



THE HUMANE LEAGUE 

Q1 2019

• Progress Report

thehumaneleague.org

FROM *the president*

WE EXIST TO END THE ABUSE OF ANIMALS RAISED FOR FOOD

THIS IS OUR MISSION, THE DRIVING FORCE BEHIND EVERYTHING WE DO.

Thanks to you, millions of animals are spared from suffering every single day. Yet, we always know that we can be more effective—in fact, we must be, for the animals. That’s why, behind the scenes, we’ve not only worked to reimagine our public face—including our mission, logo, and website—so that we can engage the widest audience possible, but we’ve also enhanced our program strategy and structure in the first quarter of this year.

Last year, we worked with experts from a variety of grassroots movements to fully analyze and revamp our organizing strategy. As a result, we created new programs to train and support volunteer leaders in deeper and more far-reaching ways. Building on the cities where we have had organizers for years, this reinvestment in our grassroots means a new,

expanded team of organizers, a larger number of active cities, and a more developed and highly trained network of changemakers.

With a dedicated team of volunteers, donors, and organizers by our side, our work, our wins, and our progress toward ending the abuse of animals raised for food is possible. With your support, we’re excited to embark on an improved strategy to influence the policies of the world’s biggest companies, demand progressive legislation, and empower thousands of people to take action. **THANK YOU.**

For the animals,



David Coman-Hidy
President



GLOBAL *progress*

THE ABUSE OF ANIMALS RAISED FOR FOOD IS A GLOBAL CRISIS.

That's why we have a presence and partnerships in close to 60 countries around the world. Some of our notable recent achievements include:

ISS, A FACILITIES MANAGEMENT COMPANY that feeds millions of people around the world, committed to going cage-free globally thanks to the work of the Open Wing Alliance (OWA) and THL UK.

47

cage-free commitments

were secured by OWA partner groups, including the first cage-free commitments in Greece, Ecuador, and South Africa.

15

welfare policies

for chickens raised for meat were secured by OWA member groups.



THL SECURED 4 US POLICIES for chickens raised for meat (Blaze Pizza, HelloFresh, Parkhurst Dining, and Sterling Spoon Culinary Management). Our flagship *I'm Not Lovin' It* campaign against McDonald's rages on!



MILLENNIUM
HOTELS AND RESORTS



BYRON

THL UK EARNED CAGE-FREE COMMITMENTS Millennium Hotels and Byron Burger.

THL JAPAN SECURED 22 cage-free commitments and is building cage-free momentum in Asia.



THL MEXICO IS RUNNING A FIERCE CAGE-FREE CAMPAIGN against Grupo Posadas, the country's largest hotel chain.



IN BRAZIL, THE OWA HOSTED THE FIRST LATIN AMERICAN SUMMIT TO END CAGES. The event convened 27 people from 11 groups to set a regional strategy.



Marriott



BEHIND THE SCENES *cage-free enforcement*

74K+

grassroots actions

taken to hold corporations
accountable

FROM 2014 TO 2016, THL HELPED SECURE HUNDREDS OF COMMITMENTS FROM MAJOR FOOD COMPANIES TO ELIMINATE BATTERY CAGES—horrifying wire cages barely bigger than hens' bodies—from their US supply chain. These commitments have already begun to have a tremendous impact. According to USDA data, between September 2016 and February 2019, the proportion of hens living in cage-free housing increased from 10% to 17%.

To continue this momentum, it is imperative that we hold companies that have made cage-free commitments accountable. THL is closely monitoring upcoming commitments, and proactively reaching out to companies to ensure transparency in their transition to cage-free. If

these companies miss their deadlines, The Humane League is prepared to re-campaign to ensure transparency and progress in their transition.

Already, we have seen this strategy work. In late 2018, Marriott—one of the world's largest hotel chains—missed one of the earliest cage-free deadlines and refused to share data on its progress. THL, alongside the OWA, swiftly launched a global campaign. In less than 48 hours, Marriott committed to transparent reporting, a new timeline in line with industry standard, and an extension of its US cage-free commitment to cover their entire global operation. As a result, Marriott's competitors took global action: Hyatt released its own cage-free policy, and Intercontinental Hotels

Group reached out to THL to ensure it could implement its own cage-free commitment and begin discussing a broiler commitment.

Finally, legislation plays a critical role in enforcing cage-free commitments. Ballot initiatives like Prop 12 in California and Question 3 in Massachusetts enshrine corporate progress into law, forcing companies to implement basic welfare standards for tens of millions of animals and providing THL with additional legal strategies to ensure enforcement.

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This is the latest in a long string of successful corporate campaigns.

Vox



changing HEARTS & MINDS

6,757,930

VISITORS
to a webpage with under-
cover factory farm footage

1,855,206+

MINUTES
of factory farm
footage watched

428,438

VEG LITERATURE
distributed

9,979

VIRTUAL VOLUNTEERS
in our Fast Action Network

38

MEDIA MENTIONS
online, in print, and on radio





committed to **IMPACT**

THE HUMANE LEAGUE LABS IS EXPLORING AVENUES TO MEASURE THE IMPACT OF DIET CHANGE ADVOCACY. In Q1, THL Labs published two reports on the topic. The first reviews the available data sources to measure the impact of diet change advocacy, and the second further explores the most promising of those: data collected by college campus dining services.

[Read the reports](#)

Q1 Financial Update

RAISED
\$2,554,883

PLEGGED
\$4,080,000

UNFUNDED NEED
\$3,300,367

MAKE A GIFT TODAY

YOUR CONTINUED SUPPORT WILL HELP
US AMPLIFY OUR IMPACT IN 2019.





NEW STAFF

Kalista Barter
Senior Director of Development

Dena Blumenthal
Campaign Coordinator

Jen Capozzi
Financial Operations Lead

Cristina Diniz
Open Wing Alliance Latin America Coordinator

Dani Fahs
Digital Mobilization Specialist

Jessika Griffin
Field Organizer, Regional

Allie Gunter
Campaign Coordinator

Britta Johnson
Field Organizer, Regional

Janosh Linkersdoerfer
Research Associate

Katerra Martin
Corporate Relations Specialist

Hannah Murray
Open Wing Alliance Grant Specialist

Josh Richards
Field Organizer, Chicago

Keith Sheffield
Staff Attorney

Amanda Waxman
Social Media Coordinator

Shawna Weaver
Training Specialist



THE HUMANE LEAGUE 

THANK YOU

IT IS BECAUSE OF YOU THAT WE HAVE SEEN SUCH IMPACTFUL PROGRESS in just the first three months of the year. Without you, none of what we've reported here would be possible. From all of us at The Humane League, **THANK YOU!**

