

# THL's Reporting of Programs (2020)

*This document contains responses written by the charity. ACE has made no content changes other than the removal of confidential information.*

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## Program 1

**Program name:** Public Awareness Campaigns

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**Date commenced:** ~2008

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### **Description:**

#### The nature of this program

- The Humane League's public awareness campaigns educate people about factory farming and inspire them to take action.

#### The outcomes this program aims to achieve

- More people gain awareness of the abuse of animals raised for food and take effective action for animals.

#### The interventions employed to achieve these outcomes

- Veg advocacy (including humane eds, leaflets, newsracks, etc.)
- Online ads
- Media outreach
- Social Media

### **How do you measure the outcomes of this program?**

- Number of leaflets distributed or veg starter guides taken
- Number of views of videos from ads
- Number of stories in the media
- Number of followers on social media platforms

### **Do you collaborate with other organizations in this program?**

During this timeframe, Vegfund provided funding for online ads and PETA, Vegan Outreach, and MFA provided veg leaflets or starter guides.

## What are your top 5 biggest outcomes for this program prior to 2019?

Outcome 1: For several years in the US, THL reached millions of individuals through veg outreach strategies like delivering humane education presentations, distributing leaflets, stocking newsracks with Veg Starter Guides, and participation in veg pledge programs.

Outcome 2: Additionally, THL's comprehensive online ads program reached millions with a pro-veg message for several years. In 2018, our online ads inspired 31,247,645 visits to webpages with factory farm cruelty footage and 1,382,880 Veg Starter Guides/Cookbooks to be distributed online. In 2018, The Humane League also launched EatingVeg.org.

Outcome 3: THL reaches millions through social media platforms with a message of compassion for animals and encourages them to take action. At the end of 2018, we had over 2.1 million followers on social media platforms in the US, UK, and MX.

Outcome 4: Grassroots support is a powerful strategy for winning corporate campaigns. Over the years, THL has garnered public support through gathering petition signatures, emails, postcards, calls, and other creative tactics. In 2018, THL's animal welfare campaigns inspired more than 650,000 grassroots actions from supporters in the US, UK, and MX.

Outcome 5: By the end of 2018, THL and the OWA were mentioned or featured in 425 publications, including the Washington Post, New York Times, Vox, National Geographic, and more.

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## Program 2

**Program name:** Movement Building

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**Date commenced:** ~2010

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### Description:

#### The nature of this program

- The Humane League's movement building program focuses on building power through recruitment, training and engagement of volunteers and coalition partners.

### The outcomes this program aims to achieve

- More people join our network and rally around our mission
- More collaboration with other groups looking to impact the treatment of animals raised for food

### The interventions employed to achieve these outcomes

- Volunteer recruitment and training
- Student Alliance - recruitment and training
- OWA member recruitment, training, and grants
- Fellowship program

### **How do you measure the outcomes of this program?**

- Volunteers in number of communities/campuses
- Number of OWA member organizations
- Trainings provided

### **Do you collaborate with other organizations in this program?**

THL collaborates with all the OWA member groups on training and programs.

### **What are your top 5 biggest outcomes for this program prior to 2019?**

Outcome 1: Pre-2019, THL's grassroots model in the US relied on city-based staff supporting volunteers in up to 12 grassroots cities plus a separate National Volunteer Program for those outside those cities and a Campus Outreach program for students. In MX and in the UK, volunteers were recruited and supported by a staff member in a program similar to the National Volunteer Program in the US. At the end of 2018, there were more than 235 active volunteers engaged with on-the-ground actions in the US, UK, and MX. THL also worked with 55 lead student volunteers on campuses in 23 US states plus student volunteers from 6 universities in the UK.

Outcome 2: Over the years, The Humane League has facilitated training events (webinars, summits, retreats, presentations) to build capacity within the broader animal rights movement. In 2018, THL organized a Campus Outreach Conference, monthly student leadership training, 5 national webinars and 3 top volunteer calls, and a number of in-person training events in our grassroots cities. Also, through the Open Wing Alliance (OWA) in 2018, THL organized a Global Summit in April 2018, South Africa Summit in July 2018, Mexico Summit in Sept. 2018, Latin America Summit in Nov. 2018, and training events in Romania, Taiwan, South Africa, Greece, and Croatia.

Outcome 3: THL founded the [Open Wing Alliance](#) in 2016 to align and share resources with animal protection groups around the world with a common goal of banning cruel battery cages

for egg-laying hens. By the end of 2018, THL expanded the OWA membership to include 59 groups across 6 continents.

Outcome 4: THL's grant program has provided critical resources for OWA member groups around the world and has allowed for expansion of these efforts into new countries. In 2018, \$405,000 of global grants were awarded to OWA member groups to accelerate progress on animal welfare in under-resourced areas.

Outcome 5: THL's digital activist community grew to include 9,704 Fast Action Network (FAN) members in the US and 917 in MX. FAN members respond to 2-3 weekly action alerts to take digital actions on urgent campaigns.

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## Program 3

**Program name:** Animal Welfare Campaigns

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**Date commenced:** ~2014

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### **Description:**

#### The nature of this program

- The Humane League's animal welfare campaigns focus on broadscale institutional changes that can be made to impact a large number of animals raised for food.

#### The outcomes this program aims to achieve

- Welfare improves for most animals raised for food
- Food companies commit to improving animal welfare and fulfil their commitments
- Laws that protect animals raised for food are passed and implemented.

#### The interventions employed to achieve these outcomes

- Corporate Outreach
- Corporate Campaigns
- Ballot initiatives

### **How do you measure the outcomes of this program?**

- Number of commitments

- Laws passed
- % of production shifted to higher-welfare

### **Do you collaborate with other organizations in this program?**

We collaborated with OWA member groups, a coalition of groups supporting the ballot initiative (Prevent Cruelty California), and a number of animal rights groups signed on to the broiler commitment platform. In all these cases, we discussed strategy and aligned on responsibilities related to campaigns and outreach.

### **What are your top 5 biggest outcomes for this program prior to 2019?**

Outcome 1: Ballot Initiative: Prop 12, the most progressive farm animal protection law ever, passed in November 2018 with 62.7% of the vote in California. THL staff and volunteers were actively involved with signature gathering and GOTV efforts.

Outcome 2: THL has had tremendous success in the US with gaining corporate commitments to ban the use of battery cages for egg-laying hens over the years. What started with campaigns on individual campuses pre-2015, resulted in virtually every major food company committing to ban cages in their US supply chain, including all the largest dining services companies, Walmart, the largest retailer, and Sysco, the largest foodservice distributor. Outside sources have pointed to the effectiveness of these campaigns and THL's role in them, including reports from the [Open Philanthropy Project](#) and [Founders Pledge](#). Commitments are tracked on a THL-designed and coalition-shared website, [Chicken Watch](#).

Outcome 3: THL has also been working to ban cages outside the US. Our teams in the UK, MX, and Japan have seen progress over the years. Additionally, we've launched coordinated global campaigns through OWA and have shared campaign strategies, tactics, and resources around the world as a unified front to end the abuse of chickens worldwide. Due to this work, in 2018, nine countries saw the first cage-free commitment ever, including the first in Asia and 377 corporate commitments for animals had been secured by OWA member organizations. Notable commitments secured in the EU in 2018 were from Lidl, Valora, Ahold & Delhaize; in the UK were Nandos, Noble Foods, SSP, Pizza Hut, Tesco, Morrisons, Casual Dining Group, The Restaurant Group, Krispy Creme; and in MX were Grupo Bimbo, Grupo Alsea, Grupo Costeño, Pastelería Lety. Global cage-free commitments were also secured including from Aldi, Unilever, Danone. Commitments are tracked on a THL-designed and coalition-shared website, [Chicken Watch](#).

Outcome 4: From when we launched the broiler campaign in 2016 to the end of 2018, THL worked closely with the coalition and secured commitments from more than 100 major US food companies to improve the lives of chickens raised for meat. In anticipation of the launch of the broiler campaign in 2017 THL wrote the first white paper to highlight the science to support the Better Chicken Commitment campaign. In 2018, we also kicked off the I'm Not Lovin' It Campaign

against McDonald's, our most ambitious effort yet and wrote a collaborative white paper aimed at tackling McDonald's false claims about their welfare program.

In the UK in 2018, THL UK secured the first commitment for broiler chickens in Europe. Notable commitments in the US pre-2019 include, every major foodservice provider, including Compass and Aramark, cumulatively affecting hundreds of millions of chickens; Subway, which has the most locations of any fast food chain on earth; and Unilever, the first manufacturer to commit. And in the UK, pre-2019 notable commitments include Nestle, Danone, Pret a Manger, Zizzi's, Elior Group and Unilever. Commitments are tracked on a THL-designed and coalition-shared website, [Chicken Watch](#).

Outcome 5: Following exclusive conversations with The Humane League in 2016, United Egg Producers, which supplies 95% of eggs sold in the US, agreed to eliminate the practice of chick culling. This has resulted in new funding coming into the development of chick-sexing technologies and increased interest in researching a solution that can scale up to eliminate this practice in the US egg industry and beyond.

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## Program 4

**Program name:** The Humane League Labs

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**Date commenced:** 2013

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### **Description:**

#### The nature of this program

- The Humane League Labs is the research arm of The Humane League. Labs does independent research to inform advocacy strategies through actionable research on their effectiveness.

#### The outcomes this program aims to achieve

- Labs aims to transparently design, execute and publish high-quality research on how to advocate for farm animals.

### The interventions employed to achieve these outcomes

- Labs research is highly interdisciplinary—including psychology, consumer science, economics, and animal welfare science—and employs a wide range of research methods, including cross-sectional surveys, experiments and observational studies.

### **How do you measure the outcomes of this program?**

Publication output

### **Do you collaborate with other organizations in this program?**

Yes, we have collaborated with other advocacy organizations to implement studies (eg, Farm Sanctuary) and coordinate with other research organizations, like Faunalytics and Sentience Institute.

### **What are your top 5 biggest outcomes for this program prior to 2019?**

Outcome 1: Research to maximize the impact of informational animal advocacy materials designed to reduce animal product consumption, including several randomized (controlled) trials of leaflets. Labs research has explored the relative impact of [different messaging strategies](#), [images of farm animals](#), [the number of messages](#), [type of ask](#), [cover photos](#) and [length of text](#).

Outcome 2: Research to understand the barriers and drivers for omnivores, vegetarians and vegans to reduce their animal product consumption. This research includes [a large-scale survey on the demographics of vegetarian and vegans](#) and a study of which plant-based meals might be [most appealing to omnivores](#).

Outcome 3: Research to improve the quality and application of animal advocacy research. This includes research on [improved measures of diet change](#), the [challenges of animal advocacy research](#), and the need for [careful interpretation of the interactions of animal advocacy interventions](#).

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### **How does your organization's work fit into the overall animal advocacy movement?**

The Humane League is a highly collaborative organization. We shape our programs around the needs of the movement. We spend a sizable portion of our resources facilitating coalition work around the world. This has changed our approach over time and across the regions we are working in. THL has a track record of moving our resources around year-to-year to take advantage of opportunities where we feel we can make an impact, like when there is a ballot

initiative that we can support. We have departmental and organizational goals related to supporting the coalitions we participate in and we track our progress in this area.

In the U.S., we run aggressive corporate campaigns, public awareness and media programs, and corporate outreach. Our largest program involves putting pressure on companies to adopt animal welfare commitments, specifically working on the coalition's animal welfare campaigns: cage-free, the Better Chicken Commitment, and ballot initiatives.

We also have a focus on building a grassroots network and training activists, which we hope will strengthen the movement and build power over the long-term. Together, these core programs complement the work of other groups in the US who focus on investigations, proactive legal work, more collaborative corporate outreach and consulting, lobbying, or more radical grassroots organizing.

The organizations in the UK and Mexico have different contexts -- culture, coalition, media landscape, status of animal welfare in the region, etc. -- but have a broadly similar set of programs. They share the ethos of focusing on teamwork with the other regional organizations and sharing information and resources openly. Our work in Japan is unique in that there is not a coalition of established groups working on similar programs throughout the area, so this pioneering outpost has focused largely on corporate outreach tactics that support the regional and global cage-free work.

The Open Wing Alliance is our most collaborative program, as it is entirely concentrated on giving grants to other organizations, providing hands-on training, holding regional strategy and training summits, running a mentorship program, and moderating a number of communication channels to facilitate inter-group collaboration around the world. The OWA also carries out a number of global campaigns each year based on the teamwork of these organizations.

Finally, Humane League Labs is also collaborative and produces research that we hope can aid the entire animal protection community.

### **How has the COVID-19 pandemic affected your organization's ability to carry out your programs?**

In the U.S., we have been working to end the abuse of more than 8 billion chickens raised for meat by pressuring companies to sign onto the Better Chicken Commitment (BCC) (<https://betterchickencommitment.com/>). While this campaign continues, THL is temporarily shifting our focus away from restaurants and toward producers like Tyson. This shift aims to pressure major chicken producers to adopt higher welfare standards for chickens raised for meat and stands in solidarity with slaughterhouse workers demanding basic workplace protections. With daily breaking news about the meat industry's abuse of workers, the culling of millions of animals, and the risks to public health, producers are uniquely vulnerable to pressure right now. This new initiative adapts our campaigns to the challenges and opportunities of the present



moment, while still making meaningful progress toward making the BCC the new standard for chickens raised for meat. In particular, we're hoping to pressure producers on the issue of live-shackle slaughter of chickens, a key element of the BCC. Tyson recently released a report that they are shifting 4 of their plants to controlled atmosphere stunning (CAS) and we plan to leverage this progress against the other producers.

At the start of the crisis, THL focused on providing our supporters with resources for at-home animal advocacy (<https://thehumaneleague.org/article/animal-advocacy-in-the-time-of-coronavirus>), remote working tips, and uplifting and useful content like plant-based recipes and feel-good videos. We built a new resource center on our website focused on our broken food system (<https://thehumaneleague.org/broken-food-system>), partnered with organizations advocating for the health and safety of workers in meat processing plants due to COVID-19, and launched our first ever producer campaign against Tyson Foods—putting pressure on them to move toward adopting the BCC and prioritizing plant-based products (<https://www.change.org/p/tyson-stop-neglecting-workers-animals-and-public-health>). In support of this messaging and these initiatives, we've published several opinion pieces in outlets including NY Daily News (<https://www.nydailynews.com/opinion/ny-oped-lets-socially-distance-ourselves-from-animals-20200401-g5y54vkza5c65pthg5uukdirae-story.html>), Common Dreams (<https://www.commondreams.org/views/2020/05/05/what-climate-change-and-coronavirus-have-common>), Salon ([https://www.salon.com/2020/05/18/meatpacking-jobs-were-dangerous-before-pandemic--now-theyre-life-or-death\\_partner/](https://www.salon.com/2020/05/18/meatpacking-jobs-were-dangerous-before-pandemic--now-theyre-life-or-death_partner/)), and others. In 2020 to date, we've earned 122 pieces of media coverage, including the op-eds mentioned above. Our tech team shifted priorities to release an updated version of our Fast Action Network for virtual volunteers, which has moved to a new platform that makes it easier than ever to take many impactful actions for our campaigns (<https://thehumaneleague.org/fast-action-network/>).

Due to financial uncertainty, THL instituted a US hiring freeze at the onset of the crisis and put our open positions on hold. Since then, we have made a few exceptions to this freeze for positions that are critical to the organization's functioning and have a significant impact on bandwidth for the respective teams. This hiring freeze and each paused open position is reevaluated on a monthly basis. By making conservative financial decisions in the short term, we hope to avoid making more painful decisions down the road. In the UK, the government offered a furlough scheme for businesses and charities that are struggling through the COVID-19 pandemic and are unable to undertake their normal work. To ensure that THL UK has funds to last us until the end of the year, nine members from the UK team were placed on furlough for ten weeks, from April 20 to June 30. The government has covered a large portion of their salaries and THL UK covered the balance.

THL's Mexico organization also paused its ongoing campaigns at the beginning of the crisis. As of mid-July, we are starting to carry out corporate outreach once again.

The OWA hosted its fourth annual Global Summit to End Cages virtually and continues to offer new opportunities for virtual support and community-building to our OWA members.

**Have you taken any steps to improve programs that you deemed less successful (due to COVID-19 or otherwise)?**

In the UK, we are actively moving some of our corporate outreach and campaign work toward financial institutions. We've seen the environmental movement win change through pressuring investors and we hope to try this strategy out for animals. We're working alongside coalition partners who have experience in this space.

**Have you cut off any unsuccessful programs to make room for other ones (due to COVID-19 or otherwise)?**

Not beyond pausing programs mentioned above.

**Are there any other outcomes for past/discontinued programs, not mentioned in the Program Tables, that you would like to mention?**

In 2016, following conversations with The Humane League, United Egg Producers, which supplies 95% of eggs sold in the US, agreed to eliminate the practice of chick culling — the grinding or suffocating of conscious male chicks just after hatching — by 2020 or sooner, based on the developing technology of in-ovo sexing.

The UEP released an updated statement on chick culling earlier in 2020 acknowledging that the technology is not yet ready to scale to the production needs of the industry. However, since their 2016 announcement, there has been a boom of research around the world and several other international pledges similar to the UEP's. FFAR and OPP have offered a \$6 million prize incentive for speeding along development (<https://foundationfar.org/egg-tech-prize/>), and the EU is also investing 2.5 million euros into further development of this technology ([https://www.poultryworld.net/Eggs/Articles/2020/7/Funding-support-for-chick-sexing-company-608005E/?utm\\_source=tripolis&utm\\_medium=email&utm\\_term=&utm\\_content=&utm\\_campaign=poultry\\_world](https://www.poultryworld.net/Eggs/Articles/2020/7/Funding-support-for-chick-sexing-company-608005E/?utm_source=tripolis&utm_medium=email&utm_term=&utm_content=&utm_campaign=poultry_world)).

**Is there anything else you'd like us to know about your charity's programs, not mentioned in the Program Tables?**

Following the murder of George Floyd on May 25 and the protests and police violence that followed, THL took action to engage with our staff, volunteers, and donors around racial justice and its place in our organization and our movement. We held an organization-wide day for racial justice, and we released a public statement on our blog and across social media platforms

entitled "What Racial Justice Means to Us"

(<https://thehumaneleague.org/article/what-racial-justice-means-to-us>).

We have been working with Encompass for the past 15 months and are nearing the end of phase one of three of our work with them. During phase one, the Executive Team has been working to articulate why diversity, equity, and inclusion (DEI) is important to them personally and to the organization, and also to identify where the organization has room for improvement. During phase one, the Executive Team has participated in a survey, readings and discussion groups. The result of this initial work will be a vision statement, to be shared with all staff at the end of July. The Executive Team will incorporate suggestions from staff into revisions of the vision statement through mid-August. This op-ed, published by Rachel Huff-Wagenborg on Sentient Media on July 15 outlines some of the steps she is taking toward antiracism as a result of THL's work with Encompass (<https://sentientmedia.org/from-speaking-up-for-animals-to-becoming-an-antiracist/>).

During phase two of our work with Encompass, all staff, volunteers, and other stakeholders will create a plan to clarify why DEI work advances animal protection, what our roles will be, and what accountability will look like. Additionally, we will determine how to measure and track our adherence to our plan.

During phase three, we will work on the highest priority issues identified in previous phases. By the time we complete our work, we expect to have the tools we need to continuously and independently advance DEI.

We remain deeply committed both to DEI work and to involving our entire organization in incorporating diversity, equity and inclusion into all of our programs and initiatives.