

POWER OF ANIMALS



When animals thrive, we all do.

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MOVING TOWARD A THRIVING FUTURE


Animals hold incredible power. We've all felt the intense wonder of experiencing animals in the world around us. They inspire joy, offer companionship and provide a deeper connection to nature. But their power is much greater than their influence on our daily lives. At World Animal Protection, we believe that prioritizing the wellbeing of animals is the key to healing our wounded planet. And to building a future where every living being can thrive.

Unfortunately in today's world, our relationship with animals is profoundly broken. Billions of farm animals are slaughtered yearly to prop up an unsustainable food system. This system decimates natural habitats, threatens human health and fails to feed our growing population. Wild animals are not free from suffering either. They are exploited at nearly every stage of their lives by billion-dollar industries like tourism, entertainment and traditional Asian medicine.

The cruel mistreatment of wild and farm animals not only inflicts profound suffering but also poses critical threats to human health and our planet. Exploiting animals disrupts ecosystems, accelerates climate change and jeopardizes public health.

By 2030, World Animal Protection has ambitious goals to help the world rebuild our relationship with animals. Because animals deserve to live good lives - and they are the key to our most pressing problems - we're ramping up our efforts to better protect them. With the support of people like you, we can activate lasting solutions that will have a dramatic, positive impact on animals and the planet.

Today, we invite you to take a bold step towards unlocking the Power of Animals.

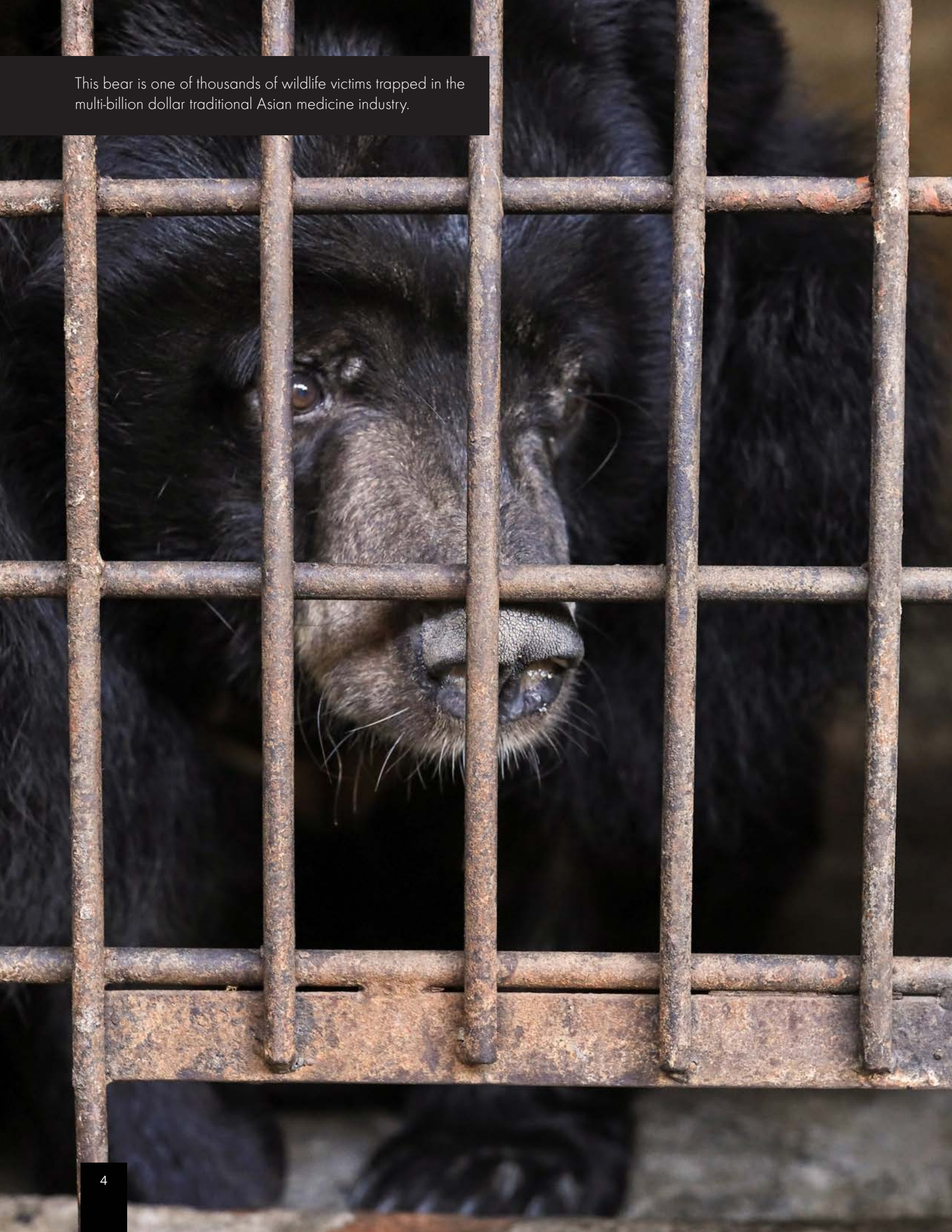


We are at a turning point in our relationship with animals and it's time for a major reset. **This reset will be led by people like you who believe in the power of animals to change the world.**

The journey back to a harmonious relationship with nature and animals must begin with a closer look at the unfortunate reality of animals' lives today. Our goal is to bring greater awareness to these issues and stop animal exploitation at the source.

This is Mundi, an African elephant captured from the wild and confined to a zoo for more than 30 years. With your support, we can help animals like her today and prevent the exploitation of animals in the future.

This bear is one of thousands of wildlife victims trapped in the multi-billion dollar traditional Asian medicine industry.



WHERE DOES ANIMAL SUFFERING BEGIN?

A great deal of animal suffering is caused by some of the most powerful industries in the world. Food production and agriculture, tourism, entertainment and many others earn billions from exploiting animals. These industries are under little pressure to stop the pain they are inflicting on animals. Many are expanding rapidly, fueled by:

- Profits earned by denying animals' needs
- Laws that fail to protect animals
- A public that is unaware of animal suffering
- Powerful systems that perpetuate exploitation

Taking aim at the cruelest industries

These industries won't change easily. But nature can no longer sustain industrial-scale exploitation. The abuse of animals contributes to the climate crisis, deadly human illnesses and the loss of biodiversity. Animal suffering is an issue too big to ignore and it is clear we must commit to living within the earth's capacity to support life.

That's why we're asking everyone who is concerned about the future of our planet to join our Power of Animals Campaign. At World Animal Protection, we are working across Canada, the US, and around the world to stop animal suffering. And, at the same time, stop critical environmental and human health crises. We have a comprehensive, evidence-based plan and the expertise to achieve this goal.

All that's missing is you.

This is where animal exploitation ends

By activating your compassion for animals, you can help lead the world back to harmonious coexistence with nature: a relationship without cruelty, abuse or exploitation. With your support for the Power of Animals, you can help create a thriving future for all.

INDUSTRIALIZED CRUELTY — IT'S WORSE THAN YOU THINK.

The scale of animal exploitation is a threat to ecosystems and our communities. Without immediate change, this exploitation will have increasingly devastating consequences.

- Globally, more than 140,000 chickens are slaughtered every minute; 900,000 cows are slaughtered every day.
- 1.6 trillion wild animals are killed and suffer through human action every year.
- Over 20,000 bears, 5,000 tigers, 8,000 lions, hundreds of thousands of sea horses and millions of turtles are bred on farms for the traditional Asian medicine industry.
- Just in the Pantanal region of Brazil alone, approximately 17 million wild animals were killed by wildfires in one year. These fires are directly linked to human activity and food production.

Animals can't challenge the industries that are hurting them. But you can.

TAKING AIM AT FACTORY FARMING

Factory farming is the largest source of animal suffering on earth. Animals on factory farms experience stress, injuries, infections and social deprivation. They are subjected to painful mutilations and callous breeding techniques.

Pigs and chickens are among the most intensively farmed of these animals. Globally, more than 72 billion chickens are killed for meat each year. Most of these birds are raised in cramped indoor systems that can house up to 100,000 animals. Each animal lives in a space smaller than a letter-size sheet of paper.

Mother pigs in factory farms are in cages so small they can't turn around. They develop painful sores from the metal bars and hard, concrete floors. Piglets have their tails cut and teeth clipped. Males are castrated, usually with no pain relief.

No feeling being should be forced to endure these conditions – to live every day in fear and pain, to be unable to express natural behaviors, interact with other animals, or experience natural light.

Industrial farming systems like this one force pregnant mother pigs to live in cramped cages (gestation crates) where they can barely move. This confinement causes severe stress, discomfort and suffering.



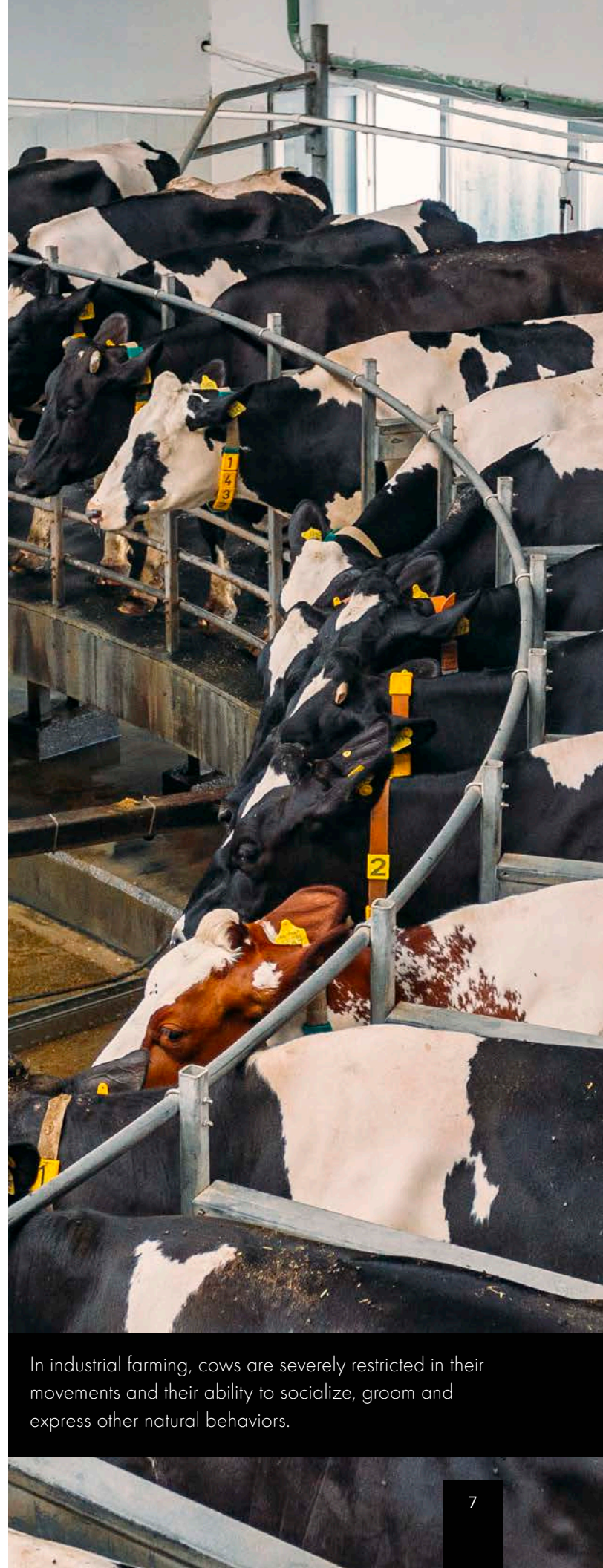
BEARING THE BURDEN OF RISING CONSUMPTION

Farmed animals are under incredible pressure in our society with little or no protections. And in the coming years, this pressure will increase as more animals are condemned to suffer to meet ballooning demand.

- Global consumption of meat is projected to increase by 14% by 2030.
- Factory farming will grow with ever-increasing global financial support. Between 2015 and 2020, meat and dairy companies received at least \$478 billion in backing from more than 2,500 investment firms, banks and pension funds.
- In Canada and the US animals on farms are not protected by federal legislation.
- Food producers in Canada and the US, including major fast food brands, earn billions of dollars from animals, but often are not legally required to meet the basic needs of animals.

The global expansion of factory farming is having catastrophic impacts on human health and safety. Factory farming is fueling climate change and is the source of diseases deadly to people.

We need to stop seeing animals as mere commodities. They are feeling beings deserving of kindness. It is time we end this cruelty. Forever.



In industrial farming, cows are severely restricted in their movements and their ability to socialize, groom and express other natural behaviors.

TAKING AIM AT THE WILDLIFE TRADE



In our investigations, we uncovered suffering inflicted on up to 550,000 wild animals globally by irresponsible tourist attractions.

Wild animals in tourism and entertainment

Elephant rides, tiger selfies, and dancing dolphins: these are just a few of the cruel ways wildlife are exploited for profit. Millions of animals suffer in tourism, entertainment, traditional Asian medicine and other industries. Animals' most basic needs are denied while powerful industries grow rich.

Wildlife attractions are incredibly popular and lucrative, comprising up to 40% of global tourism. People visit these attractions unaware of the inherent cruelty. They don't see what a wild animal endures as part of its "performance training" or the effects of living for years in unnatural confinement.

Young lion cubs, for example, are taken from their mothers to supply the lion tourism industry. Tourists handle the cubs and pose with them for photos. When lions become too big to safely handle, they become victims of canned hunting experiences. They are shot at close range, and die slowly and in terror.

Attractions like dolphin shows are under pressure to shut down in Canada and the US due to their poor treatment of animals. But these attractions are heavily promoted to North Americans vacationing in the Caribbean, Mexico and Spain. Lack of awareness, regulations and corporate responsibility continue to condemn thousands of animals to a life in captivity.

Animals sold in pet stores

Parrots, snakes, turtles and many other animals are taken from the wild or bred in captivity in staggering numbers. These animals are exported around the world to fuel the global pet trade. Many of these helpless animals die during transport. Some animals are now at risk of extinction due to the enormous demand.

Wild animals as medicine

Bears are among several wildlife species exploited for their body parts by the traditional Asian medicine industry. This industry inflicts the most horrific pain on thousands of animals every year and is not limited to Asia. The great demand for bear bile encourages the illegal trade and poaching of animals in Canada and the US.

Without public awareness and strong legal protections, bears, big cats, monkeys, snakes and other wild species will continue to languish in one of the worst forms of animal cruelty.

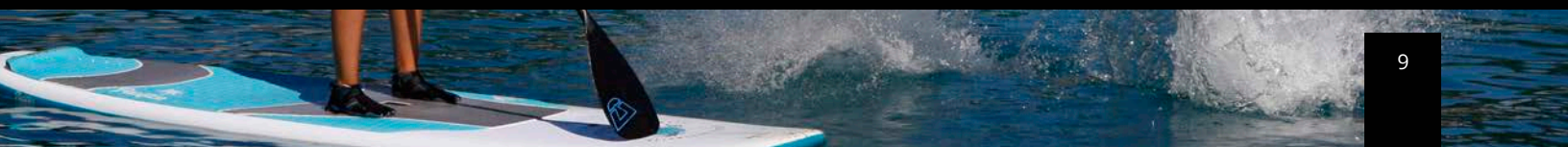
Wild animals bear great pressure in our society with little or no protections.

- Animal cruelty is fueled by companies like Groupon that promote wildlife attractions. With its 25 million active customers, it drives incredible demand for these inhumane attractions.
- Virtual marketplaces like Facebook facilitate the sale of wild animals and have not fulfilled commitments to ban the trade of endangered species.
- Travel companies like GetYourGuide profit from the sale of tickets to dolphin attractions with links to the Taiji hunt in Japan. The hunt is notorious for violently separating dolphins from their pods and selling the traumatized animals into a lifetime of captivity.

The global wildlife trade is also a threat to humans; it has been linked to the COVID-19 pandemic which killed millions of people worldwide.



Captive dolphins are forced to perform up to 10 times a day; they spend over 26 million hours in tanks each year. To meet future demand, thousands of dolphins will need to be taken from the wild or bred in captivity.



Need another reason to take action for animals?

We'll give you five.

Negative impacts of animal exploitation are not limited to the profound suffering of animals. The mistreatment of wild and farmed animals **has critical impacts on human health and the planet.**



Rainforests are being deliberately burned to clear land for factory farming. This destruction releases CO₂ into the atmosphere which contributes to global warming.

1. Climate Crisis

- The food system is responsible for a third of all human-caused greenhouse gas emission (GHGs). Emissions are from land use change, manufacturing, transport and processing.
- In just 4 global factory farming hot spots - US, Netherlands, Brazil, and China - chicken consumption alone creates the same climate impacts as 29 million cars.
- Without drastic changes in global land use, agriculture, and human diets, efforts to reduce carbon emissions will fail.
- Federal strategies in Canada and the US to reduce GHG emissions don't specifically address meat and dairy consumption.

2. Antimicrobial Resistance

- Antibiotic overuse in farming is a significant contributor to antimicrobial resistance (AMR), which occurs when bacteria and viruses become resistant to life-saving drugs.
- More than 70% of antibiotics used globally are given to farmed animals.
- Government regulations in both Canada and the US allow mass dosing of antibiotics on farms.
- The World Health Organization (WHO) considers AMR to be one of the top 10 public health threats. It is linked to at least 4.95 million deaths worldwide.



Our researchers found significant contamination from pig farm run-off in waterways in the US and Canada.



WHO estimates the global death toll due to the COVID-19 pandemic was almost 15 million (2020-21).



Agriculture-driven deforestation is destroying habitats and wildlife. Forests, and the animals who live there, are being replaced with crop and grazing lands to support factory farming.

3. Pandemics

- The commercial wildlife trade played a significant role in COVID-19 and other outbreaks like SARS.
- North Americans fuel the commercial wildlife trade by importing staggering numbers of wild animals and animal products every year.
- 75% of new infectious diseases over the past 30 years have come principally from wildlife.
- Keeping diverse animal species in crowded, unsanitary conditions speeds the emergence and spread of dangerous diseases.

4. Biodiversity Loss

- Habitat loss is the greatest threat to the world's biodiversity. Agriculture is the biggest driver of habitat loss, accounting for 80% of all land-use change globally.
- Clearing land to grow feed crops is destroying some of the world's most biodiverse places, including the Amazon.
- Agriculture alone is a threat to more than 80% of species at risk of extinction.

5. Food Insecurity

- Globally, 40% of cereals and 75% of soy are fed to farmed animals. This use of cereals could reduce grain available for humans, contributing to food insecurity.
- For every 100 grams of protein in human-edible cereals fed to animals, just 43 grams of protein enter the human food chain.
- Meat and dairy provide only 18% of overall calories, but use 83% of farmland.



More than 800 million people are chronically undernourished due to environmental degradation, drought and biodiversity loss.

HELP CREATE A FLOURISHING WORLD

Your support for the Power of Animals can help reset the world's relationship with nature and end animal cruelty. You can help improve the lives of animals in farming and the wildlife trade today, and prevent new generations of animals from suffering in the future.

Our approach focuses on exposing the issues and investigating the sources of animal cruelty. We work directly with governments, corporations, NGOs and other allies on meaningful actions such as establishing new laws, regulations and policies.

We focus on real-world, innovative solutions that engage local experts and empower communities. By activating partnerships and alliances, we have the collective power to achieve lasting change. Working in collaboration, and leading with evidence, we can shift the world's way of thinking about animals. And, ultimately, change the world's treatment of animals.



OUR MISSION: By 2030, we will end the world's reliance on factory farming and curb the commercial trade of wildlife.

TOP 10 IMPACTS OF YOUR SUPPORT FOR THE POWER OF ANIMALS:

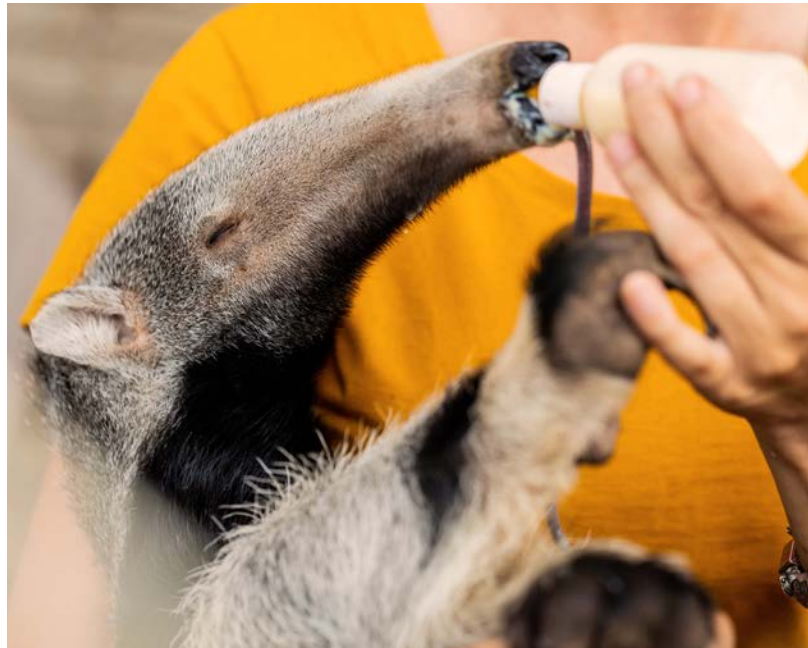
1. Protect millions of animals from human-inflicted sources of suffering.
2. Stop factory farming.
3. Raise awareness of the suffering of wild animals in captivity.
4. Rescue and rehabilitate wild animals.
5. Replace captive wildlife attractions with innovative alternatives.
6. Mobilize people to advocate for new laws, policies, and regulations that effectively protect animals.
7. Expose the link between animal exploitation, the climate crisis, human health emergencies and biodiversity loss.
8. Move more people to embrace plant-based eating.
9. Pressure the food industry to commit to more plant-based food options.
10. Divert public and private funds away from industries profiting from cruelty and towards sustainable alternatives.

You can help us:

- Identify critical issues impacting animals and expose animal cruelty.
- Build relationships with decision-makers and push for new legislation to protect animals.
- Mobilize people to demand change through petitions, letter-writing campaigns, boycotts and social media campaigns.
- Rescue wild animals suffering in captivity and relocate them to sanctuaries wherever possible.

Our approach stops animal cruelty at the source and improves the lives of millions of animals. Every wildlife rescue represents a victory for animals. Every new law or policy brings us closer to a sustainable future. Every person who opposes animal cruelty today has the power to create a thriving future.

One by one we can change the lives of animals. Forever.



We partner with animal experts around the world to rehabilitate injured or vulnerable wild animals like this baby giant anteater in Brazil.



We support the rescue of animals like Mundi who suffered for decades in captivity. Today Mundi is safe at a sanctuary in Georgia, USA, where she is living freely in a wildlife-friendly environment.

YOU CAN CHANGE THE WORLD'S RELATIONSHIP WITH NATURE

WHEN YOU SUPPORT WORLD ANIMAL PROTECTION, YOU BECOME:

A Protector

You can help us put pressure on governments to pass laws that protect animals. Legal protections are our most powerful tool to change animals' lives forever. We have a global reputation for producing reputable evidence in support of real-world solutions to help animals. This reputation gives us a place at the table when important decisions are being made at all levels of government.

Legislation will also protect our future by phasing out environmentally destructive factory farming. Government has the power to force this industry to rectify its negative impacts on the environment and our health - if we demand it. You can also help us put pressure on government to support more plant-based food development.

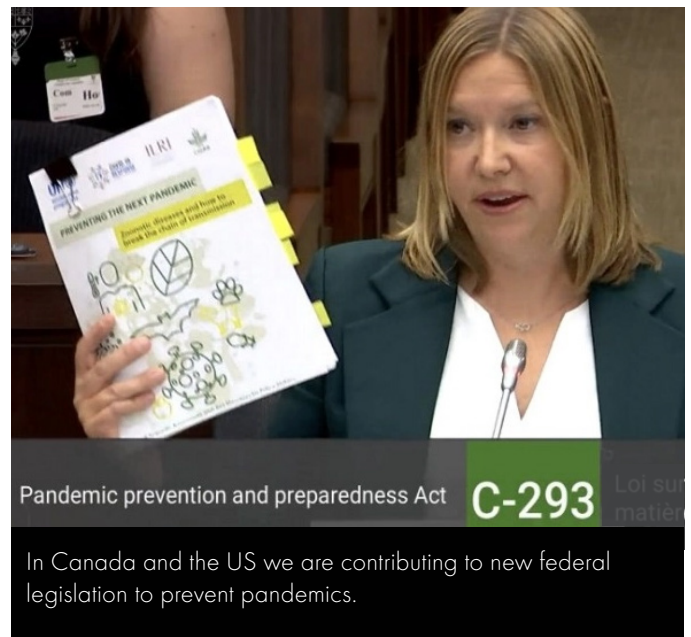


An Advocate

You can help advocate for transformation in industries that cause animal suffering. The food industry can change the lives of billions of animals by offering more plant-based products in grocery stores, public institutions and fast-food chains. These changes, and innovations like cultured meat, will alleviate suffering for countless animals.

With your support, we can educate the travel industry on animal welfare and demonstrate novel alternatives to captive wildlife experiences. We will advocate for an end to elephant rides, dolphin shows, big cat selfies and other cruel attractions. We will push for innovations such as ecotourism and virtual wildlife experiences.

You can help us discover new pathways for advocacy. You can enable investigations into the global financial system and its failure to protect animals. We can expand research showing the links between the climate crisis and factory farming; and how the global wildlife trade is increasing risks for future pandemics.

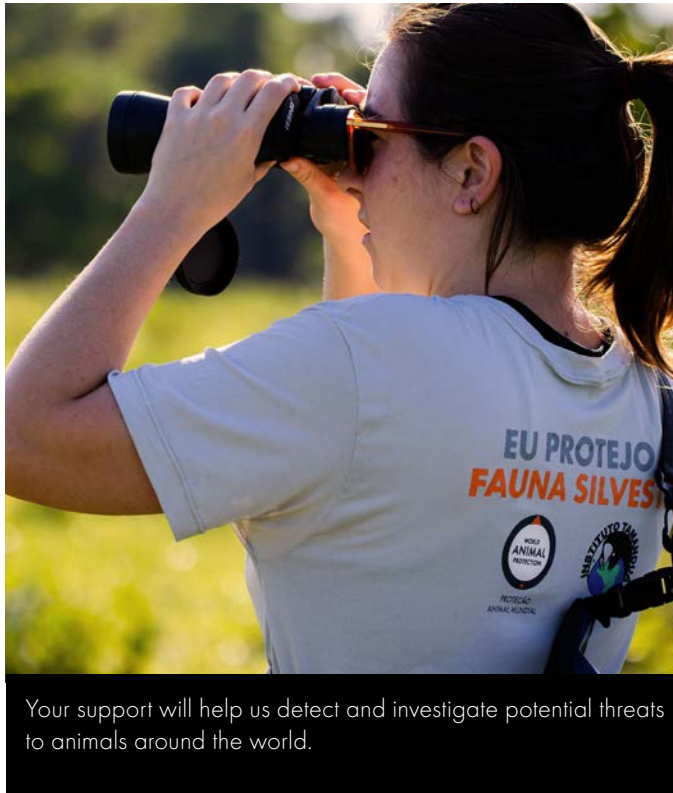




By encouraging people to eat less meat we can reduce animal suffering and help combat the climate crisis.

A Mobilizer

You can help mobilize people to demand better treatment of animals. We have engaged millions of people to take action, but we need to do more. Your support will enable us to activate the largest possible audience.



Your support will help us detect and investigate potential threats to animals around the world.

We can move people to make choices in their daily lives that reduce animal exploitation such as plant-based dining or ethical wildlife experiences.

You can show people why it's important to reject products made from animals. You can help people understand the cruelty behind buying wildlife including birds, turtles and reptiles. You will enable us to launch more public actions and opportunities for people to voice their concerns for animals.

A Rescuer

Disasters, wars and other crises put animals at risk. Working with local partners, we go to great lengths to rescue animals from danger. Your support will enable us to expand our capacity to help animals in emergencies and relocate them to accredited sanctuaries.

Wild animals like bears and elephants that have lived for decades in captivity usually can not be returned to the wild. They need specialized facilities that provide a safe environment as close to the wild as possible. For decades, World Animal Protection has developed and supported such sanctuaries around the world. With support for the Power of Animals Campaign, we can create more spaces that provide refuge for animals escaping disasters or exploitation.

THE **FUTURE** OF WILDLIFE EXPERIENCES

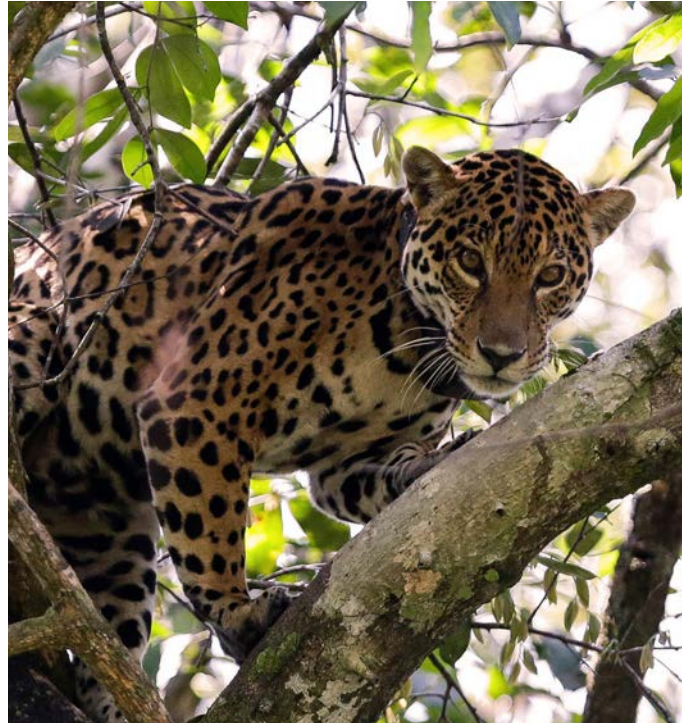
World-leading innovation in wildlife tourism

Encountering wild animals in their natural habitat is undoubtedly the thrill of a lifetime. We're working with partners around the world to create opportunities for people to experience wildlife without causing harm.

The Amazon Uakari Heritage Area is part of our first-of-its-kind program to designate wildlife-friendly travel destinations in countries around the world. This program is a new global benchmark for wildlife tourism, enabling tourists to select responsible, cruelty-free experiences. The program meets the growing demand for this type of tourism as zoos and aquariums are becoming unpopular due to animal abuse concerns.

Visitors to the Heritage Area can observe jaguars, Amazon river dolphins, and other species in their natural habitat. They are immersed in rich wildlife experiences that include photography expeditions, bird-watching and hikes with local guides.

With your support for the Power of Animals Campaign, we will create more innovative, responsible wildlife experiences.



In addition to discovering iconic wildlife like the jaguar, visitors to the Amazon Uakari Heritage Area experience the culture of the local community that manages the area.



The Wildlife Heritage Area program provides an opportunity for the travel industry to promote ethical wildlife experiences as an alternative to exploitative attractions.



A shift to more plant-based foods will alleviate animal suffering in factory farming and help combat the climate crisis.

THE FUTURE OF OUR FOOD SYSTEM

Moving the Menu

Chain restaurants are some of the largest purchasers of animal products in the US and Canada, a region of the world with high meat consumption. By encouraging restaurant brands to shift to more plant-based food, they can have a powerful impact on animals. Our unique Moving the Menu report has been a catalyst for this shift, helping consumers evaluate purchases and engaging companies in achieving sustainability goals.

We are also encouraging people to support a food system revolution. In the US, our Plant-Powered Changemakers program helps consumers make healthier choices. In Canada, we are activating leading-edge research to encourage governments, food companies and individuals to reduce meat consumption to support the country's climate targets.

Exposing climate offenders

Our investigations expose the worst climate offenders in the food industry. In Brazil, we revealed that JBS, the world's largest meat producer, uses a complex web of intermediaries

to hide its purchases of animal feed grown by farmers involved in illegal land grabs and wild habitat destruction. The company is also knowingly supplying unethically produced factory-farmed products to its business partners, while misleading companies about the true nature of its controversial supply chain.

With support for the Power of Animals Campaign, we can do more to expose and put pressure on companies ruthlessly profiting from cruelty.

By building a strong global farmed animal protection community, we can tackle the root causes of our broken food system. We are advocating for government policy changes, corporate engagement and research. And we are encouraging consumers worldwide to consider changes to their diet that will benefit animals and the planet.

With your support for the Power of Animals Campaign, we will develop more innovative projects to transform our food system.



ABOUT WORLD ANIMAL PROTECTION

GLOBAL CHANGE GUIDED BY EVIDENCE, ACTIVATED BY COMPASSION FOR ANIMALS

We are one of the world's most respected animal advocacy organizations. We have local impact and global influence. Our offices are in all regions of the world including North and South America, UK, Europe, Asia, Africa, Australia and New Zealand.

We've been working for more than 70 years to bring people together to take action for animals. Our initiatives are guided by evidence gained through investigations and scientific research. We engage communities, NGOs, governments and corporations to solve urgent issues impacting animals, people and nature. We have led emergency animal rescues, provided aid during natural disasters, prevented the spread of rabies and removed deadly ghost fishing gear from the world's oceans.

Recognized global leadership

We're the only animal protection organization in the world to regularly address the UN. We have consultative status at the Council of Europe and collaborate with the Food and Agriculture Organization, and the World Organization for Animal Health.

Partnerships are a priority

We work together with like-minded allies to achieve meaningful impact. We have long-standing relationships with experts in animal welfare, and wild animal rescue and rehabilitation.

Courage and collaboration

We challenge industries to improve the treatment of animals. Our solutions-focused approach opens dialogue and has moved many corporations, industry associations, and government agencies to join us in prioritizing the wellbeing of animals. Here are just a few examples of how we protect the world's animals:

- Overwhelming pressure from our supporters helped us convince Expedia and other global travel companies to stop the sale and promotion of dolphin entertainment.
- We support the US' first certified, responsible sites for watching marine life.
- We successfully lobbied for Canada's first law making it an offense for anyone to keep or breed whales, dolphins or porpoises in captivity.
- We moved the UK government to pass legislation formally recognizing animals as sentient beings. Policymakers must now take into account the needs of animals when creating new laws.
- We convinced a development bank to cancel a \$200 million loan to a major Brazilian beef producer. This decision will help combat deforestation and habitat loss.
- Working with governments and local partners, we ended bear dancing in India, Turkey, Greece and Nepal.

HELP US ACTIVATE THE POWER OF ANIMALS

You want to see the world fundamentally change its relationship with nature: to move away from cruelty and animal suffering towards a compassionate, sustainable future. With every animal that's taken out of factory farming, rescued from wildlife entertainment, or protected in their natural habitat, we're building momentum towards this future.

Ways to support the Campaign and help achieve well-being for all

Gifts that make an impact now

- Make a donation or multi-year gift to the Power of Animals Campaign.
- Become an Animal Protector by joining our monthly giving program.
- Recommend a grant from your donor-advised fund.
- Recommend a matching donation through your company.
- Become a corporate partner through a donation, cause partnership or sponsorship.
- Transfer ownership or name us as a beneficiary in your life insurance policy.

Gifts that reduce your taxes

- Give the gift of stocks and securities.
- Donate retirement assets such as Registered Retirement Savings Plans (RRSPs), Registered Retirement Income Funds (RRIFs) and Registered Tax-Free Savings Accounts (TFSA).
- Donate annuities.

Gifts that cost you nothing now

- Gifts in a will or by beneficiary designation are two easy ways to make the world a better place for animals for years to come.

For more information, visit:

<https://www.worldanimalprotection.ca/ways-give>

CREATE A THRIVING FUTURE FOR ALL

It's time to restore balance between our needs and the needs of the natural world. When we deny animals freedom, social connection and the expression of natural behaviors, we condemn our own future. Our destiny is now undeniably tied to how we treat animals.

A new path toward harmonious coexistence with nature lies before us. You can be at the forefront of this journey. With your generous support for the Power of Animals Campaign, we will discover innovative ways to stop animal cruelty at its source.

Compassion may be the most powerful resource we have to build a sustainable future. Let your compassion for animals guide you today towards a world where animals live free from cruelty and suffering. Forever.

**Together we can move the world.
(And save it too).**

POWER OF ANIMALS



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