

WHAT YOU HELPED US ACHIEVE

in 2017

Thank you!

EFFECTIVE LOBBYING AND FEARLESS UNDERCOVER INVESTIGATIONS

WE PERSUADED THE GOVERNMENT



to make CCTV
mandatory for all
slaughterhouses in
England

5 UNDERCOVER INVESTIGATIONS

Exposing the suffering of
game birds and animals in
slaughterhouses



2 PROSECUTIONS EXPECTED TO FOLLOW

OUR GROUNDBREAKING VIRTUAL REALITY FILM



showing the cruelty of
game bird battery cages
was used to gain support
for a cage ban at the
Labour Party Conference

STOPPING CRUELTY BEFORE IT STARTS

WE HELPED TO PREVENT 2 FOX CULLS FROM TAKING PLACE

And convinced Sainsbury's
supermarket to adopt a humane
policy for deterring foxes



WE STOPPED DISASTROUS PLANS



to race horses in the centre of London

SHINING A LIGHT ON SUFFERING

WE RELENTLESSLY EXPOSED THE HORSE DEATHS CAUSED BY RACING



this resulted in 33 articles in the
press and reached thousands of
people on social media

WE EXPOSED THE ROYAL PARKS'



culling of thousands of
birds and mammals

WE RELEASED 2 HORRIFIC NEW EXPOSES OF CHARITY-SUPPORTED VIVISECTION

MORE THAN

4,000

PEOPLE COMPLAINED TO EACH
OF THE CHARITIES
INVOLVED

SUPPORTING COMPASSIONATE LIVING

WE RELEASED A BRAND NEW FILM



encouraging
primary school
pupils to be kind
to animals

WE HELD A 3-WEEK LONG VEGAN FESTIVAL OF BRITAIN:

60 EVENTS TOOK PLACE

OUR AMAZING VOLUNTARY SCHOOL SPEAKERS GAVE

308

talks and vegan
cookery demos

MARK IT VEGAN

FOLLOWING OUR CAMPAIGN,

TESCO

committed to clearly labelling
its own-brand vegan products

HELPING PEOPLE GO VEGAN

WE SENT OUT MORE THAN

5,000 OF OUR VEGAN PACKS

WE SUPPORTED AROUND

1,700 PEOPLE

in going vegan for a month

SPEAKING OUT FOR THE MOST VULNERABLE



www.animalaid.org.uk

WE LAUNCHED OUR
NEW AND VITAL



CAMPAIGN

AND ALREADY MORE THAN

13,000

leaflets have been sent out,
highlighting the suffering and
sensitivity of these animals

WE WERE FEATURED

50 TIMES

IN THE NATIONAL MEDIA AND

110 TIMES

IN THE LOCAL MEDIA

