



2015

YEAR IN REVIEW

THANK YOU



Dear Friends,

"Spectacular" doesn't come close to describing just how monumental a year 2015 truly was for Mercy For Animals. With your help, we've made groundbreaking progress toward creating a more compassionate world for farmed animals.

In 2015, you helped us inspire more people than ever to adopt cruelty-free lifestyles. After viewing our resources, more than 650,000 people pledged to go vegetarian, each one sparing dozens of farmed animals per year from a lifetime of suffering. More than 2 billion people viewed our pro-veg content on social media, and in addition to expanding our outreach in Canada, we extended it to Latin America, China, and India.

Our brave investigators conducted nine undercover investigations, revealing horrific cruelty inside 23 factory farms and slaughterhouses. One exposé at a McDonald's supplier even led to the permanent shutdown of the chicken factory farm.

Through these investigations, we secured charges of nearly 50 counts of animal cruelty against animal abusers, including

the first-ever felony charges for cruelty to factory-farmed chickens. We also made history with the first conviction of a Canadian company for animal cruelty based on an undercover investigation.

In May, following an intense, multi-year campaign, Walmart—the country's largest food retailer—announced it would end its cruel confinement of pigs, calves, and egg-laying hens. We also pressured food giants Nestlé, McDonald's, Sodexo, Aramark, Saputo, and many others to improve the treatment of animals in their supply chains.

I'm humbled by your phenomenal, enduring support, without which we could never have achieved these and many other victories for farmed animals in 2015. It's you and your tireless dedication that give me the greatest hope for even more successful years ahead—and for a future world free of cruelty and full of compassion.

With gratitude,

Nathan Runkle
President

WE BELIEVE IN MERCY FOR ANIMALS



We believe that mindful treatment of the weakest living beings would result in a more physically and spiritually sustainable world. When we researched animal rights organizations, we found that MFA was the most innovative and effective in bringing its genuine message of compassion to the broader global community. Our interactions with the MFA team over the past two years have only strengthened our conviction in the organization's ambitious, thoughtful, holistic, and constantly refined approach.

-GRO Foundation, Girish and Shikha Bhakoo



I support Mercy For Animals because of their tireless, efficient, and compassionate work to make the world a better place for farm animals. By showing what really goes on behind the curtains in the animal agriculture industry, promoting more humane ways of eating, and advocating for corporate and political changes for animal welfare, they are making a huge difference.

-Houston Wong



Most of the public doesn't know, or sometimes doesn't want to know, about the incredible suffering endured by billions of animals raised for food. MFA's investigations and educational campaigns are great at shedding light on this horrific issue and opening people's eyes and minds to making more compassionate choices.

-Marco Verrelli
and Marko Zonta



A trailer hauling 2,200 piglets wrecked on a highway near Xenia, Ohio, this year. The surviving piglets were sent to slaughter except for one. A good Samaritan found this lone piglet and delivered him safely to a Maryville, Ohio sanctuary. The piglet was appropriately named Nathan in honor of Ohio-born Nathan Runkle, who inspired me 16 years ago to go vegan and never look back. To ensure the continued work of MFA, I've included them in my will.

-Peggy Kaplan



Dr. Elizabeth "Betty" Farians, who throughout her lifetime spoke out boldly against oppression of women and animals, was a true pioneer and social justice activist. As her friend Mary Kay Riestenberg shared with MFA, "She was also a visionary woman and theologian, creating the groundbreaking course Theology and Animals, which she taught at Xavier University until 2008." A 30-year vegan, Betty passed away at age 90, her extraordinary legacy including a very generous estate gift to Mercy For Animals. Thank you, Betty. Your compassion and dedication inspire us every day.

2015 BY THE NUMBERS



37.2 MILLION
egg-laying hens no longer
suffering in battery cages

2.7 MILLION
pigs freed from gestation
crates

175,000
calves unchained from cruel
veal crates

2.1 MILLION
cows no longer subjected to
painful mutilations like tail
docking

300 MILLION
chickens no longer shackled,
shocked, and cut open alive at
slaughterhouses

49 criminal animal cruelty
charges filed

9 undercover investigations
released

9,300 newspaper,
television, and radio stories
about MFA's work generated



2.1 BILLION

IMPRESSIONS OF MFA'S PRO-VEGAN
CONTENT ON FACEBOOK

4,370,445
Facebook followers

110 MILLION
online video views

20 MILLION
visitors to MFA websites



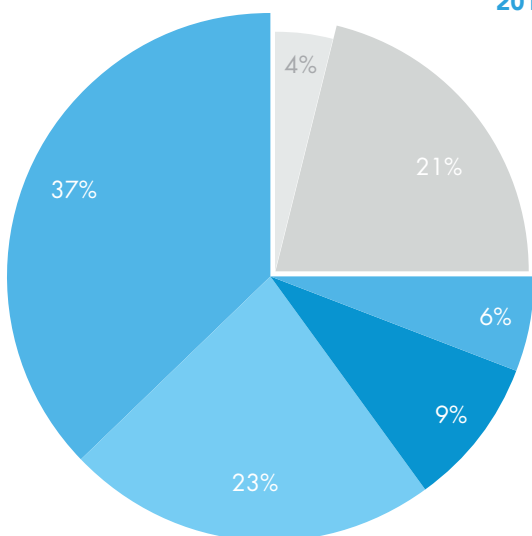
1,287,093 signatures on
MFA campaign petitions

650,000
pledges to go vegetarian

1.4 MILLION
pro-vegan leaflets distributed

750,000
vegetarian starter guides distributed

FINANCIALS



2015 EXPENSES
\$4,816,217

2015 INCOME
\$7,141,132

NET ASSETS
\$7,133,525

Education
Investigations
Corporate Outreach
Legal Advocacy

PROGRAMS

Development
Administration

MFA uses income-based budgeting, using the prior year's revenue to determine the current year's expenses. We will immediately mobilize 2015's revenue increase in the 2016 expense budget as we continue to expand our programs.

Final figures based on our 2015 audit will be provided at MercyForAnimals.org when available.



In 2015, Animal Charity Evaluators (ACE) named MFA a "top charity for maximum effectiveness" for the third year in a row. ACE reviewed more than 170 animal organizations worldwide and published recommendations for those most effective in using donation dollars to save the greatest number of animals. MFA drew ACE's praises as an "exceptionally strong organization" because of its "willingness to adjust programming to seek maximum effectiveness" and the "range of programs" undertaken with "good results."



ANIMAL CHARITY
EVALUATORS™

**MERCY FOR ANIMALS
IS DEDICATED TO
PREVENTING CRUELTY
TO FARMED ANIMALS
AND PROMOTING
COMPASSIONATE
FOOD CHOICES AND
POLICIES.**



Mercy For Animals is a registered 501(c)(3) nonprofit organization, Tax ID number 542076145.



UNDERCOVER INVESTIGATIONS

MFA's intrepid Investigations Department went all out in 2015 with the release of nine undercover investigations at a total of 23 factory farms and slaughterhouses in North America. By refining our strategies and focus, we managed to more than double the amount of media exposure for investigations this year—opening the eyes of more people than ever before to the horrors of industrial animal agriculture.

OUR SIXTH WALMART INVESTIGATION PUT THE FINAL NAIL IN THE COFFIN FOR ONE OF THE CRUELEST FACTORY FARMING PRACTICES.

After a brave MFA investigator documented sick and injured pigs packed into filthy, overcrowded pens and workers viciously beating pigs and striking their faces and backs with heavy cans and boards, the world's largest retailer announced one of the most comprehensive animal welfare policies of its kind, including a promise to phase out inherently cruel gestation crates across its entire global supply chain.

OUR INVESTIGATIONS TEAM KEPT PRESSURE ON THE NOTORIOUSLY CRUEL DAIRY INDUSTRY WITH AN EXPOSÉ AT A DAIRY FARMERS OF AMERICA SUPPLIER.

The shocking video footage shows dairy workers in Colorado viciously punching, kicking, beating, and stabbing cows, and violently slamming milking equipment into them as they walk through the filthy milking parlor. The investigation amassed statewide and national media coverage, exposing countless consumers to the animal cruelty running rampant in the dairy industry.

WE EXPOSED HORRIFIC ANIMAL ABUSE AT A PERDUE FACTORY FARM IN NORTH CAROLINA MERE WEEKS BEFORE THE STATE'S SHAMEFUL AG-GAG LAW TOOK EFFECT.

A courageous MFA investigator documented workers throwing and kicking chickens, and birds purposely bred to grow so unnaturally fast they often suffered from painful leg deformities and died of heart attacks.

In addition to shining a bright light on animal cruelty at Perdue, the investigation highlighted the need for increased transparency in food production and the dangers of ag-gag laws that seek to sweep evidence of animal abuse under the rug.

WE BROUGHT THE HEAT TO ONE OF THE WORLD'S LARGEST MEAT PRODUCERS, TYSON FOODS, WHICH SLAUGHTERS MORE THAN 2 BILLION CHICKENS A YEAR IN THE UNITED STATES. OUR THREE UNDERCOVER INVESTIGATIONS LED TO ARRESTS, CONVICTIONS, AND FARM CLOSURES.

The owners of a Tyson contract chicken farm and McDonald's McNuggets supplier pled guilty after we caught them on video bludgeoning animals to death with spiked clubs. Several Tyson slaughterhouse workers face 33 total counts of criminal animal cruelty for punching, throwing, and tormenting chickens for fun and ripping off their heads while they were still alive and conscious.

WE EXPOSED FOSTER FARMS AND AMERICAN "HUMANE" ASSOCIATION'S "HUMANE MEAT" SCAM.

TV legend Bob Barker narrated the undercover video exposing birds scalded alive at Foster Farms—a company certified as humane by American Humane Association—and workers maliciously punching and throwing chickens, and ripping out their feathers for fun. The investigation spanned a total of 12 Foster Farms facilities, proving the abuses are widespread throughout the company.



OUR INVESTIGATION INTO MAPLE LODGE FARMS—CANADA'S LARGEST POULTRY PRODUCER—SENT SHOCKWAVES ACROSS THE COUNTRY.

Garnering incredible media attention, this investigation awakened millions of Canadians to the cruelties inherent in the nation's poultry industry. The stomach-turning video footage showed birds violently slammed into metal shackles before being painfully shocked with electricity and having their throats cut open while still conscious and able to feel pain. Countless animals also froze to death while transported without protection from Canada's extreme weather.

Graphic Video Shows McDonald's, Tyson Supplier Stabbing Chickens



Humane-Certified Foster Farms Under Investigation After Video Shows Abuse, Torture Of Live Chickens



Man arrested after undercover video reveals alleged abuse at Perdue chicken supplier

The Washington Post



LEGAL ADVOCACY

In 2015, MFA's legal advocacy department secured groundbreaking and precedent-setting victories for farmed animals in the U.S. and Canada. Fourteen individuals and companies faced charges of a staggering 49 total counts of animal cruelty, including historic felony charges for extreme cruelty to chickens. In a series of "first-ers," MFA's legal advocacy work led to greater accountability at the top by securing convictions of factory farm owners and major corporations for animal abuse.

OUR LEGAL ADVOCACY EFFORTS LED TO THE CONVICTION OF THE WORLD'S LARGEST PRIMARY TURKEY BREEDER FOR ANIMAL CRUELTY.

Following an undercover investigation of Hybrid Turkeys in Ontario, Canada, MFA's legal team worked with law enforcement to hold this corporate factory farm accountable for the cruelty and violence we exposed. Thanks to our efforts, Hybrid Turkeys was ultimately convicted of animal cruelty, marking the first time a Canadian factory farm had been found guilty of animal cruelty as a result of an undercover investigation.

A MCDONALD'S CHICKEN MCNUGGETS SUPPLIER PERMANENTLY CLOSED ITS DOORS AFTER THE OWNERS WERE CONVICTED OF ANIMAL CRUELTY.

MFA's legal advocacy work resulted in the criminal animal cruelty convictions of two Tyson contract factory farm owners who supplied chicken for McDonald's Chicken McNuggets. Following their convictions, the owners closed the doors of their factory farm for good.

MFA'S LEGAL TEAM SECURED THE FIRST-EVER FELONY CHARGES FOR CRUELTY TO FACTORY-FARMED CHICKENS IN U.S. HISTORY.

The charges stemmed from video footage taken by a brave MFA investigator at two Perdue contract chicken factory farms. MFA's legal case was so compelling that law enforcement arrested a worker for felony animal cruelty the same day we reported the abuse. These precedent-setting charges not only show law enforcement's shift toward taking farmed animal abuse seriously, but send a clear message to the factory farming industry that animal abuse will not be tolerated.

OUR EFFORTS HELPED IMPROVE THE LEGISLATIVE LANDSCAPE FOR FARMED ANIMALS.

Alongside a host of other animal protection, food safety, environmental, and workers' rights groups, MFA helped defeat three out of the four dangerous ag-gag bills introduced this year. Our powerful demonstrations, strong media presence, and active network of members and supporters helped shine a light on the agricultural industry's shameful attempts to criminalize whistleblowing and abuse animals with impunity.

MFA JOINED A COALITION THAT SUCCESSFULLY INTRODUCED A HISTORIC BALLOT MEASURE IN MASSACHUSETTS.

Countless hours of grassroots efforts by more than 1,000 dedicated volunteers, including many MFA members, resulted in a landmark campaign to ban the most extreme confinement of animals in the state's factory farms. If passed, the measure will require that pigs, chickens, and calves be given at least enough room to turn around, stand up, and freely extend their limbs, effectively banning gestation crates, battery cages, and veal crates. It will also ban the sale of pork, eggs, and veal from intensively confined animals raised outside of Massachusetts.

MFA FILED A COMPLAINT WITH THE FEDERAL TRADE COMMISSION AGAINST FOSTER FARMS AND AMERICAN HUMANE ASSOCIATION (AHA) FOR TORTURING ANIMALS AND LYING TO CONSUMERS ABOUT IT.

The complaint was based on graphic undercover video exposing a widespread pattern of cruelty at multiple Foster Farms facilities certified



as "humane" by AHA. AHA standards, which cover more than 1 billion animals, fall far below those of virtually every other humane certification program, and barely exceed even the minimal standards set by the factory farming industry itself.

JUSTICE WAS SERVED IN NEW MEXICO WITH THE CONVICTION OF A DAIRY WORKER CAUGHT ON VIDEO STABBING AND WHIPPING COWS.

Our investigation at Winchester Dairy exposed multiple workers engaged in sickening and malicious cruelty. Due to the persistence of our legal team, one worker has been convicted and three others, whose cases are still pending, have been charged with multiple counts of animal cruelty. At the time of the investigation, the now closed Winchester Dairy provided milk to Leprino Foods, the world's largest mozzarella cheese producer.

2015 Is Tipping Point in Our Long Battle Against Extreme Confinement of Animals on Factory Farms

THE HUFFINGTON POST

Ex-McDonald's Suppliers Plead Guilty to Cruelty





CORPORATE OUTREACH

Corporations control the fate of billions of farmed animals. That's why we push the biggest food industry players to eliminate the cruelest farming practices and adopt meaningful animal welfare policies. 2015 saw a historic commitment from Walmart and major progress from other leading food producers. MFA's achievements are ushering in a new era for animals, bringing us closer than ever before to a world in which the cruelest factory farming practices are relegated to the dustbin of history.

FOLLOWING AN INTENSE, THREE-YEAR CAMPAIGN BY MFA, WALMART, THE WORLD'S LARGEST RETAILER, ADOPTED ONE OF THE MOST COMPREHENSIVE ANIMAL WELFARE POLICIES EVER.

The mega retailer has committed to ending needless mutilations without painkillers and the intensive confinement of pregnant pigs in gestation crates, baby calves in veal crates, and egg-laying hens in battery cages throughout its entire supply chain. The industry-leading policy follows six MFA undercover investigations, 150 protests at Walmart stores nationwide, full-page newspaper ads, mobile billboards circling Walmart headquarters, 640,000 petition signatures, and A-list celebrity support from Joaquin Phoenix, Ryan Gosling, Sia, Pamela Anderson, and Emily Deschanel.

NESTLÉ AND MCDONALD'S, TWO OF THE WORLD'S LARGEST FOOD COMPANIES, COMMITTED TO ENDING THE USE OF CRUEL BATTERY CAGES IN THEIR EGG SUPPLY CHAINS.

Their groundbreaking new policies have created a tipping point that has all but ensured the end of battery cages throughout the entire egg industry. Nestlé's policy, affecting U.S. egg suppliers, is an expansion of the broader Nestlé Commitment on Farm Animal Welfare established with MFA's guidance. McDonald's commitment, affecting U.S. and Canadian egg suppliers, follows two investigations and two petitions bearing the combined signatures of nearly 200,000 concerned consumers. MFA also helped secure cage-free commitments from industry titan Costco and foodservice giants Aramark and Sodexo.

CANADA'S LARGEST DAIRY PRODUCER, SAPUTO, AND LARGEST MEAT PRODUCER, MAPLE LEAF FOODS, COMMITTED TO IMPLEMENTING ANIMAL WELFARE REQUIREMENTS FOLLOWING MFA INVESTIGATIONS.

Saputo's global policy pledges to eliminate tail docking and mandates pain relief during dehorning. Maple Leaf Foods' pork and poultry policy reaffirms a commitment to eliminating gestation crates, but most notably commits to implementing Controlled Atmosphere Stunning—a pioneering move that will spare birds the horrific suffering of being shackled, shocked, sliced open, and scalded alive while conscious and able to feel pain.

LEPRINO FOODS, THE LARGEST MOZZARELLA CHEESE MAKER IN THE WORLD, AND GREAT LAKES CHEESE, A MAJOR U.S. DAIRY SUPPLIER, BOTH COMMITTED TO ENDING THE PAINFUL MUTILATIONS OF COWS FOLLOWING MFA INVESTIGATIONS.

Leprino, which supplies Domino's, Pizza Hut, and Papa John's, set the most aggressive deadline for phasing out tail docking of cattle. These landmark policies also call for providing safe, clean, and sanitary environments for cows; pain relief during disbudding or dehorning; proper veterinary care for sick or injured animals; and third-party audits to ensure compliance.

OUR WORK BROUGHT THE PLIGHTS OF "BROILER" CHICKENS, WHO MAKE UP MORE THAN 95 PERCENT OF THE ANIMALS KILLED FOR FOOD, TO THE FOREFRONT.



We launched hard-hitting campaigns coupled with groundbreaking undercover investigations and eye-opening protests to demand the world's largest poultry producers put an end to their cruelest practices. Specifically, we're calling on Tyson, Perdue, Foster Farms, and others to stop breeding chickens to grow so fast they suffer from crippling leg deformities and die from painful heart attacks, and to replace live-shackle slaughter methods with less cruel systems that eliminate the horrific suffering caused by shackling, shocking, and slitting the throats of conscious animals.

Nestlé to Shift to Cage-Free Eggs in U.S. by 2020
THE WALL STREET JOURNAL.

Walmart Is Taking A Huge Step To Protect Animals And The Food Supply

Forbes

The Latest Scramble In The Egg Industry: McDonald's Is Going Cage-Free

npr



EDUCATION

We'll only ever see a just world for animals when people view them as the thinking, feeling, and irreplaceable individuals they are. In 2015, MFA's Education Department paved the way to this kinder future with cutting-edge, data-driven advocacy aimed at inspiring people to care about farmed animals and move toward vegan eating. By changing hearts and diets, we reduce the demand for animal products—sparing millions of animals each year from a lifetime of suffering on factory farms.

OUR ONLINE ADVERTISING CAMPAIGNS LED 650,000 PEOPLE AROUND THE WORLD TO PLEDGE TO GO VEGETARIAN AND SIGN UP FOR MFA'S VEGETARIAN EATING EMAIL SERIES.

From the United States and Canada to Mexico, Chile, the United Kingdom, Australia, and beyond, our powerful online ads inspired dietary change that will spare millions of animals from a lifetime of misery. To help people stick with a compassionate diet, everyone who pledges receives a *Vegetarian Starter Guide*, a two-month email series to guide them through the process of going vegetarian, and one-on-one personal support if they're having problems with the transition.

OUR PRO-VEGETARIAN VIRAL VIDEOS GARNERED MORE THAN 110 MILLION VIEWS.

From hard-hitting pieces exposing the cruel reality of factory farming to thought-provoking speeches and adorably cute montages encouraging compassion for farmed animals, our viral videos led thousands of people worldwide to message us letting us know the videos inspired a change of heart—and of diet.

WE LAUNCHED A COMPREHENSIVE SET OF VEGETARIAN EATING RESOURCES AND PRO-VEGETARIAN SOCIAL MEDIA CAMPAIGNS IN INDIA, CHINA, AND BRAZIL.

Last year we brought crucial resources to China, India, and Brazil in order to help people transition to vegetarian eating. These countries all have massive populations, rapidly increasing meat consumption, and little effective vegetarian advocacy. Our new resources include comprehensive websites with all the whys and hows of vegetarian eating, vegetarian starter guides, email series to guide people through changing their diets, factory farming videos, and robust social media campaigns.

WE AMASSED 2.1 BILLION VIEWS OF PRO-VEGETARIAN CONTENT ON SOCIAL MEDIA.

From our 4 million worldwide Facebook followers to our expanding presence on Instagram, Twitter, Pinterest, Tumblr, and Snapchat, our army of compassionate advocates helped us generate a cascade of compassion through social media. From helpful blogs and tear-jerking photo memes to breaking news and powerful videos and calls to action, our inspiring and empowering content helped shift social norms and inspire a slew of personal, corporate, and legislative victories for animals.

OUR GRASSROOTS OUTREACH PROGRAM EMPOWERED MORE THAN A THOUSAND VOLUNTEERS NATIONWIDE TO MAKE MAJOR CHANGE FOR FARMED ANIMALS.

Whether distributing upwards of 1.5 million pro-vegetarian leaflets and



starter guides, inspiring thousands of Ivy League students to pledge to cut back on their meat consumption, or publishing dozens of op-eds in major media outlets like the *Los Angeles Times*, *The New York Times*, and *USA Today*, our grassroots volunteers created an even greater groundswell of support for vegetarian eating and farmed animal protection.

Vegetarianism Exploding Into Mainstream Culture
Hartford Courant

The (Fake) Meat Revolution

The New York Times



REASON #16
Because having more energy and living longer are good things.

There Are Dozens of Reasons to Eat Vegetarian. What's Yours?

ChooseVeg.com

BROWSE DELICIOUS RECIPES AND MEAL TIPS. AND GET A FREE VEGETARIAN STARTER GUIDE



We can change the world and make it a better place.
It is in your hands to make a difference.

—Nelson Mandela

LEAVE A LEGACY OF COMPASSION

Memorialize a lifetime of kindness when you
include Mercy For Animals in your estate plans.

MercyForAnimals.org/will
Phone: 866.632.6446

