



MERCY FOR  
ANIMALS

# 2020

## ANNUAL REPORT

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## Mission

Our mission is to construct a compassionate food system by reducing suffering and ending the exploitation of animals for food.

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## Vision

Our vision is a world where animals are respected, protected, and free to pursue their own interests.





**Dear friends, supporters, colleagues, and donors,**

2020 was a challenging year in more ways than one. For animals trapped in our broken food system, it was particularly difficult. Many suffered tragic consequences of the global pandemic, like mass killings at factory farms due to slaughterhouse closures and increased slaughter speeds at processing facilities.

Mercy For Animals was there every step of the way, fighting injustices (against both humans and nonhumans) and making unprecedented progress toward our goal of constructing a compassionate food system.

We are so grateful for everything we were able to accomplish last year, all of which owes directly to your support, partnership, generosity, and compassion. We could not, and cannot, do it without you, so thank you.

While full of challenges, last year also saw many Mercy For Animals successes. Here are some highlights:

- Revealed frightened pigs trying to scale cement walls and crawling over one another to escape a factory farm in an investigation video narrated by Brazilian celebrity Xuxa
- Released a second investigation in Brazil, exposing animals loaded onto ships with electric prods before traveling for weeks across the Atlantic Ocean
- Captured the agonizing final stages in farmed chickens' lives in an undercover video narrated and shared by Alicia Silverstone
- Launched The People's Fund, a grant program to support activists from communities underrepresented

in the animal protection movement who are working to build a more compassionate food system

- Moved India's food safety authority to release advisories—for the first time—promoting plant-based eating on its website
- Aided in the first harvest for a family farm that transitioned from raising more than a million chickens a year to growing hemp with the support of our Transformation program
- Inspired Brazil's second-largest retailer to commit to eliminating cages for hens and crates for pigs that prevent the animals from turning around
- Persuaded Popeyes to become the first major fast-food chicken chain to commit to ending the worst suffering for chickens across its U.S. and Canadian supply chains
- Helped secure a new law in Colorado requiring that all eggs sold in the state come from hens in cage-free environments

We accomplished a lot last year, but so much work remains to be done. Thank you for continuing to stand with us in our mission. Together, we can construct a compassionate food system.

With gratitude,

Leah Garcés

# Financial Overview

The following is an overview of Mercy For Animals' income and expenses for the fiscal year ending December 31, 2020.

<b>Revenue:</b>	
Contributions & grants:	\$12,060,771
In-kind contributions:	\$636,632
Fundraising events:	\$116,483
Sale of merchandise:	\$67,391
Investment income:	\$179,746
Net realized and unrealized gains on investments:	\$638,564
<b>Total Revenue:</b>	<b>\$13,699,587</b>
<b>Expenses:</b>	
Programs:	\$8,953,915
G&A:	\$1,484,461
Fundraising:	\$1,464,037
<b>Total Expenses:</b>	<b>\$11,902,413</b>
<b>Net Assets End of Year:</b>	<b>\$21,675,376</b>

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## Board of Directors

Neysa Colizzi, Board Chair  
Michael Pellman Rowland, Treasurer  
Derek Coons  
Lisa Feria

Alexis Fox  
Tyson-Lord Gray  
Siddharth Hariharan  
Liza Heavener

Jaime Surenkamp  
Ashley Bugeja Vuu  
Leah Garcés, President



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).

