

THANK YOU FOR **CHANGING** OUR **WORLD**

ANNUAL REVIEW 2014/15

COMPASSION
in world farming



TOGETHER

WE'RE CREATING A BETTER WORLD FOR FARM ANIMALS



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We're delighted to show you some of the many ways your support has helped Compassion in World Farming fight cruelty to farm animals over the past year. Thanks to you, our influence is growing and – as you'll see – you are changing millions of lives all over the world.

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“

What makes Compassion in World Farming so special is that, for nearly 50 years, it has done an amazing job of fighting for farm animals and eliminating cruelty. Although a small, specialist team, Compassion has huge impact, moving the massive gear levers of business, government and society.

”



Joanna Lumley, OBE, Compassion patron, actor and campaigner

There's still a long way to go. But together, we're creating a better world for farm animals and a more sustainable future for all of us.

.....

Together, we're building an army of **MILLIONS OF VOICES** around the world to speak out against **factory farming**.

.....



Last year, over **710,000** people supported our campaigns **worldwide**.

OUR CAMPAIGNS

have already improved the lives of hundreds of millions of farm animals. Together, we will keep fighting until all the world's farm animals are treated with **compassion** and **respect**.

750,000



pigs are set to benefit in China, **thanks to you**.



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FEWER NIGHTMARE JOURNEYS THANKS TO YOU



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Stopping the cruel and unnecessary long-distance transport of animals to slaughter has been one of our longest battles. Thanks to your unwavering support, we're making real progress – and we will continue to campaign and protest until this horrific treatment of farm animals ends.

.....

EXPOSED

You helped our **INVESTIGATORS** uncover the trade in **EU cattle exported** live to war-torn Gaza for slaughter.

.....

ALMOST 100,000 amazing supporters lobbied the European Commission, demanding an end to this cruel trade.

.....

111 MEPs have now signed up to support a ban on exporting live farm animals from the EU.

CLOSED

You helped us **expose** the shocking treatment of animals at the notorious Karantina slaughterhouse in Lebanon.

51,893 PEOPLE joined our **campaign in the UK**: the abattoir was closed down and Lebanon introduced its first ever **animal welfare law**.

.....



AFTER 25 YEARS of campaigning, **UK live animal exports** have fallen from 2.5 million to around 50,000 a year.

SAVED

172,328

Compassion supporters spoke out against the **Nepalese slaughter festival, Gadhimai**. Thanks in no small part to your dedication, the world's largest single-location sacrificial slaughter has now been stopped.



WHAT'S NEXT?

With your help, we're continuing to push for an end to the suffering caused by long distance live animal transport and inhumane slaughter. We are demanding stronger regulations and exposing those who break the law.

YOU'RE DEMANDING THE TRUTH

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When people understand how their food is produced they can make better choices for farm animals. You've helped us campaign for clearer labelling and expose companies who mislead us. And it's working. Thanks to you, support is growing for clear, mandatory food labelling.

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THE SECRETS OF FOOD MARKETING REVEALED

You helped fund our hard-hitting film, *The Secrets of Food Marketing*, to **expose** how industry covers up appalling cruelty to farm animals. Now millions of people know the ugly truth about factory farming and marketing spin.

.....



Over **12 MILLION** views online to date, and counting.

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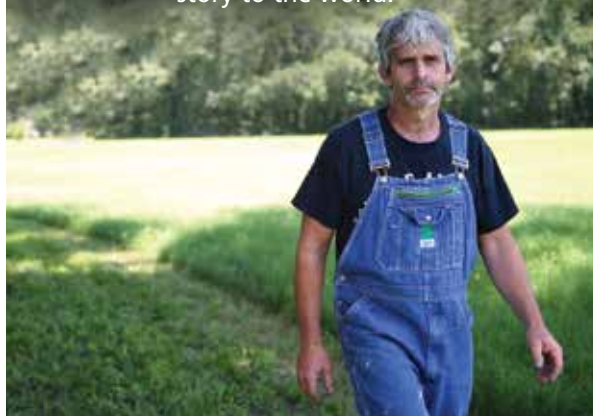
LABELLING MATTERS TO YOU



Thanks to you, Rosa the campaign chicken visited **21 EU countries in 39 days** to demand clear, **honest labelling** of chicken meat. Rosa's message reached **100 million** people.

A HERO OF OUR TIMES

Craig Watts is a contracted chicken grower for Perdue Farms in the USA – one of the world's largest chicken manufacturers. He became sickened by the way he is forced to treat his chickens inhumanely. Thanks to you, Compassion was there to help Craig tell his story to the world.



“ I just want to give the birds some sunshine and fresh air, I know they will love it. ”

WHAT'S NEXT?

Because of you, we are closer to changing the way food is labelled across Europe. Research proves that consumers want to know how their food is produced. We will continue to lead the campaign until honest labelling is mandatory.

YOU'RE WAKING THE WORLD UP TO FACTORY FARMING



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The world has sleepwalked its way into an intensive farming system that causes enormous suffering for animals and is unsustainable for people and the planet. Compassion's explosive book, *Farmageddon*, is exposing the cruelties and dangers of factory farming to new audiences worldwide.

.....

FARMAGEDDON: THE TRUE COST OF CHEAP MEAT

'Informed enough
to be appalled,
and moderate
enough to persuade
us to take
responsibility
for the system
that feeds us'

Guardian



Your groundbreaking book has been published in the UK, USA, Australia, Canada, India, Italy, Japan, The Netherlands, Poland, New Zealand, South Africa, Taiwan and the Czech Republic.

OVER 51 MILLION

people have now heard *Farmageddon's* important message.



SAVING OUR ANTIBIOTICS

One of the urgent issues explored in *Farmageddon* is the **over-use of antibiotics**. It is a dangerous, shortsighted practice that not only encourages animal cruelty, it is a serious threat to our health.



Thanks to you, we co-founded the **Alliance to Save our Antibiotics**.

38 organisations have now joined us.

45% of antibiotics in the UK are used on **farm animals**.

.....
Both the **UK government** and the **European Commission** have changed their stance and no longer support the routine use of antibiotics on farms.

WHAT'S NEXT?

You're helping us **promote** *Farmageddon* around the world – and **campaign** to stop factory farming for good. We're calling for urgent action to end the routine use of **antibiotics** in farming.

...AND HOLDING BIG BUSINESS TO ACCOUNT



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The fastest way to transform the lives of farm animals is to influence the policies of the world's most powerful food companies. Thanks to your support, we engage with some of the biggest brands in the world and hold them to account for the way they treat farm animals.



Compassion in World Farming, although small, can achieve real change for farm animals. It's the combination of companies and Compassion which makes the right recipe for progress.



Willem-Jan Laan,
Director of Global
External Affairs,
Unilever

79% OF UK

consumers say farm animal welfare is important to them when deciding what to buy.

Our Good Farm Animal Welfare Awards change lives:

257 MILLION

animals are set to benefit each year.



NURTURING COMPASSIONATE PARTNERS

Since partnering with Knorr, they have committed to sourcing all their meat, which is largely used in their bouillon stock products, from higher welfare systems. This has the potential to benefit more than **102 million** broiler chickens.

You helped us reach **90 MILLION** consumers through the media and our food industry partnerships.

HELPING BRANDS LEAD

Thanks to you, major brands are changing their approach to farm animal welfare:



...and hundreds more!

WHAT'S NEXT?

Our goal is to reach **1 billion** consumers to give them clearer choices about the food they buy. By doing so, we aim to benefit the lives of **1 billion** farm animals and place farm animal welfare at the heart of the food industry.

YOU ARE HELPING US END THE CAGE AGE

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Caging farm animals is barbaric and outdated. The time has come to end cruel cages once and for all. With your help, we launched our most ambitious campaign ever: to free every farm animal from cages in all 28 countries of the European Union.

“

No animal should spend its life inside a cage. We must join together to end such cruelty and that's why I stand with Compassion in World Farming to End the Cage Age.

”



Kate Ford, actor

Celebrities Stephen Fry, Paul O'Grady, Evanna Lynch, Pauline McLynn and Toyah Willcox are backing our campaign.

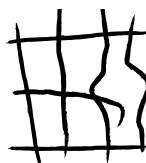
STANDING UP FOR RABBITS



330 MILLION

European rabbits live behind bars, in squalid, overcrowded conditions, each year.

Rabbits are the
MOST CAGED
farm animal in Europe.



Our investigators **exposed** the appalling suffering of caged rabbits in a groundbreaking film already seen by over **86,000** people.



YOUR IMPACT

- Almost **280,000** people have now signed our **online petition** to end the use of cages in rabbit farming.
- The issue of caged rabbits is now firmly on the political agenda in the **UK** and **across Europe**.

YOU SAY NO TO FOIE GRAS

Thank you to **everyone** who signed the petition to end cruel foie gras production in Europe.

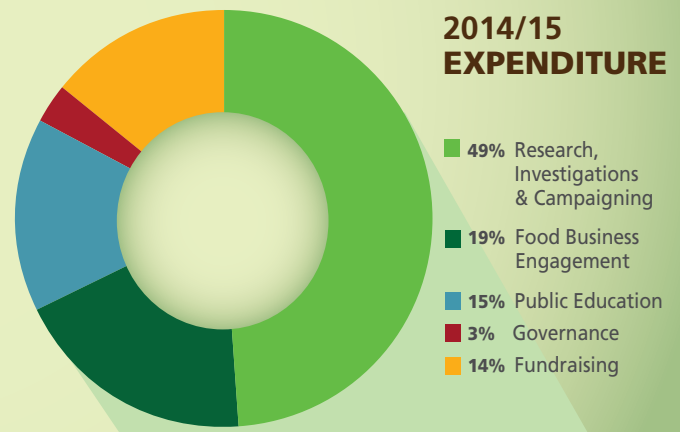
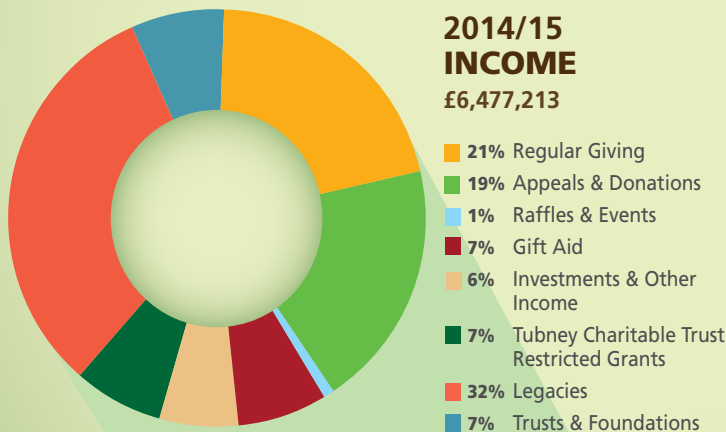


WHAT'S NEXT?

With your support, we're raising awareness and pushing for new laws to ban the use of cages for all farm animals throughout 28 countries in Europe.

WE COULDN'T DO IT WITHOUT YOU

Compassion doesn't receive a penny in government funding. It is only with the passion and commitment of everyone who supports our work that we can give farm animals a voice and fight factory farming. Thank you.



Notes from the Trustees

This information is intended to give an overview of the charity's allocation of resources and income sources. The full 2014/15 accounts are available on request.

YOU INSPIRE US

Compassion's growing army of volunteers and fundraisers never ceases to amaze us: organising community events and collections; taking to the streets in protest; signing petitions; bombarding politicians with letters and emails; getting sponsored to walk, run and cycle across continents; selling cakes; selling raffle tickets; giving talks in schools; remembering Compassion in their Will; funding our vital work.

We would also like to thank all the individuals, trusts and foundations who supported our work during the year, including our many anonymous donors. We are particularly grateful to the following:

A Team Foundation, Animal Welfare Trust, Dr Bronner's & Kinetic, Jeremy Collier Foundation, Matthew Eyton Animal Welfare Trust, Esmée Fairbairn Foundation, Regina Bauer Frankenberg Foundation, GRACE Communications Foundation, JMG Foundation, Mark Leonard Trust, Sue Lines, Linda Macintyre, Persula Foundation

Whatever it is you do, and because of what you do, together we change millions of lives. **Thank you.**

