



MERCY FOR
ANIMALS

2022

ANNUAL REPORT

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Mission

Our mission is to end industrial animal agriculture by constructing a just and sustainable food system.



Vision

Our vision is a world where animals are respected, protected, and free.





Message from the CEO and President

Mercy For Animals believes that a world without industrial animal agriculture is within our reach—if we work together to create it.

The year 2022 showed us that hope triumphs over everything. We often face challenges in our work promoting systemic change. As we advanced our movement in 2022, Mercy For Animals pivoted and prevailed for farmed animals. Reflecting on our victories in 2022, I am overwhelmed with hope—hope that we will soon create a world where animals are free from cruelty. I extend my deepest gratitude to you for making our progress possible.

Together, in 2022 we released five new investigations, moved the needle toward a more plant-based food system, collaborated with major celebrities to spread our message far and wide, spoke up for animals in government, and secured major policies to reduce suffering for chickens while holding companies accountable to past animal welfare pledges. Each and every victory leads us one step closer to a world where animals are respected, protected, and free.

Nothing is impossible if we are resilient, work together, and keep farmed animals at the forefront of everything we do. With you by our side, we will continue to build a just and sustainable food system, one that is better not only for animals but for people and our planet.

With gratitude,

A handwritten signature in black ink, appearing to read 'Leah G'.

Leah Garcés

Monumental Moments

Because of you, we are making great progress.

Serving Millions of Plant-Based Meals in Brazil

School districts, universities, and social assistance programs across Brazil will serve about 12.5 million more vegan meals each year as a result of partnerships made in 2022 with Mercy For Animals.

The city of Salvador alone will replace about 10 million animal-based meals per year with plant-based ones. One of our biggest food policy wins ever, this was a joint effort with Humane Society International.

We also secured commitments from the cities of Sobral and Anchieta.

In 2022, we trained more than 700 school chefs on plant-based cooking. Around 250,000 more students will be served plant-based meals one day a week.

Advancing a Groundbreaking United Nations Resolution

The United Nations Environment Assembly unanimously adopted its first-ever resolution on animal welfare. This historic move means world leaders recognize that good animal welfare benefits human health, our environment, and sustainable development.

In January 2022, Mercy For Animals and 11 other organizations united in submitting a letter to the U.S. Department of State requesting support for the resolution, which calls on member states to protect animals and their habitats. It also calls on the UN Environment Programme's executive director to prepare a report exploring animal welfare's connections to the environment and sustainable development.

Motivating Companies to Eliminate the Worst Animal Abuse

Working with Open Wing Alliance, major companies Bloomin' Brands, Darden, Panda Express, Pokeworks, RIU Hotels & Resorts, Telepizza, The Cheesecake Factory, and Toridoll all agreed to stop using eggs from caged hens for all or a significant portion of their global operations. Delaware North, one of the world's largest privately owned and operated hospitality and foodservice companies, has publicly pledged to source 100% cage-free eggs for its global operations by 2025.

Canadian chain Fat Bastard Burrito Co., chicken producer Cooks Venture, Canadian pizza restaurant Panago Pizza, and restaurant franchise WOWorks all agreed to end some of the worst suffering for chickens in their supply chains. And in Brazil and Mexico, we convinced 10 brands to eliminate cages for hens in their operations.



Your Inspirational Impact

Your impact is truly remarkable. The year was full of growth, hope, and success because of you.

Institutional Food Policy Commitments

The lower the demand for meat, dairy, and eggs, the fewer animals will be born into misery at factory farms.

With your help, we work to decrease demand by partnering with major institutions to reduce the meat, dairy, and eggs served.



214,000

Animals per Year Potentially Spared
by New Policies Secured



12,501,400

Vegan Meals to Be Served Each Year
Once Policies Are Implemented



3

Government Policies Introduced to
Shift Government Purchases Away
from Animal Products

Corporate Animal Welfare Policies

Thanks to your support, Mercy For Animals works with the world's largest food companies to end the cruellest abuse of the billions of animals at factory farms.



1,230,500,000

Animals per Year Potentially
Impacted by Policies Secured in 2022



34

Brands Committed to Eliminating
Cages for Hens



1,230,300,000

Hens per Year Who Could Suffer Less
Once Policies Are Implemented



5

Brands Committed to Reducing
Suffering for Chickens Raised for Meat



200,000

Chickens per Year Who Could Suffer
Less Once Policies Are Implemented

Taking Action for Animals

Mercy For Animals inspires people to get active in the animal protection movement and develops community leaders who advance our mission far and wide.



913

Active Volunteers



975

Volunteer-Organized Actions



4,623

Volunteer Action Hours Logged

Undercover Investigations

Your support for Mercy For Animals' brave investigators makes their vital work in our movement possible.

Exposing the Truth

At industrial farms and slaughterhouses, farmed animals endure shocking cruelty concealed from the public. Wired with hidden cameras, our team of undercover investigators pulls back the curtains of these cruel and secretive operations, leading to landmark changes for animals.

Animals Under Attack

UNITED STATES

Our first U.S. pig farm investigation in four years exposed the heartbreaking conditions pregnant pigs endure at factory farms. We used this investigation to call for members of Congress to support the Industrial Agriculture Accountability Act.

Costco Exposed

UNITED STATES

Mercy For Animals joined forces with animal activist Woody Harrelson to share never-before-seen footage exposing the shocking treatment of Costco chickens.

ALDI Uncovered

UNITED STATES

A Mercy For Animals investigator uncovered immense suffering at a farm that raises chickens for an ALDI supplier. Footage shows days-old chicks suffering from severe open wounds and other serious injuries. Live chickens are tossed onto piles of their dead flockmates and left to be crushed by the corpses thrown on after them.

The investigation mobilized more than 12,000 Mercy For Animals supporters to contact ALDI, urging them to treat chickens better, resulting in 69,700 messages delivered to the company's executives.

Exposing the Dairy Industry

MEXICO

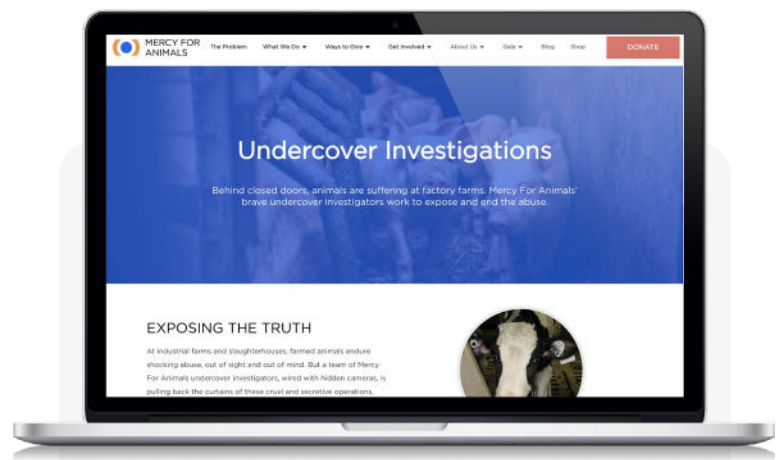
Our undercover investigation into a farm that supplies one of the largest dairy companies in Latin America captures the moment a cow is subjected to the terribly cruel practice of dehorning without anesthesia.

Shining a Light on Municipal Slaughterhouses

BRAZIL

We documented the use of sledgehammers, forbidden by Brazilian regulations, in a municipal slaughterhouse. Mercy For Animals delivered evidence together with a complaint to federal and state prosecutors' offices in Brazil. The case is ongoing.

Additionally, 11,089 Mercy For Animals supporters sent 733,516 messages to members of the National Congress urging support for a bill that would ban the use of sledgehammers as a method of slaughter.



Visit our website to
**learn more about all our
investigations.**

You help our brave investigators enter factory farms and witness the horrors firsthand. In 2022, our investigations raised public awareness, fueled campaigns to urge decision-makers to support legislation to protect animals, and put pressure on corporations to update their policies.

Government Affairs and Public Policy

Very few laws exist to protect farmed animals. With you by our side, Mercy For Animals fights to change this.

Our GAPP team helps secure local, state, federal, and international laws and policies that reduce farmed animal suffering and increase plant-based food accessibility. The team also fights laws and policies that undermine these initiatives.



10

Government Policies Passed to
Reduce Suffering for Farmed Animals



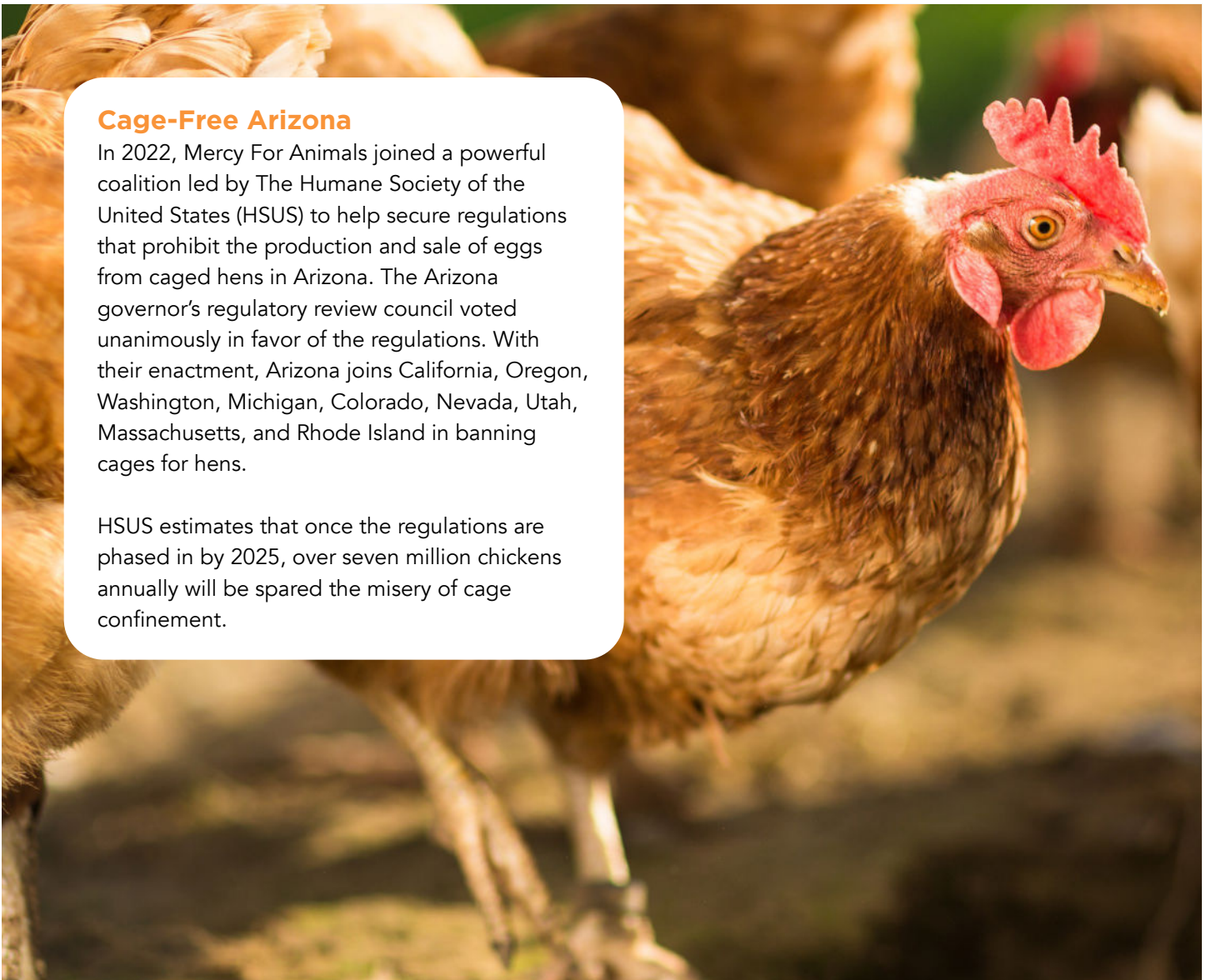
3

Government Policies Introduced to
Protect Farmed Animals

Cage-Free Arizona

In 2022, Mercy For Animals joined a powerful coalition led by The Humane Society of the United States (HSUS) to help secure regulations that prohibit the production and sale of eggs from caged hens in Arizona. The Arizona governor's regulatory review council voted unanimously in favor of the regulations. With their enactment, Arizona joins California, Oregon, Washington, Michigan, Colorado, Nevada, Utah, Massachusetts, and Rhode Island in banning cages for hens.

HSUS estimates that once the regulations are phased in by 2025, over seven million chickens annually will be spared the misery of cage confinement.



Corporate Engagement

You help our corporate engagement work come to life, potentially sparing millions of animals through welfare policies.

To reduce the number of animals in the food system, the corporate engagement team encourages companies to adopt plant-based and animal welfare policies. They also work with companies on innovative solutions to meet their sustainability goals, such as replacing egg and dairy ingredients with plant-based alternatives.

Ensuring Fulfillment of Corporate Animal Welfare Policies



128

Companies Moved to Publish Progress



10

Companies Reporting Fulfillment of Animal Welfare Commitments

Companies Moved to Publish Progress by Policy Type

	Broilers	Laying Hens	Multiple Species	Pigs
Met animal welfare commitment		6		1
Pledged to begin progress reporting	2			
Published roadmap	7			
Recording an update		3		
Released a new progress update	6	32		1
Reposted commitment publicly	2	1		
Started progress reporting	7	24	1	1



Organizing

Our organizing program encourages people to get active in the animal protection movement and develops community leaders who spread our mission far and wide.



We aim to build the capacity, scale, and breadth of the movement so that it is inclusive, diverse, empowered, and well-equipped to achieve our shared vision of a world where animals are respected and protected.

A special thank-you to every donor and volunteer who takes the time to spread our message and inspire change for farmed animals!

Raising Awareness on the Streets of Chicago

After the release of our ALDI investigation, in May 2022 Mercy For Animals held demonstrations outside ALDI's headquarters in Batavia, Illinois. Throughout our time in Illinois, we engaged with hundreds of people near busy ALDI locations.

The People's Fund

The People's Fund is a Mercy For Animals grant program that aims to ensure all advocates and organizations working toward our shared mission have equitable access to the resources they need to empower their communities and create a just and sustainable food system. We envision a movement that is diverse, inclusive, collaborative, and equitably resourced.



13

Grantees



Public Engagement

With every click, you help share our mission with people around the globe. Whether liking a post, sharing a photo, or watching a video, you are opening minds and hearts to the compassionate future we all hope for.

Our public engagement team is at the forefront of this change, inspiring news stories in some of the world's largest media outlets, collaborating with influential celebrities to expand our reach, producing hard-hitting videos that expose factory farming, and educating millions through social media on the benefits of plant-based eating.

Spreading Our Message Far and Wide



95

Media Hits in Top
50 Outlets



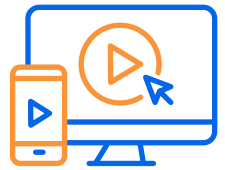
616

Total Media Hits



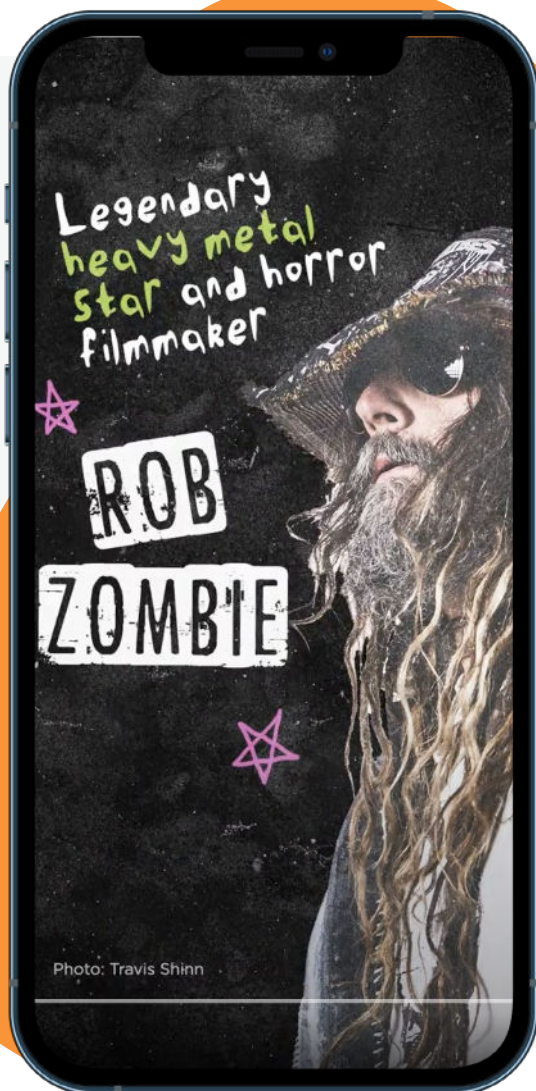
110,407,442

Social Media
Impressions



18,945,048

Online Video Views



Collaborations with Incredible Celebrities

Baywatch Cast Members Call Out ALDI with an Open Letter

In 2022, Mercy For Animals released devastating hidden-camera footage of a contract farm that raises chickens for an ALDI supplier. This footage inspired 24 compassionate cast members from the iconic TV show Baywatch to pen an open letter urging ALDI to reduce suffering for chickens.

Legendary Musicians Partner with Mercy For Animals

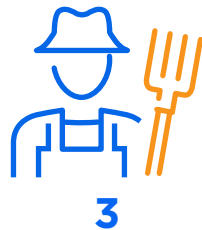
Five legendary metal, punk, and rock 'n' roll stars teamed up for the first time to answer the question, WTF is wrong with eating animals?

In a series of video collaborations shared across Mercy For Animals' social media platforms, music industry heavyweights explain the horrors of industrial animal agriculture. Rob Zombie, Alissa White-Gluz, Doyle Wolfgang von Frankenstein, Bif Naked, and Davey Havok mince no words when it comes to the appalling consequences of factory farming. Together, these powerful videos amassed over 275,000 online views and countless supportive comments.

Transformation™

Your support of Mercy For Animals helps not only farmed animals but farmers.

Through The Transformation Project®, Mercy For Animals helps farmers transition from raising animals to growing plants for human consumption.



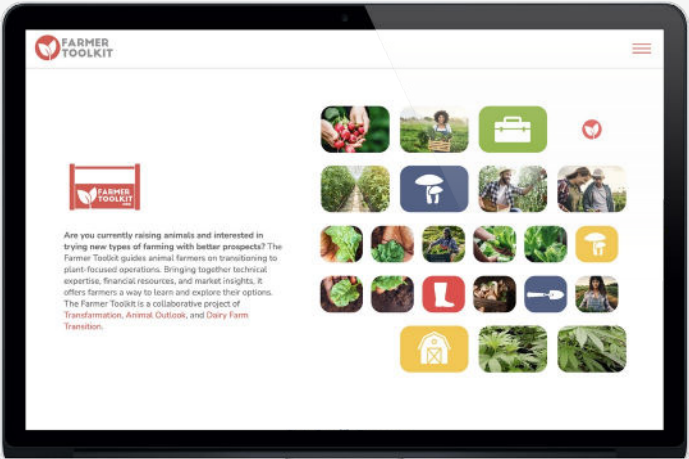
Farmers Our Team Built Relationships with
Who Will Eventually Join the Program



In 2022, we launched the Farmer Toolkit, a resource for farmers who are looking to transition out of animal agriculture.



Farmers and Allies Who Reached Out to
Transformation to Learn More and Get Involved



Financial Overview

A heartfelt thank-you to all of Mercy For Animals' donors who have funded each accomplishment in 2022. We truly could not do our crucial work without every single one of our generous supporters.

The following is an overview of Mercy For Animals' income and expenses for the fiscal year ending on December 31, 2022.

Revenue	
Contributions and Grants	\$28,123,049
In-Kind Contributions	\$173,506
Fundraising Events	\$510,304
Sale of Merchandise	\$35,314
Investment Income	(1,520,379)
Total Revenue	\$27,321,794
Expenses	
Programs	\$9,821,142
G&A	\$2,660,322
Fundraising	\$2,211,134
Total Expenses	\$14,692,598
Net Assets End of Year	\$39,729,194

Board of Directors and Officers

Neysa Colizzi, Board Chair	Alexis Fox	Jaime Surenkamp
Lisa Feria, Board Vice-Chair	Sid Hariharan	Ashley Bugeja Vuu
Michael Pellman Rowland, Treasurer	Liza Heavener	Leah Garcés, CEO and President
Derek Coons	Tyson-Lord Gray	Jodi Medoff, General Counsel and Secretary



Mercy For Animals is a registered 501(c)(3) nonprofit organization that is tax-exempt under the Internal Revenue Code (tax ID number 54-2076145).

Message from the Senior Vice President of Programs

Our accomplishments in 2022 show us how powerful we are when we unite in this movement. We will not stop pushing for change. Together, we will keep growing, go further, fight harder, and make progress for animals.

The year showed me how far we have come, but it also reminded me how far we still have to go. Mercy For Animals will never stop working to end industrial animal agriculture by constructing a just and sustainable food system.



Jesse Marks

Senior Vice President of Programs
Mercy For Animals



Stay Connected

Follow the progress you make possible.

MercyForAnimals.org



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