



ANIMAL AID
RIGHTS • RESPECT • COMPASSION
FOR ALL ANIMALKIND

2024

OUR YEAR IN REVIEW



We won the prestigious Lush Prize for 'Public Awareness', for our creative campaign to end lethal dose animal tests. We used street theatre – including costumes and an antique Rolls Royce – to highlight that lethal dose tests are outdated and that it's time for better, animal-free science!



Chris Packham became an Animal Aid patron! Chris has been a supporter of Animal Aid for many years, and we have collaborated on numerous campaigns – from banning snares and shooting to promoting veganism and ending animal testing. Now we've made the friendship official! Check out the cute picture of Animal Aid's Elaine giving a young Chris Packham a birthday cake back in 1994!



Our third Future of Science student conference has been our biggest yet, proving popular with students and teachers alike. Students loved the practical workshops and gave fantastic feedback about how the conference inspired them to consider a future working in animal-free science.



The Scottish Government has followed the Welsh Government's lead and finally banned snares! Now it's time for the English Government to respond to public opinion and follow suit.



WELCOME TO THE
LUSH GREEN HUB

ANIMAL AID
IDENT CONFERENCE
2023

Animal Aid led the Votes for Animals campaign in the run-up to the General Election – 23 animal protection organisations working together for animals. We lobbied politicians to make various commitments to protect animals – and even persuaded the Labour party to include ending animal testing in their manifesto.



Our Universities Challenged campaign hit the streets in Cambridge and Manchester to demonstrate against the use of animal testing in universities. We had fantastic feedback from students and the public, who were mostly appalled to find that universities still feature such outdated and cruel teaching methods.



We joined forces with hundreds of other brilliant campaigning groups – and thousands of activists – at the National Animal Rights March and the Restore Nature Now demonstrations in London. We also distributed thousands of leaflets to supporters across the country to help them host their own local demonstrations



Animal Aid delivered 557 school talks, reaching an estimated 20,000 students. We ran eight school speaker training workshops – training 51 additional volunteers to deliver sessions in classrooms! We also produced a film on humane research for science teachers to use in secondary schools, and a film about farmed animals for use in primary schools.

Our campaign to end the exploitation of horses had incredible press coverage throughout the year, with our letters about Cheltenham Festival, the Grand National, Cavalry horses, whip offences and horse deaths being picked up by news media 140 times! We also gave media interviews for LBC radio, GB News, Times Radio and the Jeremy Vine show. Our Horse Racing Consultant also delivered six lectures at universities and colleges to students studying Equine Science and Management, and we consulted on a five-page magazine feature in the Daily Telegraph asking, 'is it time we stopped riding horses?'



Animal Aid and XCellR8 hand delivered a message to the Home Office, in the shape of a mouse! We urged Lord Sharpe, the then government minister with responsibility for animal experiments, to pledge to support the urgent transition to animal-free science.



Our campaign to end the exploitation of reindeer has also taken a creative turn – we have developed a children's book featuring 'Rollo the Reindeer', to help young people better understand these animals. Last year our collaboration with Born Free, Freedom for Animals and OneKind resulted in 44 events, which previously featured live animals, going animal-free for 2023!

Our cruelty-free shop distributed thousands of ethically-produced, vegan items – spreading the message of kindness to our amazing supporters all over the UK! We also held two evening events for Animal Aid supporters in 2024, to raise funds for our work for animals. Both were well attended and provided a wonderful opportunity for us to get to know you better! Thank you for supporting our work for animals.

