

2025 UK Annual Report

Achievements for Animals



**Humane
World for
Animals™**

Formerly called The
Humane Society International (UK)

Humane World for Animals United Kingdom

Our work to ban the import of hunting trophies aims to reduce the killing of African lions and other iconic wildlife species.



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Our mission

**Together,
we tackle the
root causes of
animal cruelty
and suffering
to create
permanent
change.**

This year marked an important chapter in our organisation's evolution. Having rebranded as Humane World for Animals, we now operate with an even clearer sense of purpose and global connectedness, while remaining firmly rooted in the issues that matter most for animals here in the UK. Our mission to tackle the root causes of animal cruelty and suffering to create permanent change continues to guide everything we do.

Across our campaigns, Humane World UK has played a leading role in advancing change. Work to end the cruel fur trade, secure a ban on trophy hunting imports, improve the lives of farmed animals and promote plant-based food systems has reached new audiences and influenced decision makers at every level. Through creative campaigning, powerful storytelling and high-profile events – including exhibitions, roadshows and Parliamentary briefings – we have helped keep animal welfare firmly on the national agenda.

Our impact has also extended beyond the UK. Colleagues based here have contributed expertise and leadership to global efforts to replace animal testing, tackle wildlife exploitation and support progress toward ending the dog and cat meat trade. This international perspective continues to reinforce Humane World for Animals UK's role as part of a truly global movement for change.

Despite a challenging external environment, we have managed our resources responsibly. Strong supporter engagement and diversified fundraising have helped sustain our work, while careful governance and oversight by the Board have ensured stability and accountability.

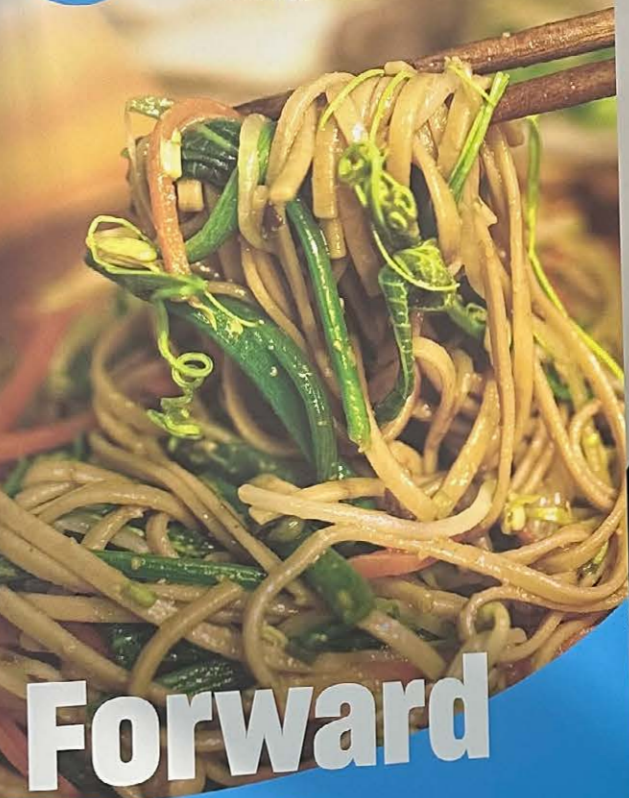
This annual report captures a year of real achievement, and we look forward to continuing our important work in 2026 and delivering lasting change for animals. On behalf of the Board, we extend our sincere thanks to the staff, volunteers and partners. Above all, we are deeply grateful to you – our donors and supporters – whose sustained generosity and commitment enable Humane World UK to deliver impact at scale and for the long term.

Alexandra Freidberg, Chair of Trustees

Humane World for Animals | UK



Humane
World for
Animals.



Forward Food

Delivering sustainable
menus by putting more
plants on plates.



Humane
World for
Animals.



Humane World for Animals™

A photograph of two dogs, Yuki and Millie, sitting on a grassy hillside. Yuki is a white dog on the left, wearing a blue harness and a black collar with a bone-shaped tag. Millie is a brown and white dog on the right, wearing a tan harness. Both dogs have their tongues out and are looking towards the camera. The background is a lush green hillside with purple flowers and a clear sky.

Yuki and Millie were adopted after being rescued from South Korea dog meat farms. They now live together in the UK.

“

An important part of our role will be to support governments in the UK to both set and deliver on improved protections for animals.

It is a privilege and pleasure to have stepped into the role of executive director at Humane World for Animals United Kingdom. I would like to extend an enormous thank-you to my predecessor, Nick Jones, for everything he achieved and built during his tenure in this role.

Having spent the majority of my career working in mission-driven organisations focused on protecting animals and the natural world, I am delighted to have taken up this position. The organisation is at a fascinating and opportune inflection point, having completed a restructure in early 2025 that brought together the original Humane Society family of entities into a unitary international organisation. One driving rationale for this restructure was to be able to provide the international offices, such as the UK, with the capacity and support to evolve and grow to the next level. Hence, it's an extremely exciting journey to be embarking on.

In December of 2025, the government published its long-awaited and anticipated Animal Welfare Strategy for England. This strategy can and should be pivotal for the animal protection sector. Many of the initiatives that Humane World UK has worked tirelessly on over past years have left a significant fingerprint on this strategy and its ambitions. An important part of our role going forward will be to support the government to deliver upon these promises – ones that have the potential to improve the lives of millions of farmed, wild and companion animals.

The strategy signals that the end of the 'cage age' can be in sight – lifting immense suffering for pigs and hens who are in dreadful confinement for significant portions of their lives. A number of cruel practices that wild animals are still being subjected to – including snaring and hunting with dogs – are to be consigned to the history books. And the use of animals in torturous testing and research facilities is getting ever closer to being fully phased out and replaced by non-animal methods. We cannot and will not cease in our efforts to get these changes into policy and into practice.

During 2025 we built stronger connections with the Scottish Government and Parliamentarians, especially through a positive dialogue with Ministers to end caging of pigs. We look forward to working with newly elected officials in Scotland in 2026, with a goal of building an ambitious five-year plan for Scotland's animals.

Over the last year, our teams have continued to ensure that the fur trade and trophy hunting industries also move further towards extinction. Over 1.5 million people have signed our [#FurFreeBritain](#) petition, calling for an end to the import and sale of fur. While fur farming has been banned in the UK for over two decades, animals are still suffering overseas to supply the UK market, but we are closer than ever to ending the fur trade for good.

Our vital work is only made possible by the unwavering backing of our supporters and the steadfast commitment and passion of our team, and so a huge thanks to all those who allow us to continue to transform the lives and futures of the animals who we care so deeply for.



Over the last year, our teams have continued to ensure that the fur trade and trophy hunting industries also move further towards extinction.

David Elliott, Executive Director
Humane World for Animals | UK

Improving wild animal welfare continued to gain momentum in 2025, including government commitments to ban snares and strong public calls to end the UK fur trade.



Our goals and impacts

Impact snapshot

- **Pigs and laying hens are now on a clear pathway out of cages**, following government commitments to phase out farrowing crates and, so-called 'enriched cages'.
- **Wild animals will face fewer cruel practices**, with government commitments to ban snares and strengthen hunting laws.
- **Animals used in scientific research are closer to being replaced by non-animal methods**, as a result of influence on the UK's roadmap away from animal testing.
- **Millions of farmed animals – and consumers – stand to benefit from greater transparency**, with political momentum building for mandatory Method of Production labelling on meat.
- **Poland banned fur farming, and we are another step closer to ending the UK fur trade**, with 1.5 million people calling for a ban on fur imports and sales and the government committing to formal action.
- **Wild animals targeted for trophies gained stronger political protection**, with sustained parliamentary scrutiny and repeated ministerial commitments to an import ban.
- **Our Forward Food programme has now trained over 500 chefs in plant-based cooking**, meaning fewer animals and more plants on thousands of plates at UK universities.
- **Animals globally benefited from direct protection and rescue**, including progress toward ending dog and cat meat trades and the rescue of dogs from meat farms.

Securing stronger legal protections and standards for animals in the UK

Influencing Government strategy for animals

Across 2025, Humane World UK achieved substantial progress toward strengthening national animal welfare laws, through sustained cross-party political engagement, strategic coalition work, and direct influence on government policy.

A core achievement for the year was our central role in shaping the Government's animal welfare strategy. At the request of Ministers and civil servants, we co-authored a comprehensive report, alongside eight other leading animal protection organisations, with detailed recommendations for a range of priority animal welfare reforms. This helped embed our priority reforms into government thinking.

Our strategic engagement paid off when the Government published its Animal Welfare Strategy for England in December, including significant commitments aligned with our advocacy goals. These commitments included phasing out farrowing crates for pigs, banning use of snares as well as taking further action on the UK fur trade. Our reflections on the strategy were quoted directly in the Government's press release and in media coverage by *The Independent*, *The Grocer* and *The Guardian*.

Additionally, we continued our advocacy for modernising animal research regulations. Submissions to the Animals in Science Committee and engagement with the Animals in Science Regulation Unit helped shape the UK Government's roadmap for transitioning away from animal use in experiments (published in November 2025), positioning the organisation as a scientific authority on replacement methods.



Shadow Environment Secretary Victoria Atkins, spoke at our reception at the Conservative Party Conference, and acknowledged how much animals matter to voters.

This combination of preparing persuasive and timely policy briefings, targeted political engagement, and seeking opportunities to maximise media coverage has enabled Humane World UK to continue to make a strong contribution to the UK's evolving legislative protections for animals.

Parliamentary engagement and cross-party influence

Political relationship building was a continuous thread throughout the year, as we took every opportunity to engage with the relevant Ministers and cross-party MPs to push animal welfare further up the political agenda.

We engaged with over 100 MPs throughout the year and enabled tens of thousands of our supporters to contact their MPs, resulting in consistently high numbers of MPs attending our parliamentary events, in addition to one-to-one meetings to cement and build on relationships. Our presence at four political party conferences, and notably our impressive and engaging exhibitor stands at the two largest conferences, enabled us to engage over 60 MPs, as well as Ministers, councillors and party members.

One of the most influential political moments of the year was our high-profile parliamentary event co-hosted with Compassion in World Farming and the Animal Law Foundation, calling for mandatory Method of Production labelling for meat products. The event attracted 61 MPs, triggered 13 parliamentary written questions, and secured strong media coverage, including in the Daily Express, The Grocer and on BBC Radio 4. This reflects a tangible shift in political attention toward transparency in food labelling, a key driver of higher animal welfare standards.

We further developed strong existing connections with Ministers, in particular the Animal Welfare Minister, and Shadow Ministers, evidenced by the Animal Welfare Minister



Environment Secretary Emma Reynolds met with our campaigners at the Labour Party Conference, and affirmed her intent to publish an ambitious animal welfare strategy.

Ruth Jones MP joined Fur Free Britain campaigners to hand in a 1.5 million signature petition to the Prime Minister.



accepting an invitation to address over 150 attendees at the parliamentary reception to launch our new brand, and our being invited to join a briefing session with Shadow Environment Secretary Victoria Atkins.

Additionally, the organisation contributed to joint letters, coordinated parliamentary briefings and played a key role in coordinated campaigns calling for stronger wildlife protection laws, such as efforts to strengthen the Hunting Act and ban the live boiling of lobsters. The Government's subsequent pledge to act on both issues in the *Animal Welfare Strategy* highlights the success of this coordinated advocacy.

Consultations and calls for evidence

Humane World UK continued to provide evidence-based, detailed and persuasive input to relevant Government consultations and calls for evidence, including a consultation on the UK Internal Market Act; a consultation on poultry catching and handling; and a call for evidence on the UK-EU Common Veterinary Agreement. We also contributed to several consultation responses drafted jointly with partner organisations, enabling us to contribute our expertise and further cement our role as a trusted voice and point of contact on a wide range of animal welfare policies.

Coalition building and evidence leadership

During 2025 Humane World UK continued to act as an anchor institution in coalitions pushing for legislative change. We remain an active member of the Steering Group of the Time for Change coalition, which handed in a 100,000-signature petition to Number 10 calling for stronger laws to stop illegal hunting.

Participation in legal conferences and training further strengthened the organisation's ability to influence regulatory environments and parliamentary processes. In late 2025 Humane World for Animals UK was also invited to become one of four founding partners to establish the RSPCA's new Animal Welfare Evidence Centre. This positions us at the centre of developing evidence-based, credible and authoritative policy proposals to further assist relevant Ministers and civil servants in 2026 and beyond.

Fur Free Britain

Goal: A ban on the import and sale of fur

Throughout 2025, the Fur Free Britain campaign made continued progress towards securing a UK-wide ban on the

import and sale of animal fur. Humane World for Animals UK delivered sustained political pressure, strong coalition leadership, high-impact public mobilisation, strategic media exposure and growing international alignment – solidifying the campaign's position as one of the organisation's most visible and influential advocacy efforts.

Growing political momentum and parliamentary engagement

Political support for a UK fur import and sales ban grew markedly throughout 2025. Humane World for Animals held a successful parliamentary event for Members of Parliament to promote Ruth Jones MP's Private Members' Bill to ban fur imports and sales. Influential backing from Alastair Carmichael, Chair of the Environment, Food and Rural Affairs Committee highlights significant cross-party support for legislative action.

Political engagement intensified with 43 Members of Parliament signing a joint letter to the Secretary of State, calling for a fur import and sales ban on public health and animal welfare grounds, achieving media coverage in major outlets including *The Independent* and *Politics Home*. Meanwhile, Members of the Scottish Parliament added their backing, with 19 MSPs signing a motion supporting the ban and commending Humane World for Animals' leadership of the campaign.

Multiple events were organised to brief politicians, secure new parliamentary champions, and coordinate letters of support for the ban across party lines ahead of the bill's Second Reading in Parliament. Unfortunately, an exceptionally busy parliamentary timetable delayed its progress, but

sustained engagement with politicians through a series of meetings, questions and letters ensured the issue remained firmly on the agenda throughout the year. Our effective advocacy was recognised by the Government by the inclusion of a commitment in the Government's *Animal Welfare Strategy* to establish a Defra-stakeholder working group on the UK fur trade, creating a formal mechanism for us to advocate for a ban.

Public mobilisation and petition milestones

Significant public support for a fur import and sales ban was driven by coordinated actions throughout 2025. The Fur Free Britain petition continued to grow, reaching **1.5 million signatures** before it was handed in to No. 10

Downing Street, with campaigners accompanied by the famous resident feline, Larry the Cat. This generated national media attention and widespread visibility for the campaign, and it clearly demonstrated the public appetite for legislative action.

High-impact campaign materials, including advertisements in Westminster Underground station and in targeted political news media, plus creative social media assets, were rolled out through the spring and summer. These achieved excellent levels of visibility, significantly elevated the campaign's public profile, and drove thousands of messages to MPs, urging them to support the bill.

Coalition leadership and cross-sector collaboration

Humane World for Animals UK continued to lead the Fur Free Britain coalition, reinforcing a unified front across the UK animal protection sector, with coordinated joint NGO letters to Ministers, briefings for MPs, coordinated supporter actions, creative campaigning and international strategy alignment, particularly relating to the European Commission's upcoming fur policy decision on the future of EU fur farming and trade. The global dimensions of the fur trade were reflected in our work on international campaign planning with Humane World for Animals colleagues in multiple countries, and as a leading member of the international Fur Free Alliance. Our work included key contributions to an EU socioeconomic report on the fur trade.

Globally, we contributed to major turning points in the fur-free movement. Our UK campaigners and experts supported the commissioning and publication of a landmark socio-economic report on the EU fur industry, coordinated cross-country strategy for the Fur Free Europe campaign, and celebrated significant policy wins: Poland's fur farming ban and major fashion institutions – New York Fashion Week, Condé Nast and Hearst magazines – going fur free. Fur farm investigations coordinated by Humane World UK continued to document the reality of fur farm cruelty, underpinning future campaigns.

Corporate and retail engagement

Engagement with major retailers was consistent throughout the year. Humane World UK was invited to deliver training to staff at fur-free luxury retail department store Selfridges to enhance the team's understanding of fur and other prohibited materials, sustainability and supply chain challenges.

Later in the year, the UK team co-ordinated a global corporate campaign urging outdoor fashion brand Woolrich to end its use of fur. The action generated over 200,000 emails and calls from supporters globally and sparked colourful street displays in cities across Europe. Engagement with the company will continue into 2026.





Improving the lives of farmed animals

Throughout 2025, Humane World UK delivered progress for farmed animals through our two campaign approaches: eliminating the cruellest confinement practices in farming and promoting a shift to plant-based diets in order to reduce demand for animal products. Our work combined political advocacy, public mobilisation, creative campaigns and storytelling, institutional partnerships, sector leadership and evidence-based research to influence policy and help shape the UK's transition toward humane, sustainable food systems.

Crate Britain: Ending the use of cages for mother pigs

Goal: By the end of 2030, farrowing crates are no longer permitted or used by UK farmers

Building political momentum and parliamentary influence

2025 began with strong parliamentary engagement, including a drop-in event in the Scottish Parliament attended by 12 MSPs from all major political parties, and preparations for a Westminster reception to elevate this issue nationally. We commissioned polling that showed overwhelming Scottish public support (84%) for ending farrowing crates, significantly strengthening our legislative case.

The campaign's Westminster parliamentary reception in June was attended by over 20 MPs and featured our full-sized animatronic sow 'Penny' in a replica crate. This impactful educational tool brought the intensity of the cage confinement issue directly into Parliament. Within two weeks, seven parliamentary questions were tabled, and MPs raised the issue during a national debate

on animal welfare in farming. This period also secured national coverage in *The Daily Mirror*, broadening public awareness and political pressure.

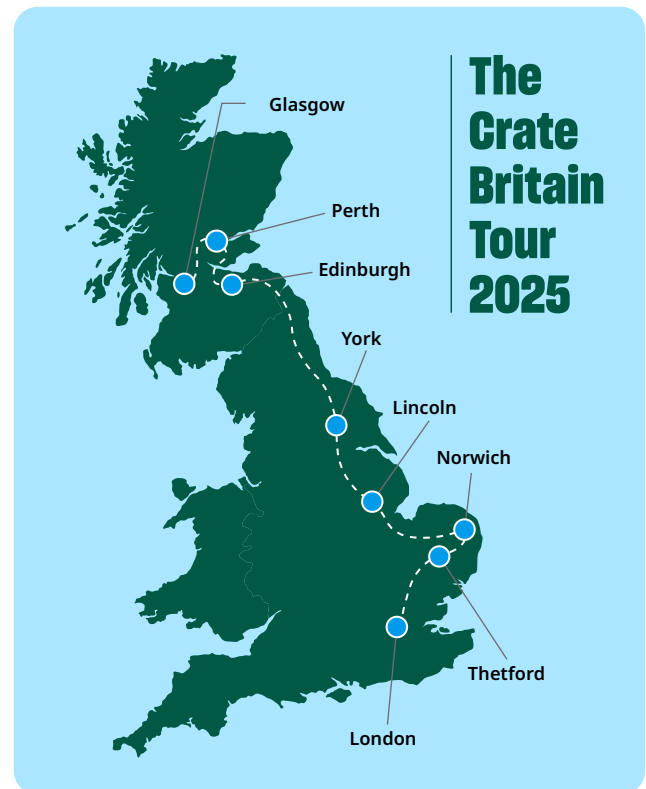
The campaign achieved a breakthrough when the Scottish Agriculture Minister agreed to our proposal to convene a government roundtable focused on farrowing crates. Held in September, with strong NGO participation and industry involvement, the meeting opened up a direct policy-shaping channel with government, leading to commitments for continued engagement. Meanwhile, several MPs and MSPs came to meet us on our 'Crate Britain Tour' to show their support, with several securing strong media and social media interest in their backing of the campaign. With our support, a letter led by Adrian Ramsay MP, calling on the Government to end all cage and crate confinement, was also signed by 36 other MPs.

Before the end of the year, our influence became visible in national policy. The UK Government's *Animal Welfare Strategy for England* announced commitments to phase out enriched cages for laying hens and farrowing crates for pigs. This is an explicit reflection of our relentless efforts raising awareness, mobilising the public, and fostering strong support within parliaments and governments in the UK.

Our campaign continues to build and submit evidence of the technical and economic pathways for a crate-free farrowing transition. We continued to convene meetings and roundtables with veterinarians, farmers, academics and major NGOs towards a unified call for reform. Site visits to indoor free-farrowing systems are equipping us with practical understanding that will help us demonstrate viable solutions.

Educating and mobilising the public

Throughout 2025 we strategically used public outreach to build awareness and pressure. The story of Hope and Blossom, two sows we rescued in 2024 from lives in farrowing crates, was used in communications and fundraising campaigns to build empathy for, and appreciation of, pigs as intelligent and sensitive animals.



Our main public engagement event was the 'Crate Britain Tour', a week-long event with pop-up street exhibitions to speak to the public in London, Thetford, Norwich, Lincoln, York, Edinburgh, Glasgow and Perth. 'Penny' and her replica farrowing crate sparked conversations with hundreds of British people about farrowing crates and generated hundreds of postcards from members of the public to their MPs and MSPs, calling for a ban on farrowing crates. Throughout the year, over 7,500 emails were sent to MPs, and almost 5,000 further signatures were added to our ongoing Crate Britain petition. We commissioned a UK-wide poll that showed that 69% of the British public reject the use of farrowing crates, and more than a third would pay more for crate-free products, evidence used effectively in political advocacy throughout the year.



Left: A pig we rescued from a life behind bars in farrowing crates now lives her best life at Hopefield Animal Sanctuary & Visitor Centre. Right: Partnering with OneKind, we won big support for pig cage ban from MSPs, including Finlay Carson.



**We hosted a culinary
workshop for Baxter Storey
chefs from institutions
across Scotland, helping
influence meal offerings
for over 50,000 students.**

Forward Food: Scaling plant-based solutions

Goal: Reduce the number of farmed animals in production

Transforming public sector food systems

Forward Food, our programme to support public sector institutions to reduce animal purchasing and increase their plant-based sales, had a great year improving the plant-based chef culinary training programme and developing key relationships across the public catering sector.

We engaged with a total of 17 universities and colleges over the year, expanding our reach at sector-specific events, such as the U Dine Awards, NUS Trade Convention, and the inaugural TUCO Flavours convention, where we held plant-based cooking demonstrations, menu marketing workshops and stalls. We strengthened relationships with major contract caterers – Compass and Baxter Storey – and influential and allied organisations in higher education such as the Environmental Association for Universities and Colleges, the Universities Catering Organisation and the National Union of Students.

We contributed to the creation of the *EAUC Sustainable Catering Guide* and presented on its autumn forum to sustainability partners from the higher and further education sector across the UK.

We hosted a culinary workshop for Baxter Storey chefs from institutions across Scotland, potentially influencing meal offerings for over 50,000 students.

Demonstrating to future chefs the importance and role of plant-based meals within the food system is a critical element to improving sustainable sectoral change and ensuring longevity of our efforts across generations.

As such, in 2025 we piloted our first Forward Food training session for culinary students at Glasgow Kelvin College. Earlier in the year we attended the University of West London to run cooking demonstrations for more than 60 hospitality students.

Forward Food's focus is on demonstrating a case for sustainable, plant-based food within the UK's public sector. As such, this year we also presented to Defence Medical Services personnel about sustainable plant-based food systems during their sustainability sprint.



New partnerships with higher education providers and major caterers were developed, and a dessert chef consultant was brought on to extend programme capacity.

At the policy level, we engaged with and sought to influence discussions linked to the National Food Strategy. This included being invited to attend strategic roundtables arranged by Defra and presenting our case for changes to public procurement at a parliamentary roundtable alongside the Danish Agriculture & Food Council.



In June, our Forward Food team attended the U Dine Conference and Awards in Coventry, delivering a plant-based cooking demo and tasting session. We also presented U Dine's Plant-Based Menu Award to the catering team at King's College London, where 70% of campus meals are plant-based.



Protecting wildlife

Stopping trophy hunting

Goal: a ban on imports of hunting trophies into the UK

During 2025, we made steady progress toward securing a ban on the import of hunting trophies into the United Kingdom. Our work focused on strengthening the evidence base, building political momentum across parties, engaging the public and maintaining pressure for government action following commitments made in previous years.

Building the evidence base

Throughout the year, Humane World for Animals UK continued to consolidate and present robust evidence demonstrating the animal welfare, conservation and ethical concerns associated with trophy hunting. Early in 2025, we led the preparation of a joint NGO briefing for parliamentarians ahead of the anticipated Second Reading of the Hunting Trophies (Import Prohibition) Bill. This drew on international research case studies highlighting the mismanagement of trophy hunting and the exaggerated claims often made about its contribution to conservation and local communities, as well as trade data from the Convention on International Trade in Endangered Species of Wild Fauna and Flora.

Analysis of the most recent CITES data revealed that UK imports of hunting trophies had quadrupled in the most recent reporting year. This finding underpinned national media coverage, in which we reinforced the urgency of reform. We also refreshed and developed public-facing campaign

materials, ensuring that messaging reflected current evidence and remained accessible to a broad audience.

Parliamentary and political engagement

Working throughout 2025 to build cross-party support, we maintained regular engagement with MPs, Peers, Ministers and civil servants. Although Private Members' Bills related to trophy hunting did not progress due to lack of parliamentary time, we continued to prepare for legislative opportunities and to encourage government-led action.

Key parliamentary moments included two high-profile events in Westminster. In May, we held our Still Life photography exhibition in the Palace of Westminster, attended by some 40 MPs from across the political spectrum. The Animal Welfare Minister spoke at the event about the power of the



Top: In April, renowned wildlife photojournalist Britta Jaschinski opened *Still Life*, a special exhibition that supported our campaign to ban imports of hunting trophies. Above: An image included in the *Still Life* exhibition.

imagery and publicly reiterated the Government's intention to introduce a ban on trophy hunting imports.

Later in the year, we co-hosted a joint parliamentary event with partner organisations to mark the 10th anniversary of the killing of Cecil the lion. The event was attended by over 100 participants, including parliamentarians and their staff, and featured speakers from across the main political parties as well as expert voices from countries affected by trophy hunting. Ministers again restated Government support for a ban on imports.

Throughout the year, our briefings and advocacy contributed to sustained parliamentary scrutiny of trophy hunting. By the end of 2025, at least 24 parliamentary questions on hunting trophy imports had been tabled, helping to keep the issue on the parliamentary agenda despite delays to formal legislation.

By the end of 2025, the campaign had achieved substantial progress in terms of awareness, evidence-building and political engagement. Public engagement activities demonstrated strong public concern, while parliamentary events and statements confirmed ongoing cross-party and ministerial support for a ban on imports of hunting trophies.

Although legislative change had not yet been enacted by year end, the campaign concluded 2025 with a strengthened evidence base, high levels of political awareness and clear statements of government intent, positioning Humane World UK to continue pressing for delivery of a ban in 2026.

Public engagement and awareness

A major feature of our public engagement work in 2025 was the *Still Life* photography exhibition by renowned wildlife photojournalist Britta Jaschinski. The exhibition was held at Mall Galleries in London in April and subsequently in the House of Commons in May. Featuring powerful images of wild animals killed for trophies and reduced to rugs, umbrella stands and bottle openers, the exhibition was visited by over 750 members of the public during its public run.

Visitors were invited to share their reactions and views on a potential import ban; these were captured through written messages and filmed vox pops. This qualitative evidence of public concern was later presented directly to policymakers. The exhibition also attracted significant media attention, helping to broaden public understanding of the issue beyond our core supporter base.

Humane World for Animals also supported and featured in a short documentary directed by award-winning documentary filmmaker Nick Chevallier, highlighting the threat to East Africa's critically endangered super tusk elephant and their importance to the survival of the larger elephant population. This content was shared through social media and used at campaign events, including the *Still Life* public exhibition, to illustrate the realities of trophy hunting and to counter common misconceptions.



Act for wildlife

In 2025, Humane World UK placed a spotlight on the need to strengthen and consolidate legal protections for wild animals and improve enforcement of wildlife law. Working with the RSPCA, we commissioned a comprehensive policy report setting out practical recommendations for UK wildlife law reform. A parliamentary drop-in event in the House of Commons was attended by over 40 MPs, alongside the Nature Minister and the Head of the National Wildlife Crime Unit, Kevin Lacks-Kelly (pictured below). We also continued to develop strategic plans for action on wildlife crime through our sponsorship of the National Wildlife Crime Conference, engaging with police and enforcement personnel to understand their experiences, and we contributed to key Government consultations. We laid foundations for future collaborative action to improve wildlife crime detection, deterrence and accountability across the UK.



International impacts and achievements for animals

During 2025, Humane World for Animals international programmes, supported by UK-based staff, delivered significant progress for animals globally – demonstrating advances towards the replacement of animals in scientific research and testing, protection of wildlife, improvements in farmed animal welfare, and major strides towards ending the dog and cat meat trade. The organisation's influence extended across Asia, Europe, Africa and the Americas, mobilising governments, strengthening regulatory frameworks, shifting public opinion and rescuing animals directly from harm.

Advancing the replacement of animals for research and testing

Throughout the year, Humane World for Animals UK's staff within our international science and policy teams contributed to global momentum toward phasing out animal use in research and testing. Early in the year, UK-based colleagues participated in the Animal Free Chemical Safety Assessment conference, hosted by the European Commission. Here, they provided expertise on eliminating the use of dogs in pesticide testing and advocated for adoption policies for animals used in laboratories. Early 2025 saw progress accelerate internationally: Both the U.S. Food and Drug Administration, which regulates drugs and other products, and the world's largest biomedical research funder, the National Institutes of Health, signalled their intent to make animal testing "the exception rather than the norm," echoing years of policy advocacy and scientific submissions by Humane World teams.

International collaboration was a continuing strength. Our experts presented at world conferences, including the

Microphysiological Systems World Summit (Belgium), the International Conference on Toxicity Testing Alternatives and Translational Toxicology (China), and the World Congress on Alternatives and Animal Use in the Life Sciences (Brazil), reflecting the organisation's leadership in promoting the development and application of innovative non-animal methods.

Our team also supported workshops in the UK and EU focused on replacing animal tests for acute oral toxicity, skin and eye irritation, and skin sensitisation (allergy), and training risk assessors and regulators in how NAMs can be used in real-world safety decisions. By year's end, contributions to international steering groups and policy forums, such as the Animal Protection and Welfare Stakeholder Group in the UK, and working groups supporting the EU Commission's road map to phase out animal testing, have positioned Humane World as a central voice in shaping national road maps to phase out animal use in science.

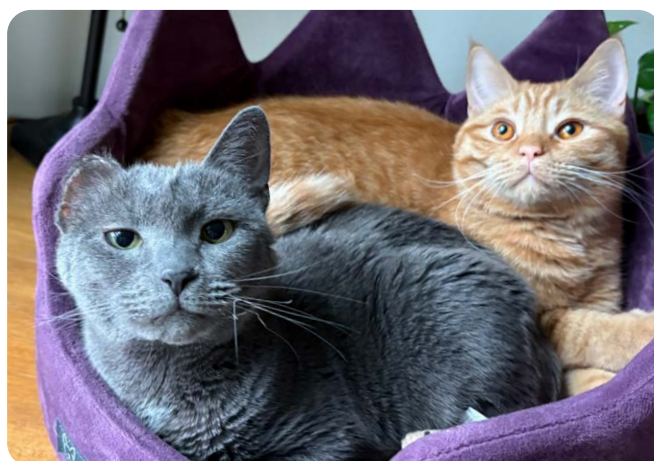
Ending the dog and cat meat trade across Asia

Humane World UK staff led and contributed to continued successes in our global dog and cat meat campaigns across Asia in 2025, combining high-profile interventions, legislative advocacy and community-led change.

South Korea

In South Korea, Humane World for Animals coordinated the rescue of 68 dogs from a dog meat farm in Cheongju. Fifty-one dogs were transported to the United States for adoption, while the remaining puppies, too young to travel at the time, were scheduled for relocation in January 2026.

The rescue attracted extensive national and international media attention, generating more than 80 news stories. This visibility helped build public awareness and support at



Left: Dog lovers and their dogs join Humane World for Animals Korea for the BoksRun event to celebrate a new dog friendly society and support the ban on the dog meat industry. Right: Boba the cat, rescued from a cat fattening farm in Viet Nam, with his sister, Maze.

Dr. Katherine Polak, vice president of companion animals and engagement of Humane World for Animals, interacts with Cinnamon at a dog meat farm in Cheongju, South Korea.



a critical moment as South Korea prepares to implement its landmark ban on the dog meat trade in February 2027.

China

In China, groundwork was laid toward ending the dog and cat meat trade at the city level. In Yulin, investigations conducted ahead of the annual dog meat festival documented public attitudes and the scale of dog meat sales, alongside the submission of a petition signed by more than 180,000 people to Chinese authorities.

Progress was also made in Dalian, a major northeastern city, where sustained advocacy and public opinion research helped enable our partner, Vshine, to submit a legislative proposal for a city-level ban as part of broader companion animal welfare measures. The proposal is currently under legislative review and, if adopted, would make Dalian the third major Chinese city to ban the trade.

Indonesia

Indonesia achieved its most significant political breakthrough to date. Following lobbying by the Dog Meat Free Indonesia Coalition (DMFI), of which Humane World for Animals is a founding member, the national Animal Welfare and Protective Bill, including provisions to ban the dog and cat meat trade, was placed on the 2026 legislative agenda.

At the local level, 116 provinces, regencies and cities have now introduced bans or restrictions, including the capital, Jakarta, following engagement with DMFI.

In parallel, Humane World for Animals launched the Better Animal Welfare, Healthier Communities programme with Jakarta Animal Aid Network to reduce rabies and phase out the trade in Nusa Tenggara Timur.

Viet Nam

In Viet Nam, government restructuring affected provincial authorities and NGOs throughout 2025. During this period, Humane World for Animals focused on strengthening community relationships and planning a three-year programme (2026–2029) with Ho Chi Minh City and Dong Nai provincial governments.

India

In India, work focused on Assam, Nagaland and Mizoram. In Nagaland, where dog meat vendors are predominantly women living in extreme poverty, Humane World for Animals supported 30 women to transition out of the trade in 2025. Building on this success, an additional 30 women will be supported in 2026, with plans to expand the programme to additional areas. In Assam, we are working with the cross-border authorities to stop the movement of stolen dogs across the border for the meat trade.

Media and communications

During 2025, we continued to achieve high levels of international and national media coverage for both our UK and global campaigns. We recorded hundreds of UK media hits, reaching a wide and diverse audience with our expert opinions on a range of high-profile animal issues. Our media outreach strategy, press releases and reactive media statements secured stories and quotes in influential outlets across the political spectrum, including BBC Online, *The Guardian*, *The Daily Mirror*, *The Independent*, *The Daily Express*, *Metro* and *The Standard*.

We secured considerable media coverage of our rebrand, including in target outlets such as *Campaign*, *Charity Times*, *Third Sector* and *Inkl*, with a total potential reach of over 675 million, reaching audiences far and wide with our compelling and emotive brand campaign featuring important animal stories.

We published and promoted advice to help people keep their animals safe during periods of very hot weather, and during the fireworks season, reaching over 120,000 views.

Our social media strategy led to over a 10% increase in our following for both Instagram and Facebook over the course of the year, over double the amount of growth from the year before. Across our four key social media channels (Facebook, Instagram, X and LinkedIn) we achieved 8.7 million views on Facebook, over 1.2 million views on Instagram and drove over 500,000 engagements with our content.

Throughout the year we gratefully continued relationships with our celebrity supporters including Chris Packham, Will Young, Diane Morgan and Pete Wicks.



International wildlife protection efforts

Across four continents, Humane World for Animals is advancing wildlife protection through a combination of policy reform, community engagement, and direct field intervention. In the Asia-Pacific region, the Australia team secured federal protection for two critically endangered wetland habitats and deployed staff to support wildlife carers following devastating bushfires in Victoria. Meanwhile in Viet Nam, a landmark seven-year report on elephant conservation has laid the groundwork for deeper collaboration on human-wildlife coexistence and illegal trade management – work that sits alongside a broader global presence at the Convention on Migratory Species CMS CoP15, where Humane World for Animals representatives delivered formal recommendations. In the Americas, a landmark legislative win in Oregon saw the passage of a dedicated wildlife funding bill expected to generate roughly \$30 million annually for coexistence and anti-poaching efforts. In Guatemala, an environmental education programme is reaching approximately 400 schoolchildren with lessons on human-wildlife coexistence, run in partnership with rescue centre ARCAS.

Across Europe and Africa, the organisation is driving institutional change on multiple fronts. In South Africa, staff are working with the Lions Foundation to develop welfare and release protocols for indigenous wildlife, while in India, Humane World for Animals helped the Karnataka government implement and enforce amended legislation regulating the wild pet trade. And efforts in Iceland through grants to local partners are helping to educate tourists and promote wildlife-friendly travel, including introducing thousands of supporters to a new pledge opposing whale meat consumption.

Underpinning all of this is a shared commitment to keeping wild animals wild – in policy, in practice, and in the communities that live alongside them.



Opposite page, clockwise: Our UK director worked with local partners in Iceland to encourage British tourists not to eat whale meat while visiting; Pete Wicks, Peter Egan and Chris Packham joined us to launch our new name and brand; Diane Morgan (pictured here with Steve Darling MP and his guide dog, Jennie) helped us add welfare labelling to the agenda in Parliament.

This page: Around the globe, we are working to keep animals wild, including this raccoon in Guatemala.



Structure, governance and management

Legal status

Humane World for Animals UK is a charity registered in England and Wales (charity number 1098925) and a company limited by guarantee (Company number 04610194). The charity is governed by its Memorandum and Articles of Association, originally adopted on 5 December 2002 and amended by special resolution on 18 October 2016. In the event of the charity being wound up, the liability of members is limited to a sum not exceeding £1.

Governance and trustees

The governance of Humane World for Animals UK is overseen by its Board of Trustees, which holds collective responsibility for setting strategic direction, safeguarding assets, ensuring regulatory compliance, and upholding the charity's mission and values.

Trustees are appointed in accordance with the Articles of Association and normally serve terms of three years. The Board has the authority to appoint new Trustees and fill vacancies as they arise, ensuring that the Board retains an appropriate balance of skills, experience, and independence.

New Trustees undertake a structured induction programme designed to ensure a strong understanding of the charity's mission, strategic priorities, governance framework, and operational activities. This induction is led by existing Board members and senior management.

Trustees receive ongoing briefings and training throughout their term, enabling them to remain informed about developments in the charity sector, changes in legislation, and emerging governance best practice.

The Trustees in office during the year, and up to the date of approval of this report, were:

Cristobel Block

Alexandra Gabrielle Freidberg

Jeffrey Flocken (resigned 07 November 2025)

William Henry Hall III

Arnedia Wallace (appointed 10 October 2025)

Organisational structure and management

Humane World for Animals UK is the UK affiliate of Humane World for Animals, Inc. Although separate legal entities, Humane World, Inc. owns the trademarks and brand rights used by Humane World UK. Both entities maintain a close working relationship, coordinating on strategy, programmes, fundraising, brand stewardship, and operational support. This collaboration enables them to align activities, draw on shared expertise and resources, and increase their impact for animals. Each entity remains responsible for its own governance, legal obligations, and operations. The UK Board of Trustees exercises oversight of the Charity's affairs in accordance with its governing documents and applicable law. Financial support from Humane World, Inc. provides a foundation for Humane World UK's charitable activities and contributes to its long-term financial stability. Having considered the Charity's financial position and this support, the Trustees are satisfied that Humane World UK remains a going concern.

The Trustees of Humane World UK also serve as Directors of the affiliated organisations, supporting the close strategic alignment and effective collaboration across the global group.

The Board meets regularly to review performance against objectives, oversee risk management, and ensure effective delivery of the charity's strategy. Responsibility for the day-to-day management of the charity is delegated to the Executive Director, David Elliott, who is supported by a senior management team.

Statement of Trustees' responsibilities

The Trustees, who are also directors of the charitable company for the purposes of company law, are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of its income and expenditure for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently.
- Observe the methods and principles set out in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards have been followed.
- Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for maintaining adequate accounting records, safeguarding the assets of the charity, and taking reasonable steps to prevent and detect fraud and other irregularities.

The Trustees confirm that there is no relevant audit information of which the auditor is unaware, and that they have taken all necessary steps to ensure that relevant audit information has been made available to the auditor.

Public benefit

The Trustees confirm that they have complied with their duty under section 17 of the Charities Act 2011 to have due regard to the Charity Commission's public benefit guidance when determining the charity's activities.

Approach to remuneration

The achievements of Humane World UK are made possible by the dedication, expertise and commitment of its staff. The charity takes a measured, equitable approach to remuneration, recognising the need to attract and retain talented individuals while ensuring responsible stewardship of charitable resources.

Remuneration levels are informed by regular benchmarking against comparable mission led organisations, alongside consideration of wider economic conditions. All roles are evaluated through a consistent internal grading framework to ensure fairness and transparency.

The increase in staff costs in 2025 reflects deliberate investment in the people, skills and capacity needed to maximise our impact. This includes colleagues based in the UK who support Humane World for Animals' global programmes, bringing specialist expertise to animal protection initiatives worldwide. The increase also reflects workforce growth, enhanced employee benefits, and our commitment to attracting and retaining talented staff in a competitive market. We believe these investments are essential to delivering meaningful and lasting change for animals.

Principal risks and uncertainties

The Trustees are responsible for overseeing how risks are identified and managed across the charity. They work closely with the Executive Director and senior leadership team to review risks regularly and ensure that appropriate controls are in place. A comprehensive risk register is maintained, updated routinely and reviewed by the Trustees.

As part of this process, we consider how likely each risk is to occur, the potential impact it could have on the charity, the steps we are taking to manage or reduce it, and whether any new or emerging risks need to be addressed. This helps ensure that risk awareness is embedded in day-to-day operations as well as longer term planning.

Alongside this, the Trustees oversee a programme of audit and assurance activity. This provides confidence that our

financial and operational controls are working as intended and are proportionate to the risks we face. Our internal auditors regularly review internal controls and key processes, helping to identify opportunities for improvement and strengthen the effectiveness of our operations. As with all such systems, these controls provide reasonable, rather than absolute, assurance against significant risks.

The main risks identified during the year, and how we manage them, are outlined below.

1. Fundraising strategy underperforms

We closely monitor the performance of our fundraising activities and adapt our approach where needed. Our aim is to grow and diversify our income so that we are not overly reliant on any one source, while continuing to value and protect our existing supporters.

Senior fundraising staff review key decisions such as campaign messaging and content to ensure they support our overall strategy and remain effective. Fundraising activity is regularly reviewed to ensure it meets the standards set by the Fundraising Regulator and reflects best practice across the sector.

2. Failure to meet financial goals

We carry out regular reviews of our finances, comparing actual income and expenditure against budgets and forecasts each month. Cash flow is monitored continuously to ensure that the charity remains financially stable.

The Trustees receive quarterly updates on financial performance and future forecasts. We also maintain a reserves policy to support the charity's long-term sustainability, ensuring that reserves are held at an appropriate level given our activities and the risks we face.

3. Staff turnover and loss of key personnel

We recognise that our staff are central to our success. To support recruitment and retention, we offer competitive pay and benefits, with annual salary reviews that take account of inflation and wider market conditions.

Staff wellbeing is supported through access to an Employee Assistance Programme, alongside regular staff surveys that help us understand what is working well and where improvements can be made. Action plans are developed to address key themes raised. We also encourage connection and collaboration through departmental and organisation-wide events.

Clear policies are in place for external communications, with senior approval required where appropriate. Staff involved in communications receive regular training, and our Supporter Care team is well-equipped to handle enquiries and complaints promptly and professionally, helping to protect public trust in the charity.

4. Governance, compliance and data protection

We regularly review our policies and procedures to ensure we meet legal and regulatory requirements, including

GDPR and the standards set by the Fundraising Regulator. External advice and independent audits are used where helpful to ensure we are following best practice.

Trustees and staff receive ongoing training to keep them informed about UK charity law and regulatory expectations. We continue to strengthen our governance arrangements through a structured review and continuous improvement.

5. Cyber Security, Fraud & Misappropriation of Fund

Protecting our systems, data and finances against threats of theft or loss is a key priority. We have information security policies in place to reduce the risk of cyber incidents and use Multi-Factor Authentication across all core systems, and our financial controls are designed to reduce the risk of fraud or misuse of funds.

Staff receive regular cyber security training to help them recognise and respond to threats such as phishing emails and other forms of online fraud.

We carry out appropriate checks on external partners to understand reputational and financial risks. Formal agreements help ensure clear expectations, accountability and transparency in how funds are used.

Grant making

Humane World for Animals UK supports like-minded, not-for-profit organisations through grants that advance shared animal welfare objectives. We go beyond simply providing funding by offering technical and programmatic support to help ensure the highest quality outcomes. Together with our partners, we co-design projects, monitor progress through regular reporting, and share learning to continuously improve our collective efforts. Partnerships are selected through a rigorous due diligence process to ensure alignment with the charity's values and capacity to deliver meaningful, sustainable impact.

Grant relationships are governed by clear agreements, regular reporting, and executive sign-off, ensuring transparency, accountability, and the responsible use of charitable funds.

Our commitment to responsible fundraising and data protection

Our supporters are at the heart of our mission to improve the lives of animals. Their generosity is essential to achieving our ambitious goals, and we recognise the responsibility that comes with the trust they place in us. We are deeply committed to protecting that trust and to ensuring every supporter interaction reflects our values.

We uphold the highest standards of transparency, accountability and integrity in all our fundraising activities. Every donation is used carefully, ethically and in direct support of our charitable objectives, ensuring that supporter generosity delivers meaningful and lasting impact for animals.

Our fundraising work complies fully with the Fundraising Regulator's Code of Fundraising Practice and all other relevant standards required by UK law. Adherence to these standards is not simply a regulatory obligation; it is a clear commitment we make to our supporters to honour their generosity, respect their choices and maximise the positive impact of their support.

Where specialist expertise is required, we work with external fundraising partners to help deliver our campaigns. We take our responsibility for these relationships seriously and maintain robust oversight of all third-party fundraising activity undertaken on our behalf.

This oversight includes regular service reviews, ongoing training, and call quality assessments, ensuring that our partners consistently meet our high standards and reflect our commitment to respectful, ethical and supporter-centred fundraising. Through this active monitoring and continuous improvement, we seek to ensure that all fundraising activity conducted in our name aligns fully with our values and the expectations of our supporters.

We take supporter feedback seriously and view it as an important mechanism for learning and improvement. During 2025, we received and actioned 12 requests to stop communications through the Fundraising Regulator's Fundraising Preference Service, compared with four requests in the previous year. All requests were handled promptly and in line with regulatory requirements.

In the same period, we received 10 complaints related to fundraising practices. Every complaint was carefully considered and responded to within three working days, in accordance with our complaints handling policy. We use feedback and complaint insights to continuously refine our fundraising approach, strengthen safeguards and improve the supporter experience across all channels.

Protecting personal data is fundamental to maintaining supporter trust. Our privacy policy, available at humaneworld.org/en/privacy-policy, sets out our commitment to keeping personal data secure and handling it in full compliance with UK data protection laws.

Where we work with trusted third parties to support fundraising or service delivery, we ensure that all partners meet our strict data protection and confidentiality standards. Third-party partners are permitted to use supporter data only for clearly defined and agreed purposes and must always do so in accordance with UK data protection legislation and our contractual requirements.

Through these measures, we aim to ensure that supporters can engage with Humane World UK with confidence, knowing their data is respected and their voices are heard.



Our team

As of the end of 2025, Humane World for Animals UK employed 33 staff members, including colleagues leading our international campaigns and delivering our core programme work. Like other leading animal welfare organisations, we recognise that our impact is entirely driven by the people behind our work.

The passion, expertise and resilience of our team underpin everything we achieve for animals. Their unwavering commitment – often in complex, fast-moving and emotionally demanding contexts – enables the charity to deliver meaningful change. We value this dedication deeply and remain committed to ensuring that Humane World UK is a supportive, inclusive and rewarding place to work.

Throughout the year, we continued to invest in our people through a structured programme of learning and development. This included training in community and belonging, effective communication, leadership capability and regulatory compliance. These investments reflect our belief in continuous learning and professional excellence, and our responsibility to equip colleagues with the skills and confidence they need to succeed.

Looking ahead, we remain focused on strengthening organisational culture and supporting staff wellbeing, ensuring our team feels valued, empowered and able to thrive. By investing in our people, we reinforce the foundations necessary to deliver lasting impact for animals in a rapidly evolving sector.



Financial review

Looking ahead

As the charity moves into the coming year, it remains focused on delivering high-impact animal welfare programmes while strengthening organisational resilience. Continued investment in fundraising, people and partnerships will support sustainable growth and enable the charity to extend its reach and impact.

Throughout 2025, Humane World for Animals United Kingdom (formerly The Humane Society International UK) remained committed to advancing animal welfare through

advocacy, education and direct support. Our financial performance reflects a deliberate balance between sustaining core activities and investing in long-term impact.

Income

Total income for the year ended 31 December 2025 was £5.16m (2024: £3.91m), representing strong growth driven primarily by donations and legacies. Unrestricted income amounted to £4.89m, while restricted income totalled £0.26m.

Donations remained the largest source of funding at £4.81m, supplemented by £0.31m in legacy income. We are deeply grateful to all those who continue to support our work, including individuals who have chosen to remember us in their Wills, enabling us to extend our impact for animals in need.

At year-end, the charity was aware of additional legacy entitlements of approximately £27k that had not yet met the criteria for income recognition (2024: £67k). These will be recognised in future periods once the relevant conditions are satisfied.

Expenditure

Total expenditure for the year was £5.43m (2024: £4.34m), reflecting continued strategic investment in both programme delivery and fundraising activities.

Expenditure on raising funds increased to £1.98m (2024: £1.50m), demonstrating our commitment to building sustainable income streams and supporting future growth.

Spending on charitable activities totalled £3.45m (2024: £2.84m), with a focus on delivering impactful programmes:

Advocacy and programme delivery: £2.06m, supporting campaigns to promote animal welfare and influence policy and public behaviour.

Grants to partner organisations: £0.41m, enabling animal welfare initiatives both in the UK and internationally.

UK support and governance costs: £0.98m, ensuring operational effectiveness, infrastructure resilience, and strong compliance.

We continued to manage resources carefully, directing funds toward areas of greatest need and impact while maintaining robust financial oversight.

Financial position

At 31 December 2025, total funds stood at £1.59m (2024: £1.86m), comprising £1.30m in unrestricted funds and £0.29m in restricted funds. The reduction reflects a planned deficit in support of expanded programme delivery and strategic investment in our mission.

The net expenditure for the year was £0.27m (2024: £0.43m), aligning with expectations and demonstrating a controlled use of reserves.

The Trustees have reviewed the charity's financial position and remain confident in its ability to continue as a going concern. Our affiliated organisation in the United States, Humane World for Animals Inc. (formerly The Humane

Society of the United States), continues to provide strategic and financial support where appropriate.

Looking ahead

As we move forward, we remain focused on delivering high-impact animal welfare programmes while ensuring long-term financial sustainability. We will continue to invest in fundraising, strengthen our operational capabilities, and build partnerships that expand our reach and influence. We are deeply grateful to our supporters, partners and staff for their unwavering dedication. Together, we are building a more humane and compassionate world.

Our approach to revenue generation

This organisation's work – both in the UK and internationally – is made possible by the generosity, commitment and passion of our supporters. We recognise supporters as valued partners in delivering our mission, and we are committed to ensuring they feel informed, respected and connected to the impact their support enables.

We pursue a diversified and sustainable approach to revenue generation, creating multiple ways for individuals, organisations, trusts and corporate partners to engage with and support our work. These include one-off and regular donations, legacy giving, fundraising events, corporate and philanthropic partnerships, and support from trusts and foundations.

During the year, we continued a planned programme of strategic investment in core income-generating activities, with a particular focus on strengthening individual giving and regular donation income. This approach balances the need to meet immediate funding requirements with the importance of building a resilient, long-term income base to support future impact.

All fundraising investments are carefully monitored to ensure they deliver meaningful returns and are aligned with the charity's values, regulatory requirements and long term financial sustainability. The Trustees remain confident that this measured approach will continue to support reliable income growth while protecting supporter trust.

We are deeply grateful to everyone who has supported our organisation. Their generosity has enabled continued progress toward a more humane and compassionate world for animals.

Our ongoing strategic priorities

To sustain and strengthen our impact in a changing and competitive fundraising environment, Humane World UK remains focused on the following priorities:

Strengthening impact through testing and learning

We continue to test and refine our fundraising and communications approaches to ensure messaging

resonates effectively with supporters, motivates meaningful action, and reflects our values. Continuous learning supports stronger engagement and improved long-term performance.

Putting supporters first

Supporters are central to everything we do. We are committed to providing meaningful opportunities for engagement – whether through giving, advocacy or participation – and to delivering positive, respectful supporter experiences across all channels.

Unifying our voice

By aligning fundraising, communications and campaign activity, we are building a more consistent and compelling public voice. This integrated approach supports deeper supporter relationships and amplifies our impact.

Ensuring financial health and flexibility

We aim to maintain an appropriate balance of restricted and unrestricted income, enabling the charity to respond to both immediate needs and longer term strategic opportunities while working toward sustainable financial surpluses.

Broadening our support base

To increase resilience, we continue to diversify income sources and reach new audiences. Welcoming a broader range of supporters strengthens the charity and expands the movement for animal welfare.

Building for the future

Through increased regular giving and the development of multi-year philanthropic partnerships, we are laying strong foundations for sustainable growth and long term impact.

Delivering on our investment strategy

To support sustainable growth and strengthen long-term resilience, we are investing strategically in the acquisition of new supporters. This forward-looking approach is designed to build a broader and more durable funding base for the future, ensuring we can continue to deliver meaningful impact for animals over the long term.

While this investment means that fundraising costs may appear higher in the short term, all investment activity is fully ring-fenced and funded by our headquarters. This ensures that none of our current animal welfare programmes are reduced or compromised as a result. As these long-term investments mature in the coming years, they are expected to generate a healthy surplus, enabling greater reinvestment in frontline work and increased support for animals in need.

Of the £1.98m spent on fundraising costs in 2025, £286k was directly associated with this investment strategy financed by our headquarters, representing 15% of overall marketing expenditure. This targeted investment in new donor recruitment delivered strong early results, with new supporter numbers increasing by 33% during the year. Importantly, 80% of new donors remained engaged beyond their first year, providing a solid foundation for sustained income growth.

By acting now, we are building a stronger and more resilient supporter base, better positioning the charity to thrive in an increasingly competitive fundraising environment and to deliver even greater impact for animals well into the future.

Key fundraising areas of focus

Legacies

Legacy gifts continue to play a vital role in securing our long-term future. In 2025, we received £0.31 million in legacy income from supporters who generously chose to remember our work in their wills. These gifts reflect the deep and lasting commitment of our community and provide essential support for our work to protect animals for generations to come.

We maintain a long-standing partnership with Smee & Ford (part of the Legacy Futures Group), who support us in identifying legacy gifts and ensuring their efficient, accurate and lawful administration. Alongside this, we continue to invest carefully in legacy marketing and supporter communications, encouraging more people to consider leaving a gift that will help sustain our mission in the future. This work is fundamental to the charity's long-term financial stability.

Key achievements in 2025 included:

Successful communications with existing legacy pledgers to inform them of the charity's change of name and to reassure them that all existing legacy gifts remain fully unaffected.

Continued investment in legacy promotional campaigns across social media, contributing to a sustained increase in supporter interest in leaving a gift to Humane World UK.

A 14% increase in the number of legacy notifications received compared to 2024, indicating a positive upward trend in legacy engagement.

Individual giving

Individual giving remains the charity's largest source of income and a cornerstone of our financial sustainability. In 2025, our individual giving programme raised £2.065 million (including Gift Aid), driven by the generosity and continued support of our community.

This income was supported by:

- 5,500 loyal supporters responding to direct mail appeals.
- Over 4,800 regular givers supporting us through Direct Debit.
- A highly engaged and growing digital supporter community.

We continued to invest in donor acquisition to strengthen sustainable income through regular giving. Our Direct Response Television (DRTV) advertising campaign remained the backbone of our growth strategy, running across 11 months of the year and delivering a sector-leading cost per new regular supporter. To support future growth, we successfully launched a new television advert, helping to future-proof the programme over the coming years.

To complement this activity and diversify recruitment channels, we also continued investing in digital acquisition across Meta platforms, attracting new regular Direct Debit supporters and laying a strong foundation for long-term growth.

Key achievements in 2025 included:

- Raising over £1.3 million from our online digital supporter community.
- Recruiting approximately 2,500 new Direct Debit supporters, generating £92.5k in income during the year.
- Achieving 41% growth in the number of regular Direct Debit supporters, increasing the total to 4.8k and strengthening a critical source of sustainable income.
- Delivering a successful multi-channel “Thankathon” in March, during which 191 supporters were personally thanked through phone calls, voice notes and postcards.
- Our mail appeal programme meeting its target and securing two £10k donations from supporters.

Community outreach

During the year, we streamlined our community fundraising approach to operate more reactively, allowing resources to be focused on priority growth areas. Despite this shift, community fundraising remained an important expression of supporter commitment, with individuals across the UK continuing to raise funds for animals through a range of personal challenges and activities.

In total, community fundraisers raised £13k in 2025, demonstrating the ongoing enthusiasm and generosity of supporters at a grassroots level.

Standout supporter activities included:

- Sarah Sutton, a regular supporter and fundraiser, who raised £450 by completing a skydive.
- Lewis Clark, who ran the Antwerp Half Marathon in October and raised £250.

Our annual Stand Up for Animals comedy night, held at The Comedy Store in London, raised over £5.5k through ticket sales and a raffle generously supported by vegan and cruelty-free brands.

Major donors, corporate partners and trusts

We are deeply grateful to have received £806k in philanthropic support from major donors, trusts, foundations and corporate partners during 2025. These contributions enabled us to advance a range of priority programmes, including farmed animal welfare initiatives, advocacy work, and companion animal programmes in Chile and Bolivia.

Throughout the year, our fundraising team focused on building strong relationships with new and existing supporters across major donors, corporates and trusts, both in the UK and internationally. Several major donor prospects attended parliamentary receptions, helping to strengthen engagement and deepen relationships. By prioritising fewer, higher-quality trust applications, we exceeded our response-rate target, achieving 37% against a target of 10%.

Major donor income exceeded its target by 170%, while workplace giving surpassed expectations by 68%.

Key contributions in 2025 included:

- £142k from the Edgard & Cooper Foundation to support our South America street dogs and cats programme.
- £28,750 from 11 Bit Studios to support animals affected by the conflict in Ukraine, bringing their total support since 2019 to just over £412k and helping more than 250,000 animals.
- £400k from players of People's Postcode Lottery to fund UK campaigning and advocacy, strengthening both our immediate impact and long-term strategic capacity.
- £25k from Veg Trust to support our Forward Food campaigns in the UK.
- Continued support from Olsen Animal Trust, enabling the rescue of 67 dogs from a dog meat farm in South Korea and the interception and rescue of 10 dogs in India. This generous funding also supported critical improvements to a rehabilitation centre for dogs in Ukraine.

Reserves policy

The Trustees of Humane World for Animals UK review the charity's reserves position annually as part of their responsibility for ensuring ongoing financial stability and long-term sustainability.

The reserves policy is designed to maintain a prudent level of free reserves that supports the continuity of core operations and provides flexibility to respond in a measured way to changes in the external environment or unforeseen events. The Trustees have determined that maintaining free reserves equivalent to three months of operating expenditure represents an appropriate balance between resilience and effective deployment of charitable resources.

As of 31 December 2025, the charity held free reserves of £1.39 m (2024: £1.87 m), exceeding the target level of £615k, equivalent to three months of 2025 operating costs. The Trustees have agreed that the surplus above the target level will be applied strategically during 2026 to further the charity's mission, including investment in priority animal protection campaigns and provision for potential unforeseen costs.

The Trustees remain committed to sound financial stewardship and will continue to monitor the reserves position regularly to ensure it supports the charity's long-term impact, resilience and ability to respond to emerging opportunities and risks.

Going concern

As part of their annual governance and financial oversight responsibilities, the Trustees undertook a review of the charity's financial position, operational plans and principal risks in September 2025.

Following this assessment, the Trustees concluded that Humane World UK has adequate financial resources, robust risk management arrangements and appropriate plans in place to continue operating for the foreseeable future. Accordingly, the financial statements for the year ended 31 December 2025 have been prepared on a going concern basis.

In reaching this conclusion, the Trustees also noted that, should it be required, the charity anticipates continued financial support from its affiliated organisations in the United States – Humane World for Animals Inc. and Humane World for Animals International – which further strengthens the charity's financial resilience and ability to meet its obligations.

Plans for future periods

Looking ahead to 2026, the Trustees will continue to oversee the delivery of the charity's strategic priorities, including the progression of key animal welfare campaigns and the charity's response to emerging opportunities and challenges affecting animals in the UK.

The Trustees also remain committed to supporting our global efforts to improve animal protection – through advocacy, partnership with and financial support for international Humane World for Animals programmes.

We remain ambitious in our work to protect animals in the UK and around the world. The Trustees express their sincere thanks to our partners and supporters for their continued dedication to improving animal welfare and helping to create a more compassionate and humane world.

In preparing this report, the Trustees have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

APPROVED BY THE TRUSTEES ON

10 Sep 2026

AND SIGNED ON THEIR BEHALF BY

ALEXANDRA FREIDBERG, CHAIR OF TRUSTEES



“

We remain ambitious in our work to protect animals in the UK and around the world.”

Statement of Financial Activities

Humane World for Animals United Kingdom Statement of Financial Activities for the year ended 31 December 2025
(incorporating the income and expense account)

	Note	Unrestricted funds (£)	Restricted funds (£)	2025 (£)	Unrestricted funds (£)	Restricted funds (£)	2024 (£)
Income from:							
Donations and legacies	2	4,893,836	263,589	5,157,425	3,585,529	327,663	3,913,192
Total income		4,893,836	263,589	5,157,425	3,585,529	327,663	3,913,192
Expenditure on:							
Raising funds	3	1,980,702	-	1,980,702	1,500,680	-	1,500,680
Charitable activity							
Promoting animal welfare	4	3,005,547	440,609	3,446,156	2,561,129	282,716	2,843,845
Total expenditure		4,986,249	440,609	5,426,858	4,061,809	282,716	4,344,525
Net (expense)		(92,413)	(177,020)	(269,433)	(476,280)	44,947	(431,333)
Reconciliation of funds							
Fund balance brought forward at 1 January 2025		1,393,454	466,284	1,859,738	1,869,734	421,337	2,291,071
Fund balance carried 2024 forward at 31 December		1,301,041	289,264	1,590,305	1,393,454	466,284	1,859,738

Humane World for Animals United Kingdom (fka The Humane Society International (UK)) has no recognised surpluses or deficits other than those disclosed above. All transactions relate to continuing activities. This incorporates the income and expenditure accounts.

The notes on pages 36 to 44 are an integral part of these financial statements.



Balance Sheet

Humane World for Animals United Kingdom balance sheet at 31 December 2025

Company number 04610194. Charity registration number 1098925.

	Note	2025 (£)		2024 (£)	
Fixed assets					
Right-of-use-assets	11	-	73,156	-	-
Current assets					
Debtors	10	1,037,630	-	819,449	-
Cash at bank and in hand		950,465	-	1,250,431	-
		1,988,095	-	2,069,880	-
Liabilities					
Creditors: amounts falling due within one year	12	(402,111)	-	(210,142)	-
Lease liabilities	11	(36,445)	-	-	-
		(438,556)	-	(210,142)	-
Net current assets		-	1,549,539	-	1,859,738
Total assets less current liabilities		-	1,622,695	-	1,859,738
Lease liabilities falling due after one year	11	-	(32,390)	-	-
Total net assets		-	1,590,305	-	1,859,738
Financed by					
Restricted funds	13	-	289,264	-	466,284
Unrestricted funds	13	-	1,303,041	-	1,393,454
Total funds		-	1,590,305	-	1,859,738

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

These financial statements were approved by the Board of Directors and authorised for issue on 10 Sept 2026. They were signed on its behalf by:

William H. Hall, Treasurer



Statement of Cash Flows

	Note	2025 (£)	2024 (£)
Cash from operating activities			
Net cash (used in)/generated by operating activities	(A)	(293,085)	(467,995)
Cash from financing activities			
Lease payments		(6,881)	-
(Decrease)/Increase in cash and cash equivalents in the year		(299,966)	(467,995)
Cash and cash equivalents at the beginning of the year		1,250,431	1,718,426
Total cash and cash equivalents at the end of the year		950,465	1,250,431

(A) Reconciliation of net income to net cash flow from operating activities		2025 (£)	2024 (£)	
Net (expense) for the reporting period (as per the statement of financing activities)		(269,433)	(431,333)	
Noncash lease expense		2,560	-	
(Increase) in debtors		(218,181)	(65,530)	
Increase in creditors		191,969	28,868	
Net cash (used in) operating activities		(293,085)	(467,995)	
Analysis of changes in net debt	At 1 Jan 2025 (£)	Cash flows (£)	Other changes (£)	At 31 Dec 2025 (£)
Cash at bank and in hand	1,250,431	(299,966)	-	950,465
Total	1,250,431	(299,966)	-	950,465

Humane World for Animals United Kingdom has no recognised surpluses or deficits other than those disclosed above. All transactions relate to continuing activities. This incorporates the income and expenditure accounts.

The notes on pages 36 to 44 are an integral part of these financial statements.



Notes to the Financial Statements

1. Legal Structure and Significant Accounting Policies

1.1 Legal Structure

On 3 February 2025, The Humane Society International (UK) changed its name to Humane World for Animals United Kingdom. Humane World for Animals United Kingdom is a private company limited by guarantee, incorporated in England and Wales (Company Number 04610194) and a registered charity (Charity Number 1098925). The organisation was incorporated on 5 December 2002 and was registered as a charity on 11 August 2003. The organisation is governed by its Memorandum and Articles of Association as amended on 18 October 2016.

1.2 Accounting convention

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) - (Charities SORP FRS102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102), the Companies Act 2006 and the Charities Act 2011.

Basis of measurement

The financial statements have been prepared on a historical cost basis. The preparation of financial statements in compliance with FRS102 requires the use of certain critical accounting estimates. It also requires management to exercise judgement in applying accounting policies.

1.3 Income recognition

Income comprises grants, legacies, royalties and licence fees, donations, gifts and other voluntary income. Income is recognised in the Statement of Financial Activities when the Charity has entitlement to the funds, receipt is probable, the amount can be measured reliably, and any performance-related conditions have been met.

1.4 Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity.

Restricted funds are subject to specific purposes imposed by the donor and may only be used for those purposes. Expenditure that meets those purposes are charged to the fund. Restricted funds are mostly comprised of donations received in support of the International Animal Rescue and Ukraine and Eastern Europe Response campaigns.

1.5 Allocation of expenditure

Expenditure is recognised on an accruals basis when a liability is incurred.

Support costs are allocated to raising funds and charitable activities on the basis of expenditure incurred, pro-rated where appropriate using the proportions of the staff time engaged in these functions. Expenditure includes irrecoverable VAT where applicable.

Costs that can be directly attributed to a specific activity are charged to that activity. Costs that relate to more than one function are apportioned on a reasonable, consistent and justifiable basis. General and administrative costs comprise expenditure incurred in the governance, management and administration of the Charity and support its activities as a whole.

Grants payable that are not subject to performance conditions are recognised as expenditure when approved by the Trustees and communicated to the recipient, thereby creating a legal or constructive obligation. Grants subject to performance-related conditions are recognised only when the conditions have been satisfied or when the conditions are outside the control of the Charity.

1.6 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange prevailing at the accounting date. Transactions in foreign currencies are recorded at the date of the transactions. All differences are recognised in the Statement of Financial Activities.

1.7 Financial instruments

The Charity has financial assets and liabilities only of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

1.8 Going concern

The Trustees have assessed the Charity's ability to continue as a going concern and have considered its cash reserves, forecast income and expenditure, and the expected ongoing support of its parent organisation, Humane World for Animals (formerly The Humane Society of the United States). As part of this assessment, the Trustees reviewed the Charity's financial position, operating forecasts and strategic plans in September 2026 and were satisfied that these plans were affordable and that the Charity has adequate resources to continue its operations for the foreseeable future. Accordingly, the Trustees consider it appropriate to prepare the financial statements on a going concern basis and have concluded that there are no material uncertainties related to events or conditions that may cast significant doubt on the Charity's ability to continue as a going concern.

Given the strength of the Charity's balance sheet and the availability and liquidity of unrestricted net assets of approximately £1.3 million, the Trustees are satisfied that the Charity has sufficient resources to meet its obligations as they fall due.

While uncertainty is inherent in any forward-looking assessment, the Trustees do not consider that such uncertainty gives rise to a material uncertainty that would cast significant doubt on the Charity's ability to continue as a going concern. Accordingly, the Trustees consider it appropriate to prepare the financial statements on a going concern basis.



Humane World for Animals United Kingdom Notes to the Financial Statements for the year ended 31 December 2025

1.9 Judgment in applying accounting policies and key sources of estimation

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts of assets, liabilities, income and expenditure, and the disclosure of contingent assets and liabilities.

Such estimates and assumptions are based on historical experience and other factors considered reasonable in the circumstances. Actual results may differ from those estimates.

1.10 Concentration of credit risk

The Charity's financial assets exposed to credit risk comprise primarily cash deposits, gifts and other receivables, and amounts due from related parties.

Gifts and other receivables consist principally of amounts due from individuals, corporations and related organisations. The Charity regularly monitors outstanding balances and, based on historical experience, has not incurred significant losses arising from the non-recovery of receivables.

Accordingly, the Trustees consider the Charity's exposure to credit risk to be low.

1.11 Legacy accounting policy

Legacy income is recognised when the Charity has entitlement to the legacy, receipt is probable, and the amount can be measured reliably.

For legacies, entitlement is considered to arise at the earlier of the date on which: the Charity is notified that probate has been granted, the estate has been substantially administered, and the executors have indicated that a distribution will be made; or a distribution is received from the estate.

Receipt of a legacy, in whole or in part, is considered probable only when the amount can be measured reliably and the Charity has been notified of the executor's intention to make a distribution.

Where the Charity has been notified of a legacy, or is aware that probate has been granted, but the criteria for income recognition have not yet been met, the legacy is treated as a contingent asset and disclosed where material.

1.12 Leases

On initial recognition, the Charity measures the right-of-use asset at cost.

The right-of-use assets are subsequently measured using the cost model. Under the cost model the carrying amount of the right-of-use asset is adjusted by a deduction for accumulated depreciation and impairment losses, and, where appropriate, any adjustment for any remeasurement of the lease liability. Depreciation charges and impairment losses are accounted for as items of expense.

The lease liability is initially determined by calculating the present value of the lease payments due after the commencement date using an appropriate interest rate. Payments made at the commencement date or prior to it are part of the cost of the right of use asset, but because these amounts have already been paid, they are not part of the lease liability.

The carrying amount of the lease liability is increased by the interest charge for the period and reduced by the lease payments made and, if appropriate, adjusted to reflect modifications to the lease or a change in fixed lease payments due. The interest charge on a lease liability and any variable lease payments not included in the measurement of the lease liability are accounted for as items of expenditure.

2. Donations and legacies

	Unrestricted funds (£)	Restricted funds (£)	2025 (£)	2024 (£)
Donations	4,547,147	263,589	4,810,736	3,289,879
Legacies	308,418	-	308,418	590,460
Royalty & License fees	33,379	-	33,379	32,853
Other income	4,892	-	4,892	-
	4,893,836	263,589	5,157,425	3,913,192

The donations and legacies income in 2024 was £3,913,192 of which £3,585,529 was unrestricted and £327,663 was restricted.

As at 31 December 2025 legacies where Humane World for Animals UK have entitlement but the remaining revenue recognition criteria have not been met, amount to £26,901 (2024:£67,380).

3. Raising funds

	Unrestricted funds (£)	Restricted funds (£)	2025 (£)	2024 (£)
Campaign costs	1,980,702	-	1,980,702	1,500,680
	1,980,702	-	1,980,702	1,500,680

The campaign costs in 2024 were £1,500,680 of which £1,500,680 was unrestricted and £Nil was restricted.

Humane World for Animals United Kingdom Notes to the Financial Statements for the year ended 31 December 2025

4. Promoting animal welfare

	Unrestricted funds (£)	Restricted funds (£)	2025 (£)	2024 (£)
Advocacy for animal welfare costs	1,967,242	88,630	2,055,872	1,674,253
Grants paid (note 5)	61,666	351,979	413,645	236,204
UK support costs (note 6)	964,039	-	964,039	890,872
Governance costs (note 7)	12,600	-	12,600	42,516
	3,005,547	440,609	3,446,156	2,843,845

Expenses for promoting animal welfare in 2024 were £2,843,845 of which £2,561,129 was unrestricted and £282,716 was restricted.

5. Grants paid

	Unrestricted funds (£)	Restricted funds (£)	2025 (£)	2024 (£)
Association of Dogs and Cats Homes	-	-	-	25,000
Global Aid Partners, Inc.	-	165,000	165,000	-
Homeless World	-	15,071	15,071	-
Humane World for Animals International	46,666	166,908	213,574	143,025
Humane World for Animals Liberia	-	-	-	68,179
Hvalavinir Whale Friends	15,000	-	15,000	-
Orangutan Veterinary Aid	-	5,000	5,000	-
	61,666	351,979	413,645	236,204

Grants paid in 2024 were £236,204 of which £25,850 was unrestricted and £210,354 was restricted.

5 grants (3 - 2024) were paid to institutions in year and nil grants (nil - 2024) were paid to individuals.

6. UK support costs

	Unrestricted funds (£)	Restricted funds (£)	2025 (£)	2024 (£)
Management overhead	521,581	-	521,581	528,274
Staff costs	264,968	-	264,968	220,165
Legal and professional fees	84,935	-	84,935	57,560
Rent	32,735	-	32,735	33,000
Bank charges	4,544	-	4,544	5,613
Insurance	3,275	-	3,275	3,259
Subscriptions	4,282	-	4,282	578
Printing, postage and stationery	18,727	-	18,727	26,390
Travel	13,112	-	13,112	7,362
Telecommunications	12,261	-	12,261	8,325
Office equipment	3,595	-	3,595	-
Foreign exchange differences	24	-	24	346
	964,039	-	964,039	890,872

Humane World for Animals United Kingdom office costs in 2024 were £890,872 of which £890,872 was unrestricted and £Nil was restricted.

Humane World for Animals United Kingdom Notes to the Financial Statements for the year ended 31 December 2025

7. Governance costs

	Unrestricted funds (£)	Restricted funds (£)	2025 (£)	2024 (£)
Audit fees:				
Current period	12,600	-	12,600	42,516
	12,600	-	12,600	42,516

The governance costs in 2024 were £42,516 of which £42,516 was unrestricted and £Nil was restricted.

8. Wages and salaries

	Unrestricted funds (£)	Restricted funds (£)	2025 (£)	2024 (£)
Wages and salaries	2,112,153	2,719	2,114,872	1,930,365
Social security costs	260,548	-	260,548	220,195
Employee Benefits	144,475	-	144,475	62,121
	2,517,176	2,719	2,519,895	2,212,681

The wages and salaries costs in 2024 were £2,212,681 of which £2,165,362 was unrestricted and £47,319 was restricted.

The average number of employees during the year was 32 (2024: 31). The number of employees at 31 Dec was 33 (2024: 33).

The Trustees consider the Trustees and Executive Director as the key management personnel of the Charity. The total wage cost including the employer's social security and pension contributions of the key management personnel were £119,988 (2024: £118,661).

Band	2025		2024	
	UK	Intl	UK	Intl
60-70,000	1	2	1	3
70-80,000	1	1	2	
80-90,000	2	5	1	4
90-100,000	1	-		1
100-110,000	2	1	2	
110-120,000	-	1		1
Total	7	10	6	9

Humane World for Animals UK employs international staff ("Intl") who are based in the UK, but are dedicated to Humane World for Animals' global work rather than on UK campaigns and activities. They report into managers and teams based outside of the UK. Costs for international staff are included in the reported Wages and salaries.

No Trustees received remuneration for performance of their role as Trustee during the year. No (2024: Nil) expenses were reimbursed to Trustees during the year.

Humane World for Animals United Kingdom Notes to the Financial Statements for the year ended 31 December 2025

9. Taxation

Humane World for Animals United Kingdom is a registered charity and therefore is not liable to income tax or corporate tax on income or gains derived from its charitable activities, as they fall within the various exemptions available to registered charities.

10. Debtors

	2025 (£)	2024 (£)
Other debtors	189,497	186,317
Prepayments and accrued income	848,133	633,132
	1,037,630	819,449

11. Fixed assets - right-of-use assets

The carrying amounts of the Charity's right-of-use buildings and the movements during the period are as follows:

A. Right-of-use assets	Leased Office Space (£)	Leased Storage Space (£)	Total Property ROU (£)
Cost			
At 1 January 2025	-	-	
Additions	66,356	9,198	75,554
At 31 December 2025	66,356	9,198	75,554
Accumulated depreciation			
At 1 January 2025	-	-	
Change for the year	(2,150)	(248)	(2,398)
At 31 December 2025	(2,150)	(248)	(2,398)
Net book value			
At 31 December 2025	64,206	8,950	73,156
At 31 December 2024	-	-	

This table is continued on page 41



11. Fixed assets - right-of-use assets (continued from page 40)

B. Lease liabilities	2025 (£)	2024 (£)
The movement in lease liabilities during the period was as follows:		
At 1 January	-	-
Recognition of new lease arrangement	75,554	-
Interest expense	162	-
Lease payments made	(6,881)	-
At 31 December	68,835	-
Amounts falling due within one year	36,445	-
Amounts falling due in more than one year	32,390	-
Total liability	68,835	-
C. Amounts recognised in the Statement of Financial Activities	2025 (£)	2024 (£)
The following items have been recognised directly in the Statement of Financial Activities:		
Depreciation expense on right-of-use assets	2,398	-
Interest expense on lease liabilities	162	-
Expense relating to short-term/low-value leases	28,500	-
Total amount recognised in the profit or loss	31,060	-
D. Lease commitments	2025 (£)	2024 (£)
The total future contractual undiscounted cash outflows under these lease agreements are scheduled for payment as follows:		
Expiry date:		
Within one year	38,268	-
Later than one year and not later than five years	32,886	-
Later than five years	-	-
	71,154	-



Humane World for Animals United Kingdom Notes to the Financial Statements for the year ended 31 December 2025

12. Creditors: amounts falling due within one year

	2025 (£)	2024 (£)
Trade creditors	356,965	146,413
Accruals	45,146	63,729
	402,111	210,142

13. Funds

Analysis of net assets between funds	Unrestricted (£)	Restricted (£)	2025 (£)
Cash at bank and in hand	661,201	289,264	950,465
Debtors	1,037,630	-	1,037,630
Right-of-use assets	73,156	-	73,156
Creditors falling due within one year	(402,111)	-	(402,111)
Lease liabilities	(68,835)	-	(68,835)
At 31 December 2025	1,301,041	289,264	1,590,305

Analysis of net assets between funds	Unrestricted (£)	Restricted (£)	2024 (£)
Cash at bank and in hand	784,147	466,284	1,250,431
Debtors	819,449	-	819,449
Right-of-use assets	-	-	-
Creditors falling due within one year	(210,142)	-	(210,142)
Lease liabilities	-	-	-
At 31 December 2024	1,393,454	466,284	1,859,738

14. Movement of funds

Analysis of Fund movements	Balance 2024 b/fwd	Incoming resources	Resources expended	Balance 2025 c/fwd
	b/fwd			c/fwd
Restricted	466,284	263,589	(440,609)	289,264
Unrestricted	1,393,454	4,893,836	(4,986,249)	1,301,041
Total	1,859,738	5,157,425	(5,426,858)	1,590,305

Analysis of Fund movements	Balance 2023 b/fwd	Incoming resources	Resources expended	Balance 2023 c/fwd
Restricted	421,337	327,663	(282,716)	466,284
Unrestricted	1,869,734	3,585,529	(4,061,809)	1,393,454
Total	2,291,071	3,913,192	(4,344,525)	1,859,738

15. Restricted Funds

Breakdown of Restricted Fund	Balance 2024 (£) b/fwd	Incoming resources	Resources expended	Balance 2025 (£) c/fwd
International Animal Rescue	344,002	24,613	174,000	194,615
Dog Meat Trade	2,691	15,041	15,041	2,691
Bolivia Spay/Neuter	-	70,954	70,954	-
Chile Spay/Neuter	25	70,954	70,979	-
Ukraine and Eastern Europe Response	85,325	15,000	15,071	85,254
Factory Farming	-	25,000	25,000	-
Liberia Chimp Sanctuary	6,284	-	6,284	-
Immunocontraception	2,957	-	1,253	1,704
Brazil Plant Based Campaign	25,000	-	25,000	-
Street Animal Welfare	-	5,000	5,000	-
Emergency Animal Rescue Fund	-	16	16	-
Vaccines	-	17,011	17,011	-
Global Trophy Hunting	-	5,000	5,000	-
End the Fur Trade	-	10,000	10,000	-
Global Companion Animal Welfare	-	5,000	-	5,000
	466,284	263,589	440,609	289,264

Restricted funds are reviewed monthly to ensure there are appropriate plans in place for the timely use of restricted income. Balances carried forward relate to ongoing programmes where expenditure is expected to be incurred in the following financial year. Certain funds designated for emergency response and animal rescue activities are inherently unpredictable in nature and will be used as needs arise, in accordance with donor restrictions and intent.

International Animal Rescue: Funds lifesaving efforts to protect animals affected by natural disasters, humanitarian crises, and human-inflicted suffering, including cases of neglect, abuse, animal fighting, and the dog meat trade.

Dog Meat Trade: Advances efforts to end the dog meat trade through public awareness campaigns, advocacy for legislative change, and the rescue and rehabilitation of animals.

Ukraine and Eastern Europe Response: Provides emergency funding, veterinary care, and essential supplies, including pet food, carriers, and blankets, to support animals and their caregivers affected by the conflict in Ukraine and neighbouring countries hosting displaced people and their pets.

Immunocontraception: Funds programmes in South Africa that use immunocontraception vaccines as a humane method of managing elephant population growth.

Global Companion Animal Welfare: Enables humane street animal population management and companion animal welfare initiatives around the world.

Humane World for Animals United Kingdom Notes to the Financial Statements for the year ended 31 December 2025

16. Related parties

During the year, the Charity received a grant of £211,584 (2024: £22,885) from Humane World for Animals (fka The Humane Society of the United States (the HSUS)). The grant contributed towards the Charity's travel and other operational costs, supporting the delivery of its charitable activities.

The Charity also received a grant of £1,503,410 (2024: £592,861) from Humane World for Animals International (fka Humane Society International). This grant contributed towards the payroll costs of international staff based in the UK and working on behalf of Humane World for Animals International (see Note 8), as well as allocated management overhead costs (see Note 6).

The Charity also received a grant of £178,388 (2024: £Nil) from Humane World for Animals Europe. The grant contributed towards the payroll costs of international staff based in the UK and working on behalf of Humane World for Animals Europe (see Note 8).

Included within other debtors and falling due within one year is an amount due from Humane World for Animals totalling £254,716 (2024: £Nil), Humane World for Animals Europe totalling £107,701 (2024: £16,098), and Humane World for Animals South Africa Trust totalling £1,695 (2024: £Nil).

Included within other creditors and falling due within one year is an amount due to the Humane World International totalling £Nil (2024: £Nil).

17. Post Balance Sheet Events

The Trustees have assessed whether there is any known impact on the value of the year and assets and liabilities. Assets in the balance sheet are considered to be fully recoverable and therefore no adverse effects to cash flows in the coming 12 month period have been identified.

18. Ultimate Controlling Party

The Charity's ultimate controlling party is Humane World for Animals (fka The Humane Society of the United Society (HSUS)), a not-for-profit organisation in the United States, with registration number 53-0225390. Humane World for Animals seeks to prevent and bring an end to animal cruelty in all of its forms, and to celebrate and strengthen the human-animal bond. The controlling party exercises control over by virtue of common trustees. Copies of the consolidated group accounts are available at www.humaneworld.org

19. Effect of transition to Charities SORP 2026 and FRS 102 Periodic Review 2024

These financial statements apply the requirements of the Charities SORP 2026 and FRS 102 Periodic Review 2024 amendments for the first time, with a transition date of 1 January 2025.

Upon transition, no adjustments were required to the opening reserves at this date to account for the implementation of changes to accounting for operating leases and income recognition for exchange transactions. No equivalent assets were held in the prior year.

Prior to the initial application of the revised FRS 102 Section 20 and SORP module 108, the entity classified a lease either as an operating or finance lease under the then-extant FRS 102 Section 20 and SORP module 10. Therefore, as at 31 December 2024, the entity only recognised leased assets and lease liabilities for finance leases.



Independent Auditor's Report to the Members of Humane World for Animals United Kingdom

Opinion

We have audited the financial statements of Humane World for Animals United Kingdom

(the 'charitable company') for the year ended 31 December 2025 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 December 2025 and of its incoming resources and application of resources, including its income and expenditure for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Humane World for Animals United Kingdom's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other Information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.

- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

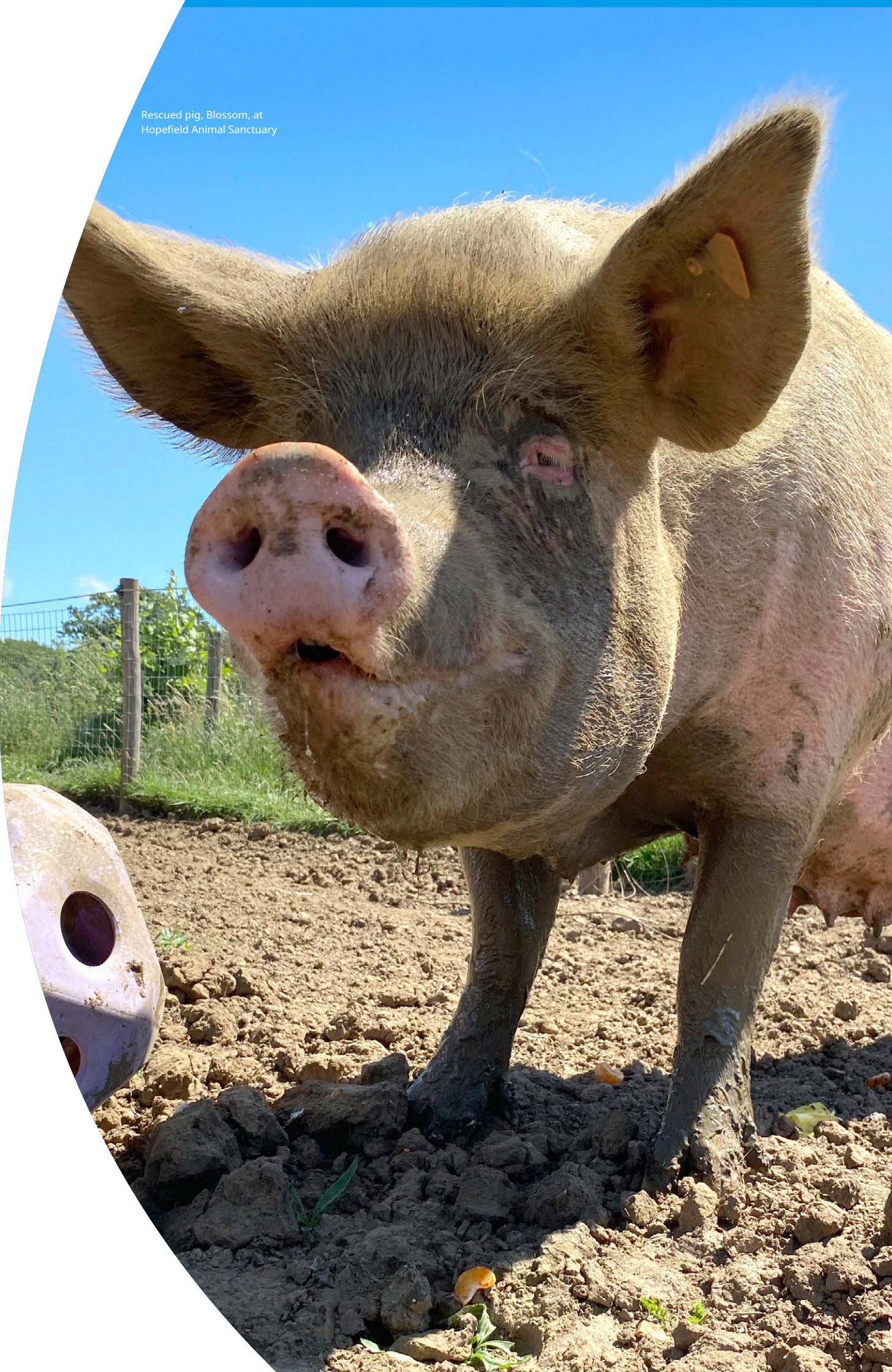
This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Jonathan Orchard (Senior statutory auditor)

23 September 2026

for and on behalf of Sayer Vincent LLP, Statutory Auditor 110 Golden Lane, LONDON, EC1Y 0TG

Rescued pig, Blossom, at
Hopefield Animal Sanctuary





Our mission

**Together, we tackle the root causes
of animal cruelty and suffering to
create permanent change.**



humaneworld.org

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Telephone: 020 3174 2185 info@humaneworld.org Registered charity no 1098925

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