2017 YEAR IN REVIEW
MILESTONES YOU MADE POSSIBLE
DEAR FRIENDS,

Together we can shake up powerful institutions and shape history.

With your generous support in 2017, we did just that.

We pushed federal legislation through Mexico’s congress that, if enacted, will protect millions of animals. Every time the bill appeared to stall, your letters, phone calls, and tweets compelled politicians to act.

Your voices also moved over 200 companies to adopt game-changing policies that will bring about meaningful improvements for animals suffering at factory farms. Consumers want the most egregious abuses stopped immediately—and you made sure companies got the message.

Because of your support, last year MFA conducted our first-ever investigations in South America. Rarely before had Brazilians seen inside factory farms. But our expansive social media reach combined with major media coverage and online shares by celebrities enabled us to raise awareness throughout the country. For the first time, the hearts and minds of so many Brazilians opened to the plight of farmed animals.

We created compelling videos that highlighted plant-based restaurants, revealed the personalities of animals at sanctuaries, taught viewers how to make delicious recipes, and much more.

And together we launched The Green Plate, a new MFA website with recipes, a meal planner, grocery lists, one-on-one support, and nutritional information that’s helping people change their lives.

Every year we move mountains. From the bottom of my heart, thank you for helping give farmed animals a much-needed voice.

The future is kind. The future is bright.

Sincerely,

Matt Rice
President

FINANCE 2017

Education 28%
Corporate Outreach 14%
Development 13%
Investigations 19%
Legal 19%
Administration 7%

INCOME $13,225,956
NET ASSETS $15,664,925
EXPENSES $10,010,163

MFA uses income-based budgeting, using the prior year’s revenue to determine the current year’s expenses. We will immediately mobilize 2017’s revenue increase in the 2018 expense budget as we continue to expand our programs.

Final figures based on our 2017 audit will be provided at MercyForAnimals.org when available.

Cover photo credit: Mark Peters, taken at Poplar Spring Animal Sanctuary
from cruel cages, mutilation, and agonizing slaughter because of corporate policy successes your support made happen

1.3 BILLION ANIMALS PROTECTED ANNUALLY from cruel cages, mutilation, and agonizing slaughter because of corporate policy successes your support made happen

16 research projects to improve effectiveness of animal advocacy conducted

1 federal animal protection bill advanced

3 BILLION impressions of pro-vegan Facebook content generated

612,000 pro-veg leaflets distributed

2.3 MILLION Vegetarian starter guides ordered

250 MILLION views of online videos amassed

11 investigations released

12 dangerous anti-animal bills defeated

7 animal cruelty convictions secured

500,000 ANIMALS SPARED ANNUALLY from miserable lives at factory farms because MFA persuaded schools and other institutions to reduce meat, dairy, and eggs served

1.3 BILLION ANIMALS PROTECTED ANNUALLY from cruel cages, mutilation, and agonizing slaughter because of corporate policy successes your support made happen

9.5 MILLION PEOPLE FOLLOWING MFA for inspiring videos, plant-based recipes, compassionate news, and updates on our work to create a kinder future for farmed animals

OUR 2017 PROGRESS

Published *Mercy For Animals*, named “Book of the Year” by *VegNews* magazine

For more information: MercyForAnimals.org/book

*Mercy For Animals* takes readers into daring factory farm investigations, high-stakes negotiations with the world’s largest food companies, and innovative labs where scientists develop clean meat.
UNCOVERING CRUELTY

In 2017, MFA investigators dug deeper to show the world the pain and heartbreak of animals at factory farms. An amazing 11 investigations in four countries packed a mighty punch.
BROKE OUR FIRST-EVER INVESTIGATIONS IN BRAZIL

Footage from the investigations amassed hundreds of thousands of online views, and more than 250,000 people signed a petition demanding suppliers of Grupo Pão de Açúcar grocery stores be required to stop mutilating piglets without painkillers and cramming mother pigs into cruel crates.

REVEALED UNCONSCIONABLE ROUTINE PRACTICES AT A HORMEL PIG SUPPLIER

Undercover video shows workers ripping out the testicles and slicing off the tails of piglets without pain relief.

UNCOVERED ANIMAL CRUELTY AT OVER A DOZEN LILYDALE CHICKEN SUPPLIER FARMS IN CANADA

Footage reveals workers throwing birds, slamming them against walls and transport crates, ripping legs off conscious animals, and mimicking sexual acts.

"Our drone investigations in 2017 uncovered intensive confinement of animals, massive manure lagoons, and piles of animal corpses at factory farms. The footage went viral on social media, educating millions worldwide."

—Mark Devries
SPECIAL PROJECTS AND DRONE INVESTIGATIONS MANAGER

Brought the world powerful drone footage exposing the sad everyday reality for animals at factory farms and the environmental catastrophe these facilities create

Footage from an MFA drone investigation revealing conditions for animals at industrial dairy facilities racked up 15 million views.

Exposed calves neglected and abused at a dairy factory farm in Pennsylvania

Hidden cameras captured newborn calves stolen from their mothers, tossed onto hard ground, and left to suffer from untreated injuries and illnesses.

Fueled momentum for legislation moving through Mexico’s congress with eye-opening exposés of Mexican slaughterhouses

Horrid video unveils animals shocked, dragged, and cut open while still conscious.
EXPANDING LEGAL PROTECTIONS

Through millions of letters, phone calls, and tweets, MFA supporters stopped harmful legislation and created a voice for animals that cannot be ignored.
MFA supporters have sent over a million letters to members of Mexico's congress urging them to pass our legislation. I've been in meetings with members during our call-in days, and the phone does not stop ringing. We are so loud they can’t ignore us.

—Blanka Alfaro
VICE PRESIDENT, MEXICO

Convicted seven workers from Canada's largest dairy factory farm of animal cruelty after an MFA exposé showed the workers viciously beating cows.

The convictions mark the first time in Canadian history that jail sentences were imposed for animal cruelty documented by a whistleblower for an animal protection group.

Persuaded Canada’s government to review rules regulating farmed animal transport in Canada—after 40 years without updates.

MFA staff passionately argued for stronger protections before the Standing Committee of Agriculture and Agri-Food in Canada.

FILED A HISTORIC PETITION URGING THE USDA TO INCLUDE POULTRY UNDER THE HUMANE METHODS OF SLAUGHTER ACT

This petition is vital because birds make up 98 percent of animals killed for food in the U.S.

SPEARHEADED FIRST-OF-ITS-KIND FEDERAL LEGISLATION TO PROTECT FARMED ANIMALS IN MEXICO

If passed, this bill will spare millions of animals from being cut open while still conscious and able to feel pain.

HELPED DEFEAT ALMOST TWO DOZEN ANTI-ANIMAL BILLS ACROSS THE U.S.

Several state bills that would have created districts exempt from government regulations—where companies and farms could ignore laws protecting animals—were defeated.

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PREVENT CRUELTY CALIFORNIA

WE NEED YOU!

Help us collect 500,000 signatures to get a historic initiative on the ballot in California. MFA is part of a coalition working to pass a measure that will ban the production and sale of meat and eggs from animals kept in cruel cages.

Join us:

PREVENTCRUELTYCA.COM
EMPOWERING PEOPLE

Because of your support, we are reaching millions of people with inspiring videos, life-changing information, and comprehensive resources to help people make compassionate choices.
LAUNCHED **THE GREEN PLATE**, a new MFA website dedicated to making plant-based eating easier and more accessible.

PROVIDED **ONE-ON-ONE SUPPORT TO MORE THAN 220,000 PEOPLE** around the world seeking help in their transition to a compassionate lifestyle.

**SUPPLIED MORE THAN HALF A MILLION PRO-VEG LEAFLETS TO OUR TEAM OF ABOUT 24,000 GLOBAL VOLUNTEERS**


Racked up over **3 billion impressions** and **250 million video views** of MFA's plant-based eating and farmed animal advocacy content.

Inspired **1.7 million people to pledge to eat vegetarian** through MFA's viral social media content, vegetarian support team, and grassroots outreach.

*Our social media presence shows that kindness to animals has no borders! In 2017 we added **hundreds of thousands** of followers spanning **five** different languages across many platforms.*

—Julie Cappiello
GLOBAL COMMUNICATIONS MANAGER
FORGING INSTITUTIONAL CHANGE

Together, we pushed over 200 companies to implement meaningful animal welfare reforms and worked with major institutions to reduce the amount of meat, dairy, and eggs served.
GAINED INSIGHT INTO HOW CONSUMERS VIEW FISH
through research studies and laid the groundwork for campaigns to help fish in 2018

SECURED NINE POLICY COMMITMENTS
from school districts, universities, and social assistance programs across Brazil and Mexico to reduce meat and egg consumption by 20 percent, or by one day a week, resulting in an estimated 26 million more vegan meals served per year

WORKED WITH THE MEXICAN FEDERAL GOVERNMENT
to pass a resolution urging schools in the country to cut out meat and eggs once a week

“My time spent in Brazil and Mexico this past year has given me so much hope for the future of egg-laying hens in these countries. There is still much work to be done, but we have the most talented teams. I couldn’t be prouder of the groundwork we laid in 2017.”

—Mikael Nielsen
CAMPAIGNS MANAGER - LATIN AMERICA AND BRAZIL

Impacted the lives of hundreds of millions of birds raised for meat by engaging companies to eliminate cruel practices from their chicken supply chains

Burger King, Chipotle, Nestlé, Kraft Heinz, General Mills, and dozens more joined the growing list of major brands committed to ending cruel practices after discussions with or campaigns by MFA.

Persuaded major brands Jack’s, Kwik Trip Inc., Hain Celestial Group, Taco Bell Canada, and Habib’s to prohibit cruel cages for hens in their supply chains

MFA’s outreach to companies in the United States, Canada, Mexico, and Brazil last year will reduce suffering for 17 million hens.
MAKE MERCY FOR ANIMALS PART OF YOUR ESTATE PLAN TODAY.
CREATE A LASTING LEGACY OF KINDNESS AND COMPASSION FOR FARmed ANIMALS

MercyForAnimals.org/legacy