

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.



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



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.

## 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.



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.





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.



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.



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.

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



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 Joglee 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.



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/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.

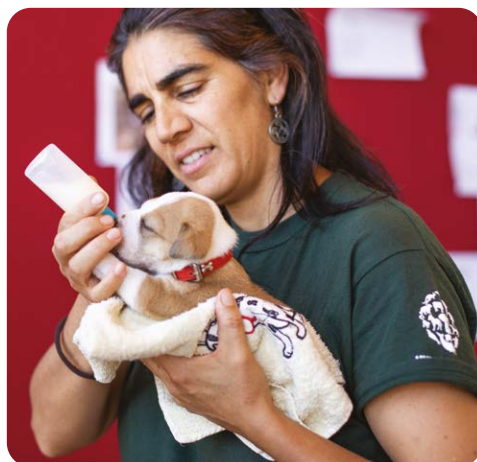
The Dog Meat Free Indonesia (DMFI) Coalition, of which Humane World for Animals is a founding member, produced and submitted three legislative proposals to the House of Representatives in Indonesia. These legislation proposals, if passed, will transform companion animal protection in Indonesia, including 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



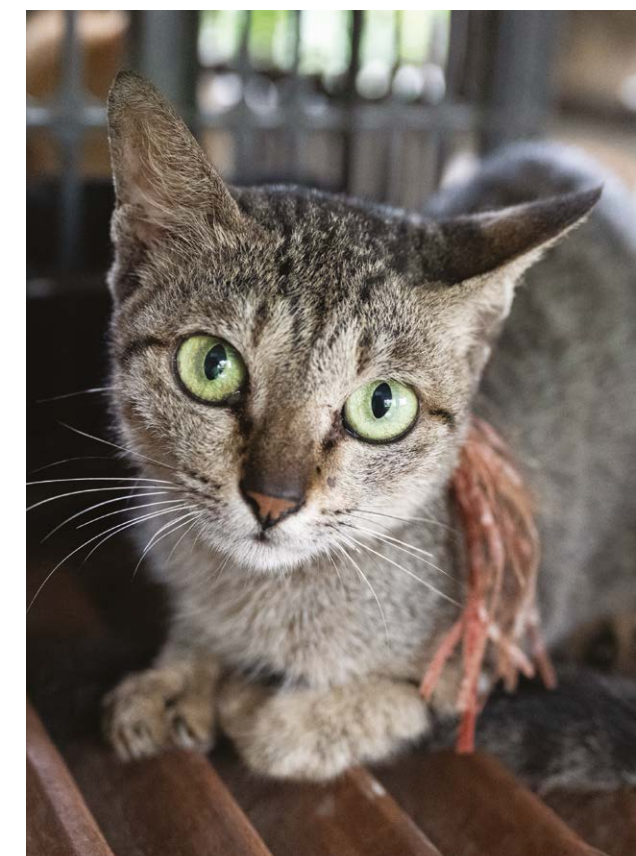


This page (clockwise): Rescued dog from a dog meat farm in Asan, South Korea; wildfire response, Chile; puppies locked in a cage at a dog meat farm, South Korea; spay and neuter clinic days in La Paz and el Alto, Bolivia; Humane Journeys exploratory visit, Bolivia; dog meat farm rescue, Asan, South Korea;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

***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 IVENS/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.



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



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



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.

OPPOSITE: HUMANE WORLD FOR ANIMALS



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





## 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>		3,585,529	327,663	3,913,192	3,197,055	255,973	3,453,028
<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>		4,061,809	282,716	4,344,525	3,212,613	258,759	3,471,372
<b>Net (expense)</b>		(476,280)	44,947	(431,333)	(15,558)	(2,786)	(18,344)
<b>RECONCILIATION OF FUNDS</b>							
<b>Fund balance brought forward at 1 January 2024</b>		1,869,734	421,337	2,291,071	1,885,292	424,123	2,309,415
<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
		2,069,880	2,472,345
<b>CURRENT LIABILITIES</b>			
Creditors: amounts falling due within one year	11	(210,142)	(181,274)
<b>NET CURRENT ASSETS</b>		1,859,738	2,291,071
<b>NET ASSETS</b>		1,859,738	2,291,071
<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 (£)	
Cash from operating activities				
Net cash (used in) operating activities	A	(467,995)	(559,015)	
(Decrease) in cash and cash equivalents in the year		(467,995)	(559,015)	
Cash and cash equivalents at the beginning of the year		1,718,426	2,277,441	
Total cash and cash equivalents at the end of the year		1,250,431	1,718,426	
A) Reconciliation of net income to net cash flow from operating activities		2024 (£)	2023 (£)	
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)	
Analysis of changes in net debt				
	At 1 Jan 2024 (£)	Cash flows (£)	Other changes (£)	At 31 Dec 2024 (£)
Cash at bank and in hand	1,718,426	(467,995)	-	1,250,431
TOTAL	1,718,426	(467,995)	-	1,250,431

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.

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 (£)	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.

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: USQ. 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	-	-
Total	<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 Chimp 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: £Nil).

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 Society (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.

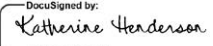
A further description of our responsibilities for the audit of the financial statements is located at the Financial Reporting Council’s (“FRC’s”) website at:

*[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:  
  
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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)**

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