



Peacefully campaigning for animal freedom

Animal Aid is one of the UK's most established and respected animal rights organisations. We have one mission: to achieve rights, respect and compassion for all animals.



WHAT ARE OUR AIMS?

1. To expose the hidden suffering within industries that exploit animals
2. To gain stronger legal protections for animals
3. To empower individuals to make kinder choices for animals



WHAT TACTICS DO WE USE?

1. Influencing the public

Methods: Adverts, social media, leaflets, outreach work with schools, colleges and universities

Why? Increase public awareness, change individual behaviour and gather public support.

2. Getting media coverage

Methods: Undercover investigations and attention-grabbing stunts

Why? Getting a story into the news, on TV, radio or podcasts can potentially reach millions of people and forces industries to respond to "bad press".

3. Lobbying politicians

Methods: Creating and sharing petitions, writing to and meeting with MPs

Why? Provides politicians with evidence and the will to improve laws.



ALL OUR WORK IS EVIDENCE-BASED, LAWFUL AND PEACEFUL.

WE CAMPAIGN AGAINST ALL FORMS OF ANIMAL ABUSE, INCLUDING...



ANIMALS IN 'SPORT'

Shooting

Animal Aid believes that breeding, releasing and shooting birds for 'sport' has no place in a kind and progressive society. Aside from the obvious problems with killing living animals for fun, this pursuit has a devastating impact on wildlife and the environment.

To maximise the number of birds available to shoot, native wild predators such as foxes and birds of prey are killed. Snare traps are just one of the cruel methods used to kill predators. Animal Aid worked alongside other campaign groups to ban snares in Wales in 2023 and Scotland in 2024, with a ban promised in England before 2030.



Every year, millions of pheasants are intensively bred, released, then shot out of the sky simply for fun.



Racing

Many people think of horse or greyhound racing as a harmless sport or a fun day out, but many animals are injured or die as a result. Every year, around 200 horses and 100 greyhounds die on the racing track, and many more are killed off the track.

Because of the high risk of injury and death, Animal Aid has campaigned for years to ban horse racing and in 2025, began a campaign to ban greyhound racing too.

Our attention-grabbing Hounds of the Underground campaign placed adverts like this one across the London tube network.

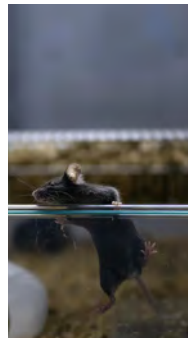


ANIMALS IN SCIENCE

Animal Aid believes that the use of animals for science is not just cruel, but completely unnecessary. Modern technologies such as mini human organs and artificial intelligence are already beginning to replace animal experiments. We are helping to accelerate this shift away from outdated animal research.



We teamed up with LUSH for this stunt on a busy London high street. Actors played the role of modern day and old-fashioned scientists to highlight the absurdity of testing on animals when better methods exist.



Modern techniques such as lab-grown human tissues are replacing animal experiments.

The Lethal Dose 50 (LD50) test was developed in 1927. It involves giving a group of animals increasing doses of a chemical until half of them die. In 2022, Animal Aid teamed up with XCellR8, the world's only vegan laboratory, to replace outdated animal tests such as the LD50 with modern alternatives.

Animal Aid also encourages people to choose cruelty-free cosmetics, toiletries and household cleaning products, and to only support charities that fund non-animal research.

ANIMALS IN FARMS

The meat, dairy and egg industries would have us believe that animals on farms live happy lives and die peaceful deaths. Sadly, for most of the tens of billions of animals killed annually for food, nothing could be further from the truth.

Chickens and pigs are happiest when they can roam, explore, socialise and live free from fear. These pigs and chickens were rescued from slaughter and will live out the rest of their lives at an animal sanctuary.



In the UK, around 85% of farmed animals are crammed into factory farms, deprived of fresh air, stimulation and freedom. All animals farmed for meat, dairy and eggs are killed at a fraction of their natural lifespan.



Animal Aid has carried out several undercover investigations to expose the hidden suffering on farms and in slaughterhouses within the UK. This footage helps us push for better legal protections for animals and a more ethical food system.

Case study - Undercover filming inside slaughterhouses

2009 – 2019: Animal Aid filmed secretly inside fourteen British slaughterhouses. We found evidence of lawbreaking in thirteen of them. Our films revealed animals being kicked and stamped on as well as being improperly stunned and going to the knife while fully conscious.

2010: A slaughterhouse closed down when customers saw, through our secretly filmed footage, how bad the conditions were.

2012: Evidence gathered at a slaughterhouse resulted in two slaughterhouse workers being jailed for cruelty to animals. They were filmed stubbing cigarettes out on the faces of pigs and beating them. We shared this footage and called on the public to lobby their MP to take action.

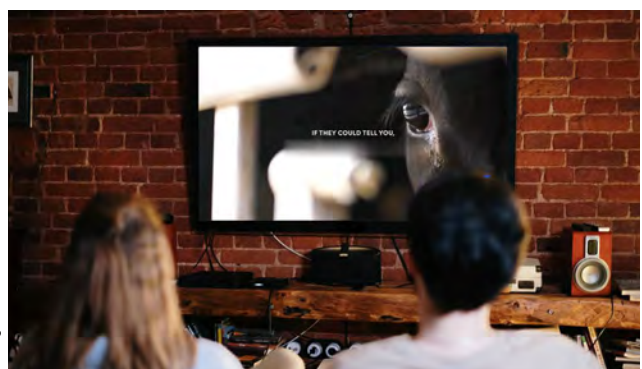


2012 – 2015: Animal Aid led three years of intense political lobbying including an e-petition which gained over 100,000 signatures and was debated in Parliament.

2018: After nine years of campaigning, the government made CCTV cameras a legal requirement in all British slaughterhouses.

While we welcome improvements in animal welfare, Animal Aid believes that animals deserve better than being bred, confined and killed for food. This is why we encourage and empower people to eat a plant-based diet as part of a vegan lifestyle.

In 2025, we exposed the hidden reality of life for dairy cows in the UK's first ever anti-dairy advert for television and cinema. This campaign reached millions of people, inviting them to "Choose compassion. Choose vegan."



HOW IT STARTED...

In 1977, a schoolteacher named Jean Pink read a book called 'Animal Liberation'. This book exposed what happens to animals in laboratories and farms. Jean couldn't get the images of animal suffering out of her head, so she decided she had to do something about it.

She made leaflets and petitions at home and gathered a small group of supporters to hand them out to the public. The number of supporters grew, and Jean gave up teaching so that she could devote all her time to her campaigning work.



HOW IT'S GOING...

Today, Animal Aid is one of the world's longest-established animal rights pressure groups. We have thousands of supporters and hundreds of dedicated volunteers who help with our campaign and education work. We've celebrated a lot of wins throughout our five decades, but we still have a long way to go. We won't stop working until all animals are free.

WHAT CAN YOU DO TO HELP?

Order free leaflets to share with others



Choose vegan



Choose cruelty-free



Stay up to date with our campaigns:

www.animalaid.org.uk

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Animal Aid exposes and campaigns peacefully against all animal abuse and promotes a cruelty-free lifestyle.

Registered in the UK as Animal Abuse Injustice and Defence Society Company number 01787309

