A growing number of supporters elected to undertake sponsored events in aid of HSI UK's work through a number of online platforms including Just Giving, Virgin Money Giving and Facebook. Community-led income is an important element of our fundraising strategy and an area we are aiming to slowly grow in the coming years.

The generosity of legacy donors meant that HSI UK received £935,741 (2019: £437,648) in legacies during 2020. HSI UK maintained a consultancy partnership with Legacy Link, who are tasked with identifying legacies that name HSI UK, and ensuring their efficient and lawful processing.

Our regular sell-out Stand up for Animals at the Comedy Store was cancelled due to Covid-19, however, the Comedy Store created a compilation of 'best bits' from previous years, and online ticket sales realised around £2,000 in revenue for HSI UK.

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HSI UK was extremely grateful to receive over £113,000 philanthropic donations from high-net-worth individuals, Trusts and Foundations and Corporate donors. Several of these donations were restricted to specific projects including HSI's street dog programme, and our campaign to end the dog meat trade in South Korea.

## **5.2 Commitment to responsible fundraising and personal data protection**

HSI UK is a member of the Chartered Institute of Fundraising (IOF) and follows its Code of Fundraising Practice. HSI UK also follows the guidance and requirements of the Charity Commission fundraising guide (CC20). HSI UK voluntarily subscribes to the Fundraising Regulator and abides by its code. In 2020 we received and actioned 9 requests to stop communications via the Fundraising Regulator's Fundraising Preference Service, compared to 13 in the previous year.

Third parties contracted by HSI UK to engage in fundraising/data management activities on its behalf are also required to adhere to all relevant regulations as well as abiding by the above codes, and HSI UK staff maintain close oversight to ensure this. HSI UK staff provide regular training to third party companies representing the organization to supporters, including for fundraising purposes.

HSI UK generally receives very enthusiastic and positive responses to our communications with supporters. In 2020 only three complaints were officially registered relating to fundraising practices, and all complaints were addressed and concerns rectified within three working days of receipt, according to our policy. HSI UK considers all complaints very carefully and we will continue to adjust our fundraising approaches in order to provide a positive experience for donors and supporters both on and offline, including looking at where improvements could be made to enhance our website users' experiences.

HSI UK's privacy policy (available on the website at <http://www.hsi.org/privacy-notice.html>) makes various commitments to ensure donors and supporters can be sure that their personal data is kept secure, in accordance with relevant data protection laws, as well as our commitment to be clear and transparent around the data we keep. HSI UK has established a policy not to share any of its supporter data with other charities or companies. HSI UK's privacy policy was updated in 2020 and circulated to supporters.

HSI UK has had a vulnerable persons policy, with respect to its fundraising activities, since September 2016. This includes guidance to staff, and companies carrying out fundraising and donation processing on our behalf, on how to identify potentially vulnerable persons, a flagging procedure to ensure that such risks are appropriately recorded, and a policy to provide clear guidance for when donations should be questioned and/or potentially politely declined.

## **5.3 Human Resources**

In March 2020, in accordance with Government requirements, we closed our office and facilitated a shift to home-working, relying significantly on zoom to enable meetings and webinars to continue to take place. We also arranged training and provision for home work station assessments, including the safe use of Display Screen Equipment (DSE).

HSI UK's Executive Director and Operations Manager, in conjunction with Trustees, conducted Covid-19 risk assessments and health and safety protocols to allow for essential work to be carried out in the office, safely. Due to travel restrictions, travel activities were significantly reduced however, going forward, essential

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international and domestic staff business travel is allowed on a case by case basis, with regular reviews in place to adapt to changes in government guidance and rules.

Our ability to pivot to online working meant that no HSI UK employees were put on furlough. HSI UK recruited three new members of staff (Senior Director of Fundraising – UK/Europe; Public Affairs Manager; Regulatory Science Adviser (animal testing)) during 2020, all of which were newly created positions to meet HSI UK's needs as a growing organisation. We also recruited cover for two members of staff who left on maternity leave.

During 2020, HSI UK benefited from the support of five volunteers, who collectively contributed 225 volunteer hours to support HSI UK's mission.

HSI UK managed compliance with responsibilities under the Pensions Regulator. In 2020 HSI UK was informed by its pension provider that its existing Master Trust workplace pension would be wound-up by the end of the year and an alternative would need to be chosen. To make an informed decision to best meet the needs of the organisation and staff, we sought advice from independent pension advisers Aspect8 to select new pension scheme. Their recommendation to opt for Royal London was approved by the Trustees, and this transition was made in October 2021, with staff kept fully informed as to the options available to them, throughout.

Throughout the year staff attended several training seminars and workshops, including training in charity fundraising, public affairs, managing across difference, and diversity, equality and inclusion.

Trustees noted and acted upon changes and updates in the Charity governance code, including new recommended practices for diversity, equality and inclusion. HSI is undertaking a major initiative, throughout its global affiliates, to embed DEI principles throughout its internal procedures and outward-facing programmes.

## **6 FINANCIAL REVIEW**

### **6.1 Overview of financial position**

HSI UK ended FY2020 with net income of £843,794 compared to a net income of £113,261 in FY2019.

The 2020 revenue of £3,159,033 (2019 : £1,728,227) was comprised of donations and legacies by generous supporters through our various fundraising campaigns and events. Legacies accounted for £935,741 in 2020 (2019 : £437,648). The increase in legacy income from 2019 to 2020 can be attributed to one particularly large legacy in 2020 (c.£450,000). We anticipate the level of legacy income in 2021 to revert to prior year levels.

Spending for 2020 was £2,315,239 broken down as follows:

- Campaign costs for raising funds £446,257 (2019: £270,601) – fundraising costs related to digital marketing campaigns and fundraising activities/events with the objective of attracting supporters and generating donations. These include agency fees, advertising publications and other materials. In August 2020, the Charity hired a Senior Director, Fundraising (a role shared with, and co-funded by, HSI Europe) to lead a strong UK team of four and build multi-year and multi-channel strategies for fundraising growth.
- Advocacy for animal welfare costs £1,125,095 (2019: £895,455) - part of the campaign cost incurred in undertaking HSI UK's existing programmes is to promote animal welfare issues, undertaking research and

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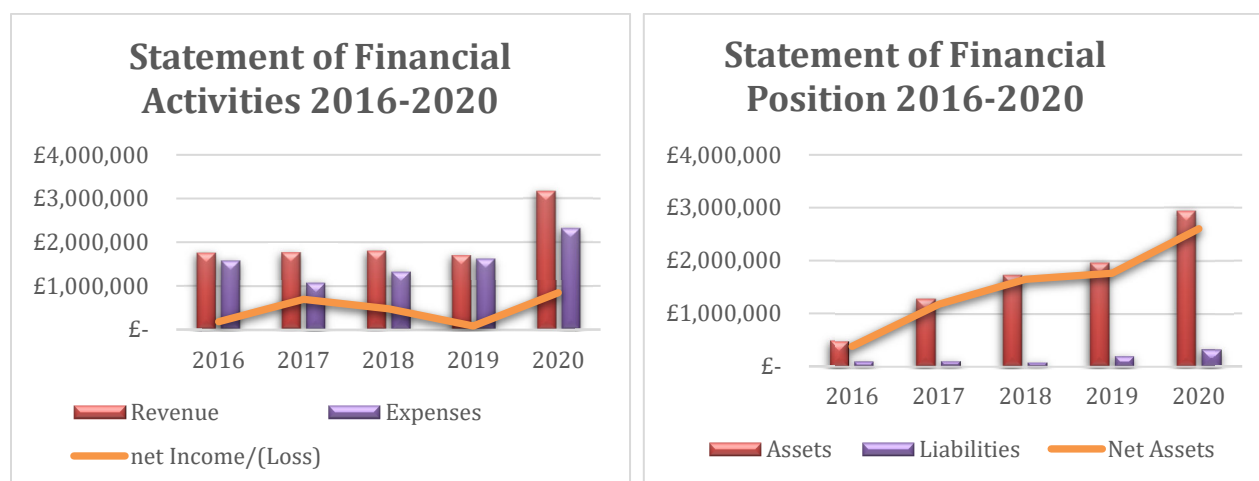
creating disseminating education materials/newsletters, mailings, and other materials to policy makers; corporations; existing donors; and the general public.

- UK Support Costs £330,273 (2019: £385,872) – these were costs incurred to deliver programme activities and run the HSI UK office. These include staff costs, legal and professional fees, travel, office occupancy, utilities, communications, and other sundry expenses. These costs were reduced mainly due to the impact of the pandemic, i.e., office closure and travel restrictions.
- Grants £392,845 (2019: £49,947) – these were grants awarded to other charities in support of charitable, scientific, or educational activities. The activities are designed to further the objectives of HSI UK in promoting animal welfare by providing direct care and/or rehabilitation of animals. In 2020 the Charity awarded several emergency grants to animal rescue and shelter organisations to provide relief from the impact of COVID-19.
- Governance costs £18,468 (2019: £13,091) – these are related to the audit fees for statutory reporting requirements.

Advantage has been taken of the small companies' exemption.

## 2016 – 2020

The illustration below shows our financial activities and position for the last 5 years.



## 6.2 Reserves policy

Each year the trustees consider the appropriate level of free reserves. HSI UK's reserve policy is to maintain a level of free reserves that will enable to maintain a continuity of activity and to adjust, in a measured way, to changes in the economic environment. The trustees agree that free reserves equivalent to 3 months of operating expenditures are appropriate.

At 31 December 2020, free reserves measured as £2,291,887 (2019: £1,198,657) which exceeds the company reserves policy (three months of expenditures in 2020 total to approximately £578,810 (2019: £299,664)). Excess of the reserves over the established level will be proactively used in 2021 and 2022 to further support animal protection work on HSI's priority campaigns via HSI UK's affiliates overseas, as well as to cover unexpected expenses, such as response to the pandemic, natural disasters, etc. The trustees intend to continue to work towards maintaining free reserves and financial success achieved during 2020.

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### **6.3 Going Concern**

The trustees reviewed the HSI UK financial plans in December 2020, as part of their normal annual review, as well as our principal financial risks. At that time, they were satisfied that the HSI UK had sufficient resources to continue operating for the foreseeable future and the accounts have been prepared in the knowledge that the HSI UK is a financially viable organisation.

Since then, the effect of COVID-19 and changes in the charity's external environment (such as the effects of the UK's departure from the EU) have also been assessed by the management and trustees in July 2021, as a part of the 2022 budget cycle, reviewing the organisation's ongoing forecasts and projections to ensure that the organisation remains financially viable. With regard to the next accounting period, the year ending 31 December 2022, the most significant areas that are likely to affect the charity's net assets are volume of incoming donations and the level of income.

As of today, the trustees have not made any decisions to reduce costs. 2021 budget remains at the same level as it was originally approved. As an animal protection organisation, we will ensure that we will continue to operate as normal, as much as we can.

With all the measures that we took, the most recent forecasts do not show any potential cashflow shortfall and we are planning to maintain the present reserves policy. The charity has a strong balance sheet, with unrestricted Net Assets of around £2.6M, so the trustees are of the opinion that the charity will have sufficient resources to meet its liabilities as they fall due. The parent organisations in the US, The Humane Society of the United States and Humane Society International, will continue supporting HSI UK.

### **6.4 Grant giving policy statement**

HSI UK disburses grants to other non-for-profit organizations. Each grant has specific eligibility requirements. Grant approval process includes several steps. Details of the approval process are described below:

- Grant templates, that were drafted and approved by the Office of General Counsel (OGC), must be used to draft the agreement.
- In the event that there is any change to the template language, approval must be obtained from OGC prior to submission.
- Further, special circumstances – in particular: grants that involve lobbying; to individuals; to non-profits – must receive additional approval from OGC, Accounting, and the HSI executive team.
- Full grantee identification, purpose, and banking information, as requested in the grant agreement, must be provided so that a background check on the grantee may be conducted.
- Budgets – and in particular restricted funds – must be fully verified for sufficient funds and purpose prior to submission of the grant.
- The grant agreement must be signed by an authorized representative of HSI UK and the grantee.
- The grant must be submitted to Accounts Payable to ensure payment of the grant amount.

## **7 PLANS FOR FUTURE PERIODS**

In 2021, the Trustees look forward to overseeing the charity to continue with its existing campaigns, as well as respond reactively to key opportunities or threats to animal welfare in the UK.

The Trustees also continue to encourage and support HSI UK in its endeavours to assist, through both advocacy campaigns and financial provisions, HSI's programmes to improve animal welfare around the world.

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HSI UK would not be able to continue its work to protect animals around the world without the support it receives from its many friends and supporters in the UK. We are able to achieve our campaign successes and owe so much to them and their continued dedication to protecting the welfare of animals.

Thank you.

Approved by the trustees on

and signed on their behalf by

A handwritten signature in black ink, appearing to read 'CB', with a long horizontal line extending to the right.

**Cristobel Block**

Trustee

September 17, 2021

## INDEPENDENT AUDITOR'S REPORT TO MEMBERS OF THE HUMANE SOCIETY INTERNATIONAL (UK)

### Opinion on the financial statements

In our opinion, the financial statements:

- give a true and fair view of the state of the Charitable Company's affairs as at 31 December 2020 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements of the Humane Society International (UK) ("the Charitable Company") for the year ended 31 December 2020 which comprise the statement of financial activities, the balance sheet, the cash flow statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### *Independence*

We remain independent of the Charitable Company in accordance with the ethical requirements relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements.

### Conclusions related to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charitable Company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

### Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our auditor's report thereon. The other information comprises: the trustees' report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

#### **Other Companies Act 2006 reporting**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report, which includes the Directors' Report prepared for the purposes of Company Law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report, which is included in the Trustees' Report, has been prepared in accordance with applicable legal requirements.

In the light of the knowledge and understanding of the Charitable Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic report or the Trustee's report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion;

- adequate accounting records have not been kept by the Charitable Company, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

#### **Responsibilities of Trustees**

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Charitable Company or to cease operations, or have no realistic alternative but to do so.

#### **Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditor under the Companies Act 2006 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

#### *Extent to which the audit was capable of detecting irregularities, including fraud*

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the industry in which it operates, we identified that the principal laws and regulations that directly affect the financial statements to be the Companies Act 2006 and the relevant charities' acts in the UK. We assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items.

In addition the charitable company is subject to many other laws and regulations where the consequences of non-compliance could have a material effect on amounts or disclosures in the financial statements, for instance through the imposition of fines or litigation. We identified the following areas as those most likely to have such an effect: Employment Law, Data Protection and Health and Safety Legislation. Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Board and other management and inspection of regulatory and legal correspondence if any.

Audit procedures capable of detecting irregularities including fraud performed by the engagement team included:

- Performing analytical procedures to identify unusual or unexpected relationships that may indicate risks of material misstatement due to fraud. Areas of identified risk are then tested substantively;
- Discussions with management, including consideration of known or suspected instances of non-compliance with laws and regulations and fraud;
- Reading minutes of meetings of those charged with governance and reviewing correspondence with the Regulator to identify any actual or potential frauds or any potential weaknesses in internal control which could result in fraud susceptibility;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Reviewing items included in the fraud register;
- Challenging assumptions made by management in their significant accounting estimates in particular in relation to the legacy accrual as at year end;
- Carrying out detailed testing, on a sample basis, of transactions and balances agreeing to appropriate documentary evidence to verify the completeness, existence and accuracy of the reported financial statements; and
- In addressing the risk of fraud through management override of controls, testing the appropriateness of journal entries and other adjustments.

There are inherent limitations in the audit procedures performed and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it.

Our audit procedures were designed to respond to risks of material misstatement in the financial statements, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, misrepresentations or through collusion. There are inherent limitations in the audit procedures performed and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it.

A further description of our responsibilities for the audit of the financial statements is located at the Financial Reporting Council's ("FRC's") website at:

<https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

#### **Use of our report**

This report is made solely to the Charitable Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charitable Company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law,

we do not accept or assume responsibility to anyone other than the Charitable Company and the Charitable Company's members as a body, for our audit work, for this report, or for the opinions we have formed.

DocuSigned by:



Jill Halford (Senior Statutory Auditor)

For and on behalf of BDO LLP, statutory auditor  
London, UK

Date 22 September 2021

BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127).

**THE HUMANE SOCIETY INTERNATIONAL (UK)**  
**STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2020**  
(incorporating an income and expense account)

	Note	Unrestricted Funds £	Restricted Funds £	2020 £	Unrestricted Funds £	Restricted Funds £	2019 £
<b>INCOME FROM:</b>							
Donations and legacies	2	2,617,023	542,010	3,159,032	1,569,732	158,495	1,728,227
<b>Total income</b>		<u>2,617,023</u>	<u>542,010</u>	<u>3,159,032</u>	<u>1,569,732</u>	<u>158,495</u>	<u>1,728,227</u>
<b>EXPENDITURE ON:</b>							
Raising funding	3	446,257	-	446,257	270,264	337	270,601
<b>Charitable activity</b> Promoting animal welfare	4	1,077,537	791,445	1,868,981	1,000,828	343,537	1,344,365
<b>Total expenditure</b>		<u>1,523,793</u>	<u>791,445</u>	<u>2,315,238</u>	<u>1,271,092</u>	<u>343,874</u>	<u>1,614,966</u>
<b>Net income</b>		1,093,230	(249,435)	843,794	298,640	(185,379)	113,261
<b>RECONCILIATION OF FUNDS</b>							
<b>Fund balance brought forward at 1 January 2020</b>		1,198,657	560,547	1,759,204	900,017	745,926	1,645,943
<b>Fund balance carried forward at 31 December 2020</b>		<u>2,291,887</u>	<u>311,111</u>	<u>2,602,998</u>	<u>1,198,657</u>	<u>560,547</u>	<u>1,759,204</u>

The Humane Society International (UK) has no recognised surpluses or deficits other than those disclosed above. All transactions relate to continuing activities. This incorporates the income and expenditure account.

The notes on pages 43 to 47 is an integral part of these financial statements.

**THE HUMANE SOCIETY INTERNATIONAL (UK)  
BALANCE SHEET AT 31 DECEMBER 2020**

**Registration number 4610194 (England and Wales)**

	Note	2020		2019	
		£	£	£	£
<b>CURRENT ASSETS</b>					
Debtors	10	668,601		289,010	
Cash at bank and in hand		<u>2,265,956</u>		<u>1,675,575</u>	
		2,934,557		1,964,585	
<b>CURRENT LIABILITIES</b>					
<b>Creditors: amounts falling due within one year</b>	11	<u>(331,559)</u>		<u>(205,381)</u>	
<b>NET CURRENT ASSETS</b>			2,602,998		1,759,204
<b>NET ASSETS</b>			<u><u>2,602,998</u></u>		<u><u>1,759,204</u></u>
<b>FINANCED BY:</b>					
Restricted funds	12		311,111		560,547
Unrestricted funds	12		2,291,887		1,198,657
<b>TOTAL FUNDS</b>			<u><u>2,602,998</u></u>		<u><u>1,759,204</u></u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of

These financial statements were approved by the Board of Directors and authorized for issue on .....September 17, 2021.....  
They were signed on its behalf by:



.....  
**Michaelen Kastantin Barsness**  
**Treasurer**

The notes on pages 43 to 47 is an integral part of these financial statements.

**THE HUMANE SOCIETY INTERNATIONAL (UK)**  
**STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 DECEMBER 2020**

	Note	2020	2019
<b>Cash from operating activities</b>			
Net cash provided by operating activities	A	<u>590,381</u>	<u>473,231</u>
Increase in cash and cash equivalents in the year		590,381	473,231
Cash and cash equivalents at the beginning of the year		1,675,575	1,202,344
<b>Total cash and cash equivalents at the end of the year</b>		<u><u>2,265,956</u></u>	<u><u>1,675,575</u></u>

**A) Reconciliation of net income to net cash flow from operating activities**

	2020	2019
	£	£
Net income for the reporting period (as per the statement of financing activities)	843,794	113,261
(Increase) / Decrease in debtors	(379,591)	240,025
Increase in creditors	<u>126,178</u>	<u>119,945</u>
Net cash provided by operating activities	<u><u>590,381</u></u>	<u><u>473,231</u></u>

**Analysis of changes in net debt**

	At 1 Jan 2020 £	Cash flows £	Other changes £	At 31 Dec 2020 £
Cash at bank and in hand	<u>1,675,575</u>	<u>590,381</u>	<u>-</u>	<u>2,265,956</u>
TOTAL	<u><u>1,675,575</u></u>	<u><u>590,381</u></u>	<u><u>-</u></u>	<u><u>2,265,956</u></u>

The notes on pages 43 to 47 is an integral part of these financial statements.

**THE HUMANE SOCIETY INTERNATIONAL (UK)**  
**Notes to the Financial Statements**  
**for the year ended 31 December 2020**

**1. Legal Structure and Significant Accounting Policies**

**1.1 Legal Structure**

The Humane Society International (UK) is a private company limited by guarantee, registered in England and Wales, company number 04610194 and a registered charity number 1098925. The organisation was incorporated on 5 December 2002 and was registered as a charity on 11 August 2003. The organisation is governed by its Memorandum and Articles of Association as amended on 18 October 2016.

**1.2 Accounting convention**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 October 2019) - (Charities SORP (FRS102)(second edition - October 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and Companies Act 2006.

Basis of measurement

The financial statements have been prepared on a historical cost basis. The preparation of financial statements in compliance with FRS102 requires the use of certain critical accounting estimates. It also required management to exercise judgement in applying accounting policies.

**1.3 Income**

Voluntary income is received by way of grants, donations and gifts and is included in full in the statement of financial activities when receivable. Grants income is recognised when the charity has entitlement to the funds, it is probable the income will be received, the amount can be measured reliably and any performance conditions have been fully met.

Income from grants, where relating to performance and specific delivery requirements are recognised when the charity earns the right to consideration by its performance.

**1.4 Funds**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the Charity

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure that meets these criteria is charged to the fund. Restricted funds are mostly comprised of donations received for Street Animal Welfare, International Animal Rescue, and Dog Meat Trade campaigns.

**1.5 Allocation of expenditure**

Support costs have been allocated to raising funds and charitable activities on the basis of expenditure incurred, pro-rated where appropriate using the proportions of the staff time engaged in these functions. Expenditure includes irrecoverable VAT where applicable

Expenditure has been recognized on an accruals basis

Grants payable, which do not have any conditions attached, are accounted for in full as liabilities of the Charity when approved by the trustees and notified to the recipient. Grant payables to third parties are included in expenditure for charitable activities. Where unconditional grants are made, these amounts are recognized when a legal or constructive obligation is created, typically when the recipient is notified that a grant will be made to them. Where grants are conditional on performance, the grant is only recognized once any unfulfilled conditions are outside of the control of the Charity.

Expenses that can be identified with a specific program or support service are charged accordingly to their natural expenditure classification. Certain costs common to multiple functions have been allocated among raising funds and promoting animal welfare. General and administrative expenses include those costs that are not directly identifiable to any specific function, but provide for the overall support of the Charity.

**1.6 Foreign currencies**

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange prevailing at the accounting date. Transactions in foreign currencies are recorded at the date of the transactions. All differences are taken to the Statement of Financial Activities.

**1.7 Financial instruments**

The Charity has financial assets and liabilities only of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognized at transaction value and subsequently measured at their settlement value.

**1.8 Going concern**

The Trustees are required to prepare the financial statements on the going concern basis unless it is not appropriate. The trustees have reviewed the going concern status of the Charity by considering the cash position of the Charity as at 31 December 2020, together with the anticipated level of funding for the coming year and the continued support of its parent, The Humane Society of the United States (HSUS). Based on this review, the trustees have concluded that the financial statements should continue to be prepared on the going concern basis.

The trustees reviewed the HSI UK plans in June 2021 and were content that these plans were affordable and that the accounts should be prepared on a going concern basis. However, the impact of the recent COVID-19 outbreak and its financial effect has meant that the executive team and trustees have been reviewing financial plans for the next 12 months to ensure the HSI UK can continue its business-critical activities and remain a going concern. It is not expected that the Government's decisions on social distancing will have a significant effect on the HSI UK financial situation.

**THE HUMANE SOCIETY INTERNATIONAL (UK)**  
**Notes to the Financial Statements (continued)**  
**for the year ended 31 December 2020**

**1. Legal Structure and Significant Accounting Policies (continued)**

**1.8 Going concern (continued)**

The length of the COVID-19 outbreak and the measures taken by the Government to contain this are not known and outside of our control but we have put processes in place to manage cashflow on a monthly basis and review financial stability as matters progress.

Given the strength of the balance sheet and availability and liquidity of unrestricted Net Assets, totalling around £2.6M, the trustees believe that, while uncertainty exists, this does not pose a material uncertainty that would cast doubt on the charity's ability to continue as a going concern. The trustees, therefore, consider it appropriate for the accounts to be prepared on a going concern basis.

The potential effect on the balance sheet for 2020 is explained further in Note 1.11.

**1.9 Judgment in applying accounting policies and key sources of estimation**

The preparation of financial statements requires management to make estimates and judgments that affect the reported amounts of assets and liabilities and actual outcomes could differ from those estimates.

**1.10 Concentration of credit risk**

The Charity's assets that are exposed to credit risk consist primarily of cash, gifts and other receivables, and related party transactions. The Charity's gifts and other receivables balance consists primarily of amounts due from individuals and corporations. Historically, the Charity has not experienced significant losses related to the receivable balances and, therefore the credit risk to them is minimal.

**1.11 Legacy accounting policy**

For legacies, entitlement is taken as the earlier of the date on which either; the charity is aware that probate has been granted, the estate has been finalized and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

**2. Donations and legacies**

	Unrestricted Funds £	Restricted Funds £	2020 £	2019 £
Donations	1,566,263	542,010	2,108,273	1,283,304
Legacies	935,741	-	935,741	437,648
Royalty & License fees	112,993	-	112,993	-
Other income	2,026	-	2,026	7,275
	<u>2,617,023</u>	<u>542,010</u>	<u>3,159,033</u>	<u>1,728,227</u>

The donations and legacies income in 2019 was £1,728,227 of which £1,569,732 was unrestricted and £158,495 was restricted.

As at 31 December 2020 legacies where HSI UK have entitlement but the remaining revenue recognition criteria have not been met, amount to £9,000 (2019:£172,500).

**3. Raising funds**

	Unrestricted Funds £	Restricted Funds £	2020 £	2019 £
Campaign costs	446,257	-	446,257	270,601
	<u>446,257</u>	<u>-</u>	<u>446,257</u>	<u>270,601</u>

The campaign costs in 2019 were £270,601 of which £270,264 was unrestricted and £337 was restricted.

**4. Promoting Animal Welfare**

	Unrestricted Funds £	Restricted Funds £	2020 £	2019 £
Advocacy for animal welfare costs	694,771	430,324	1,125,095	895,455
Grants paid (note 5)	32,500	360,345	392,845	49,947
UK support costs (note 6)	331,798	776	332,574	385,872
Governance costs (note 7)	18,468	-	18,468	13,091
	<u>1,077,537</u>	<u>791,445</u>	<u>1,868,982</u>	<u>1,344,365</u>

Expenses for promoting animal welfare in 2019 were £1,344,365 of which £1,000,828 was unrestricted and £343,537 was restricted.

**THE HUMANE SOCIETY INTERNATIONAL (UK)**  
**Notes to the Financial Statements (continued)**  
for the year ended 31 December 2020

**5. Grants paid**

	Unrestricted Funds £	Restricted Funds £	2020 £	2019 £
Hopefield Animal Sanctuary	-	10,000	10,000	10,000
University of Oxford	20,000	-	20,000	20,000
Humane Society International	-	230,205	230,205	19,947
Humane Society International India	-	5,000	5,000	-
Humane Society International Australia	-	6,860	6,860	-
Future Labs Group Limited	2,500	-	2,500	-
Bardsey Bird and Field Observatory	-	800	800	-
Whale and Dolphin Conservation	-	2,600	2,600	-
Pan African Sanctuaries Alliance	-	79,735	79,735	-
Associazione Etica Antispecista "Jill Phipps"	-	5,145	5,145	-
Wild Justice	10,000	-	10,000	-
Secret World Wildlife Rescue	-	10,000	10,000	-
Retreat Animal Rescue	-	10,000	10,000	-
	<u>32,500</u>	<u>360,345</u>	<u>392,845</u>	<u>49,947</u>

Grants paid in 2019 were £49,947 of which £30,000 was unrestricted and £19,947 was restricted.  
3 grants (3 - 2019) were paid to institutions in year and nil grants (nil - 2019) were paid to individuals.

**6. UK Support Costs**

	Unrestricted Funds £	Restricted Funds £	2020 £	2019 £
Management overhead	165,884	-	165,884	124,964
Staff costs	42,236	-	42,236	84,822
Legal and professional fees	43,033	-	43,033	68,855
Rent	37,495	-	37,495	37,233
Bank charges	14,802	-	14,802	36,598
Insurance	688	-	688	7,318
Subscriptions	6,054	-	6,054	6,209
Accountancy	2,100	-	2,100	4,500
Printing, postage and stationery	10,867	35	10,902	5,174
Travel	4,999	521	5,520	5,531
Telecommunications	2,643	-	2,643	2,844
Sundry expenditure	474	220	694	941
Foreign exchange differences	523	-	523	883
	<u>331,798</u>	<u>776</u>	<u>332,574</u>	<u>385,872</u>

HSI UK office costs in 2019 were £385,872 of which £379,489 was unrestricted and £6,383 was restricted.

**7. Governance costs**

	Unrestricted Funds £	Restricted Funds £	2020 £	2019 £
Audit fees:				
Current period	18,468	-	18,468	13,091
	<u>18,468</u>	<u>-</u>	<u>18,468</u>	<u>13,091</u>

The governance costs in 2019 were £13,091 of which £13,091 was unrestricted and £Nil was restricted.

**8. Wages and salaries**

	Unrestricted Funds £	Restricted Funds £	2020 £	2019 £
Wages and salaries	643,954	-	643,954	507,604
Social security costs	51,313	-	51,313	54,595
Employee Benefits	14,865	-	14,865	9,742
	<u>710,132</u>	<u>-</u>	<u>710,132</u>	<u>571,941</u>

The wages and salaries costs in 2019 were £571,941 of which £571,941 was unrestricted and £Nil was restricted.

The average number of employees during the year was 16 (2019: 15).

The Trustees consider the Trustees and Executive Director as the key management personnel of the Charity. The total employment benefits including employer pension contributions of the key management personnel were £74,572 (2019: £62,424).

	2020 Number	2019 Number
£60,000 - £70,000	1	1
	<u>1</u>	<u>1</u>

No Trustees received remuneration for performance of their role as Trustee during the year. No (2019: Nil) expenses were reimbursed to Trustees during the year.

**THE HUMANE SOCIETY INTERNATIONAL (UK)**  
**Notes to the Financial Statements (continued)**  
**for the year ended 31 December 2020**

**9. Taxation**

The Humane Society International (UK) is a registered charity and therefore is not liable to income tax or corporate tax on income or gains derived from its charitable activities, as they fall within the various exemptions available to registered charities.

**10. Debtors**

	2020 £	2019 £
Other debtors:		
Other debtors	185,895	134,700
Prepayments and accrued income	482,706	154,310
	<u>668,601</u>	<u>289,010</u>

**11. Creditors: amounts falling due within one year**

	2020 £	2019 £
Trade creditors	268,158	152,060
Accruals	63,401	53,321
	<u>331,559</u>	<u>205,381</u>

**12. Funds**

Analysis of net assets between funds	Unrestricted £	Restricted £	2020 £
Cash at bank and in hand	1,954,845	311,111	2,265,956
Debtors	668,601	-	668,601
Current liabilities	(331,559)	-	(331,559)
At 31 December 2020	<u>2,291,887</u>	<u>311,111</u>	<u>2,602,998</u>

Analysis of net assets between funds	Unrestricted £	Restricted £	2019 £
Cash at bank and in hand	1,115,028	560,547	1,675,575
Debtors	289,010	-	289,010
Current liabilities	205,381	-	205,381
At 31 December 2019	<u>1,609,419</u>	<u>560,547</u>	<u>2,169,966</u>

**13. Movement of Funds**

Analysis of Fund movements	Balance 2019 b/frw £	Incoming resources £	Resources expended £	Balance 2020 c/frw £
Restricted	560,547	542,010	791,445	311,111
Unrestricted	1,198,657	2,617,023	1,523,793	2,291,887
Total	<u>1,759,204</u>	<u>3,159,033</u>	<u>2,315,238</u>	<u>2,602,998</u>

Analysis of Fund movements	Balance 2018 b/frw £	Incoming resources £	Resources expended £	Balance 2019 c/frw £
Restricted	745,926	158,495	343,874	560,547
Unrestricted	900,017	1,569,732	1,271,092	1,198,657
Total	<u>1,645,943</u>	<u>1,728,227</u>	<u>1,614,966</u>	<u>1,759,204</u>

**14. Restricted Funds**

Breakdown of Restricted Funds	Balance 2019 b/frw £	Incoming resources £	Resources expended £	Balance 2020 c/frw £
International Animal Rescue	14,037	436,187	353,956	96,268
Street Animal Welfare	127,333	45	32,849	94,529
Dog Meat Trade	133,474	85,912	159,732	59,654
Mauritius Program	77,120	-	31,131	45,989
Seals UK	12,672	-	-	12,672
Pets for Life	-	2,000	-	2,000
	<u>364,636</u>	<u>524,143</u>	<u>577,668</u>	<u>311,111</u>

**THE HUMANE SOCIETY INTERNATIONAL (UK)**  
**Notes to the Financial Statements (continued)**  
**for the year ended 31 December 2020**

**15. Lease commitments**

At 31 December 2020, the company had total commitments under non-cancellable operating leases as follows:

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
<b>Expiry date:</b>		
Within one year	<u>7,125</u>	<u>7,125</u>

**16. Related parties**

During the year, the Charity received a grant of £6,303 (2019: £Nil) from The Humane Society of the United States (the HSUS).

Included within other debtors and falling due within one year is an amount due from the HSUS totalling £Nil (2019: £14,428).

Included within other creditors and falling due within one year is an amount due to the Humane Society International totalling £165,884 (2019: £124,964).

**17. Post Balance Sheet Events**

The Trustees have assessed whether there is any known impact on the value of the year and assets and liabilities. Assets in the balance sheet are considered to be fully recoverable and therefore no adverse effects to cash flows in the coming 12 month period have been identified.

**18. Ultimate Controlling Party**

The Charity's ultimate controlling party is The Humane Society of the United Society (HSUS), a not-for-profit organization in the United States, with registration number 53-0225390. The HSUS seeks to prevent and bring an end to animal cruelty in all of its forms, and to celebrate and strengthen the human-animal bond. The controlling party exercises control over by virtue of common trustees. Copies of the consolidated group accounts are available at <https://www.humanesociety.org>.