

About us

Animal Aid is one of the UK's most established and respected animal rights organisations. Founded in 1977, with a clear mission: **to achieve rights, respect, and compassion for all animals.**

Over five decades we have led the way in **driving change for animals**, exposing cruelty, influencing policy, and shifting hearts and minds.

Our work is evidence-led and fearless — and we are dedicated to creating a kinder world.



Our vision is a future where animals can thrive as individuals — safe from human harm, free to live their lives as they see fit.

Join the movement!






Since 1977, Animal Aid has been at the forefront of the **fight for animal rights.**

What started as a schoolteacher's vision has grown into a national force for change. From our first national march in 1979 to securing mandatory CCTV in slaughterhouses, we have proven that **change is possible.**

These victories are only possible because of people like you. Join us as we look toward the next 50 years; your voice is vital to continue challenging cruelty and building **a kinder future** for every animal.

How you can help

-  **Campaign with us:** Support petitions, engage in letter-writing, and join our peaceful demonstrations to secure legal protections.
-  **Take local action:** Join a local group to lead outreach events, run stalls, and participate in regional demonstrations. Join our Volunteer Network to learn more!
-  **Educate & inspire:** Share campaign content on social media, distribute materials, or train as a school speaker.
-  **Support & fund:** Organise fundraisers to power our undercover investigations, campaigns and education programs.



Scan to
learn more



Celebrating

5 DECADES

of standing up for animals!



We're doubling down on our mission: **rights not welfare.**



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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 No. 01787309.

Our history

1977

Founded by schoolteacher Jean Pink “for those committed to the total abolition of vivisection.”

“As more people become involved, who reveal that they are as determined as we are, why waste time wondering how long it will take? The more help we have the sooner we will reach our goal”

Jean Pink
Born 1934



1985

Published our first ever cruelty-free shopping guide, ‘Living Without Cruelty’.

1991

Compulsory dissection for A-level biology ended, largely due to campaigning by Animal Aid Youth Group and others.

1992

Launched our famous school speaker service.



1979

Organised the first national march against experiments at Cambridge and Oxford Universities.

1982

Intensified protests and demonstrations against live animal exports.



1983

Strengthened the campaign against LD50 tests, gathering evidence and investigating the practice, and holding regular public demonstrations.



1993

Produced a ground-breaking film for schools, ‘Their Future in Your Hands’, which was translated into numerous languages and shown across the world.

2010

Our investigation at A&G Barber slaughterhouse in Essex led to its closure.



RACE HORSE

2007



DEATHWATCH

Launched the ‘Horse Death Watch’ website to expose and record every verified on-course thoroughbred fatality in Britain.



1999

Exposed a facility conducting experiments on cats, and campaigned successfully to help close the UK’s largest breeder of cats for research.

2012

Our undercover investigation led to prison time for workers who deliberately abused pigs at Cheale Meats slaughterhouse.

2009

Our investigation led to the immediate suspension of three workers at one site and triggered investigations into breaches of the Welfare of Animals Regulations.



2004

Played a central role in halting the University of Cambridge’s plans to build a vast primate testing facility.

2001

Successfully lobbied John Lewis Partnership to end their associations with the shooting industry by stopping their ‘staff game shoot’.

2015

We took our ‘Battle Bus’ on tour across England, visiting towns near to the slaughterhouses we have exposed, showing footage from our investigations.



2022

Launched a successful government petition to ban snares, reaching over 100,000 signatures and triggering a parliamentary debate, helping to secure bans in both Scotland and Wales.

2025

Launched our campaign to end greyhound racing, partnering with Shutdown to hold a demo at every track.

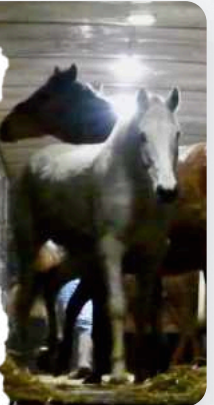


2018

After a decade of campaigning, compulsory CCTV in all slaughterhouses in England was introduced.

2021

Launched a landmark exposé into the horse racing industry, featured on the BBC Panorama programme ‘The Dark Side of Horse Racing’.



2024

We won the prestigious Lush Prize for our creative campaigning to end lethal dose (LD50) animal tests.



2025

Produced the UK’s first anti-dairy advert shown on primetime television and in cinemas nationwide.



2026 & Beyond

Our work continues — challenging cruelty, exposing injustice and fighting for a kinder future for animals.