



**Humane
World for
Animals™**

Formerly called Humane Society
International Europe

2024 Annual Report

Achievements for animals

A successful year

Dear friends,

As 2024 comes to a close, I want to thank you for your ongoing support and commitment to improving the lives of animals. This has been a year of adjusting strategies, navigating delays in key legislative files, and focusing on areas where meaningful progress remained possible.

Faced with limited political momentum at the EU level, we shifted gears. One of the most significant developments was our decision to reorient our campaign on improving the welfare of farmed animals and increase our engagement with industry partners and interested parties. In the long run, this approach will allow us to maintain pressure and build influence in the absence of the promised regulatory reform.

We also welcomed important national victories. Romania passed a ban on fur farming, and Belgium moved to ban trophy imports of endangered species – both the result of our long-term advocacy supported by effective public engagement.

Beyond legislative progress, we expanded veterinary outreach in underserved communities, continued support for animal relief efforts in Ukraine and trained law enforcement officers to address organised dogfighting. These efforts reflect our commitment to making a tangible difference for animals, even under challenging conditions.

Internally, we strengthened our team and maintained high staff stability. Our communications reached wide audiences, and we exceeded fundraising goals – essential to sustaining our work.



Looking ahead, our priorities include expanding work in the areas of wildlife protection and disaster preparedness, while continuing to push for progress on farm animal welfare and phasing out animal testing. Across all areas, our focus will remain on realistic, effective solutions rooted in collaboration and long-term impact.

A deeply heartfelt thank-you goes to our team members, to our donors and supporters and to our partners for being part of this work. We remain committed to advancing meaningful change for animals in Europe and beyond.

Warm regards,

Ruud Tombrock

Executive Director, Humane World for Animals Europe

We are Humane World for Animals

In February 2025, we announced that the Humane Society of the United States and Humane Society International are now called Humane World for Animals.

We are confident that the change will help clarify our global efforts and better reflect the significant work that we do for animals worldwide.

Our approach to tackling the root causes of animal cruelty and suffering remain steadfast as we move forward under our new name.

As we look to the future, we are uniting our efforts under a new name to better reflect who we are, the bold work we do and the global mission we share.



Our mission

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

Our commitments

We drive change with human action

We make real, lasting change for animals. We help people, governments and corporations shift behavior – providing the right support and advocating for policy change to stem the root causes of suffering and cruelty.

We drive change at scale

Animal suffering is rarely constrained to geographies or species. We make bold progress for all animals by working together on the biggest problems – no matter where they are or how deeply entrenched, we focus on where we can make the greatest impact.

We drive change with deep expertise

It takes an extensive toolkit and diverse specialists to tackle the complex root causes of animal suffering. From field responders, scientists and program advocates to litigators and experts in policy change – our teams pull every lever on behalf of animals.

We drive change with compassion

Driven by the belief that we can build a better world for animals, we work to end cruelty and suffering for good by welcoming all supporters, no matter their starting point, to join us in tackling the root causes and creating the solution.



Organisational highlights

In 2024, Humane World for Animals Europe made key strategic hires to strengthen our capacity in priority areas. New roles included senior strategists for regulatory science and for EU institutional policy, a compensation analyst supporting global operations, and a fundraising manager for major gifts based in Germany. These appointments reflect

our continued commitment to science-based advocacy, EU policy engagement and sustainable fundraising growth.

We also supported internal advancement, promoting our communications manager for Italy and Germany to a senior role. Successors were quickly onboarded, maintaining regional momentum in public engagement in both countries.

Farm animal welfare

Despite longstanding claims that the European Union leads the world in animal welfare, the conditions in which most farmed animals live remain deeply inadequate. More than 300 million farmed animals are still confined to cages, subjected to painful procedures and denied the ability to express their natural behaviours. EU law has failed to keep pace with science and with public expectation.

In 2024, Humane World for Animals Europe adjusted its Farm Animal Welfare strategy in response to the European Commission's decision to delay long-awaited animal welfare legislation. Recognising the political challenges at the EU level, we shifted focus towards industry engagement and building momentum from within the food sector. We prioritised two areas:

- Partnering with progressive agricultural parties to promote higher welfare standards

- Challenging the influence of entrenched industry lobbies that oppose reform

To support this shift, we established an internal strategy group and formed an external advisory board of animal agriculture experts to guide our new approach.

An area that remains open to legislative action is Animals in Transport, where we developed policy recommendations on journey limits, temperature controls and enforcement, and began targeted outreach in key Member States of the European Union.

We launched a national digital campaign in Romania to raise awareness of farmed animal conditions. The campaign generated strong results, reaching nearly 5 million people and garnering more than 15 million impressions – an indicator of increasing public interest in animal welfare in the region.



Leveraging *The Pecking Order*

Originally designed as a corporate benchmarking tool evaluating companies' welfare commitments for chickens used for meat production, *The Pecking Order Report* was strategically repositioned in 2024 to become a political advocacy tool. Working in coalition with other nongovernmental organisations, we aligned on using the report as a platform for EU parliamentary engagement.

A major milestone in this work was the planning of an event for multiple project collaborators in the European Parliament, scheduled for March 2025. The event will focus on legislative reform and corporate accountability for

broiler chicken welfare – bringing together Members of the European Parliament, NGOs, academics and industry leaders.

Corporate progress

Our efforts helped secure a public animal welfare policy from Domino's Pizza Poland, including a commitment to use cage-free eggs by 2024 and ECC-compliant meat by 2030.

We also deepened our partnership with Sodexo. More than 60 culinary professionals across Poland, Norway, Finland, Luxembourg and Sweden took part in trainings on plant-based menus and animal welfare best practices – advancing high-impact change across food service sectors.







Fur-Free Europe

Fur farming is one of the most severe forms of institutionalised cruelty to animals in the European Union. Animals such as mink, foxes, raccoon dogs and chinchillas are confined in tiny wire cages, deprived of ability to express their natural behaviours, and ultimately killed – often using inhumane methods – for the sake of nonessential fashion products. Scientific evidence and public opinion overwhelmingly oppose these practices, with more than 1.5 million EU citizens supporting the European Citizens' Initiative (ECI) to ban fur farming and fur sales.

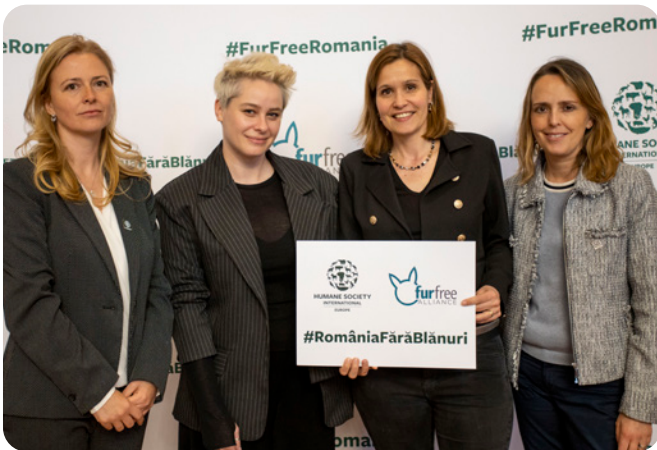
Despite these signals, fur farming continues in several Member States, and fur products can still be sold across the EU – even when they originate from systems banned domestically. Humane World for Animals Europe has worked for years to close these loopholes through policy advocacy, public mobilisation and direct engagement with fashion brands.

In 2024, our campaign focused on securing national bans, driving reform in the fashion industry and amplifying public support to build momentum for a full EU-wide ban on fur farming and the trade in fur products.



Building momentum in Poland

In Poland, one of the biggest fur producers in Europe, our campaign continued to gather pace. The Fur Free Poland petition reached over 60,000 signatures – 50,000 of which were collected in 2024 alone. Combined with ongoing advocacy and media attention, this growing public mandate is laying the groundwork for future legislative action. We were also actively engaged in the work of the parliamentary group for the ban on fur farming, pushing for progress on the submitted bill to prohibit the practice in Poland. Through regular engagement with key decision-makers, we made a compelling case for the legislation – emphasising both the ethical imperative and the strong public support behind the proposed ban.



Romania became one of the 23 EU Member States to have introduced full, partial or effective bans on fur farming.

Ban on fur farming in Romania

On 22 October, the Romanian Parliament voted to ban the farming of chinchillas and mink – the country's only fur-farmed species – with the ban set to take effect in January 2027. This breakthrough followed a three-year campaign led by Humane World for Animals Europe, which began with an undercover investigation into chinchilla farms.



In 2024, we mobilised public support through a national petition that gathered more than 76,000 signatures and culminated in a public event outside the Parliament. Media coverage, influencer support and sustained grassroots pressure turned fur farming into a nationally debated issue, securing broad political support for the ban.

Fur Free Friday: Public engagement across Europe

For the third year running, we led Fur Free Friday, a Europe-wide campaign aimed at discouraging fur purchases during the late-year holiday shopping season. In 2024, we refreshed the campaign with a youth-oriented digital strategy tailored to national contexts. In Poland, Fur Free Friday was closely aligned with our wider campaign to ban the production of fur, helping amplify its impact. Across the continent, the campaign combined lead generation with broad awareness-raising.

Fashion industry commitments

We also continued to influence change from within the fashion industry. In Romania, three additional brands –

AXENTE, Scapadona and Lenca – joined the Fur Free Retailer programme. Designer Ioana Ciolacu publicly endorsed the local ban on keeping animals for their fur and supported our advocacy efforts in Parliament.

Internationally, luxury brand Max Mara announced it would go fur-free following sustained pressure from the Fur Free Alliance, of which Humane World for Animals Europe is a strong member. Thanks to our strong presence in the United States – alongside strategic advocacy efforts in Europe – Humane World for Animals Europe played a pivotal role in securing this major victory for animals.

These developments reflect a growing shift in industry values and increasing reputational risk for brands that remain aligned with fur.

Looking ahead

With Romania's ban in place, our focus now turns to other priority countries, such as Poland and the EU itself. As the European Commission considers what legislative action to take in response to the Fur Free Europe European Citizens' Initiative, in 2024 Humane World for Animals Europe made submissions to the European Food Safety Authority's consultations on the welfare of fur farmed animals and is continuing the push towards achieving an EU-wide ban on fur farming.

In 2025, we will continue to expand efforts to raise public awareness, strengthen political relationships and increase pressure on fashion brands that have yet to commit to fur-free policies. Our goal remains clear: to bring an end to fur farming in the EU and eliminate fur from the European marketplace entirely.



Trophy hunting and wildlife

Trophy hunting is a cruel practice in which wild animals – often endangered species such as lions, elephants, leopards and rhinos – are killed for their heads, hides, tusks or other body parts to serve as status symbols. Despite being framed by some as a conservation strategy, the economic benefits often bypass local communities and fail to justify the removal of key breeding animals from ecosystems.

Methods used are frequently inhumane – such as baiting, bow-hunting or prolonged chases – and serve trophy value over animal welfare. The practice reinforces the commodification of wildlife and undermines efforts to protect species and habitats.

The European Union is the second-largest importer of hunting trophies in the world, after the United States, giving EU legislation and trade policy significant weight in curbing global demand and disrupting the market.

Through public advocacy, legislative engagement and corporate campaigning, Humane World for Animals Europe is working to end trophy hunting's place in European policy and logistics – pushing for bans, shifting social norms and closing transport loopholes that enable the trade.

In 2024, Humane World for Animals Europe refined its approach to trophy hunting, balancing continued advocacy for import bans with a strategic shift towards new wildlife protection priorities.

Legislative progress

Our campaign has benefitted from our success in Belgium from 2023, when a national ban on imports of hunting trophies from endangered species was passed – a major legislative milestone supported by our advocacy. This decision became a reference point in our engagements with policymakers in France, Spain and Poland.

In France, a legislative proposal championed by politicians, with our support, was unfortunately disrupted by the 2024 general election. But having been re-elected, our political allies have now reintroduced a trophy import ban bill proposal in the Assembly. Additionally, senators have also registered a nearly identical legislative proposal in the parliamentary upper chamber – in a show of support for the progression of the Assembly bill. We hope to see parliamentary time assigned to the proposals before the end of 2025.



In Spain, following months of consultation with the Ministry of Ecological Transition, and with our support, the all-party group for animal welfare stated its intention to register a Motion for Resolution to halt trophy imports – an important step towards future legislation.

In Poland, we have continued to develop and promote a legislative proposal to halt trophy imports. We are now working with supportive politicians to register the initiative and ensure parliamentary time is assigned to the proposal. We also successfully replicated the photography exhibition from Italy inside the Sejm (Parliament), directly inspiring political leaders to endorse a legislative proposal for a ban. The initiative was publicly supported by the Speaker of the Sejm and other influential MPs, signaling growing political will to act on the issue. Our national petition gathered nearly 20,000 signatures, reinforcing public demand for stronger wildlife protection.

The organisation's efforts to protect wild animals in Poland also focused on strengthening law enforcement capacity. Through targeted training sessions, we equipped prosecutors and police officers with the tools to better detect and respond to wildlife crimes – complementing our policy advocacy by reinforcing implementation at ground level.

In Italy, we continued our advocacy in a politically challenging environment. We increased public and political pressure through a high-profile exhibition of photos by internationally renowned photographer Britta Jaschinski, held at the Chamber of Deputies. The event generated national media coverage and helped keep the issue on the legislative agenda. Meanwhile, **ITA Airways publicly committed** to banning the transport

of hunting trophies, a move that drew praise and attention in outlets including *Forbes Italy*. A bill to ban trophy imports was tabled in Parliament, though it did not advance.

In Germany, navigating coalition politics remained challenging. However, we advanced key technical work, commissioning a legal analysis supporting the implementation of a Ministerial Decree to ban trophy imports. As an active member of a national NGO coalition, we also continued to elevate the issue of trophy hunting among policymakers and institutions. To sustain public pressure, we joined forces with our coalition partners to launch a petition that gathered nearly 85,000 signatures – formally presented to the Ministry of the Environment in March.

Corporate engagement

We worked with airlines to restrict the transport of hunting trophies. In 2024 Air France, KLM and Volotea implemented bans, while our engagements on this with Lufthansa and TUI are ongoing, showing encouraging signs. These efforts aim to make trophy hunting not only politically but logistically difficult.

Public awareness

Humane World for Animals Europe maintained strong media visibility with coverage by Reuters, *Forbes* and major national media, which supported our legislative aims. Our collaboration with *ZDF Magazin Royale* in Germany brought the issue to prime-time television, where Humane World for Animals Europe was credited as a source and contributor.

85,000

signatures delivered to the
Ministry of Environment in March

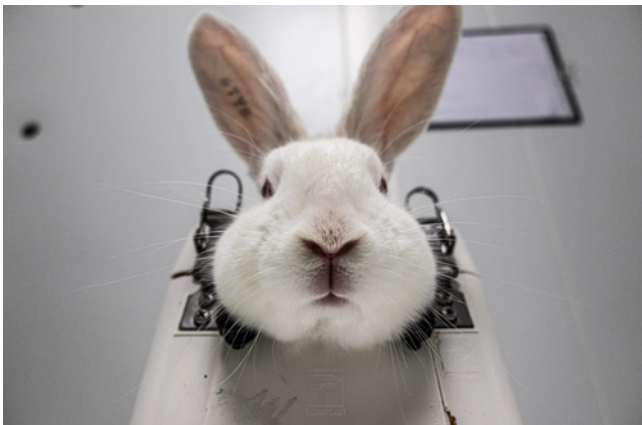
Looking ahead

In 2025, Humane World for Animals Europe will continue to pursue pending legislative proposals in Spain, France and Poland, while finalising a new wildlife protection campaign focus. We will also aim to consolidate airline and transport sector commitments to close loopholes for trophy imports.

Ending animal testing

Despite longstanding EU commitments to animal welfare, regulatory testing under the REACH chemicals law continues to rely heavily on animal experiments – even where non-animal alternatives exist. The legal requirement to use animal testing only as a “last resort” is routinely ignored, and delays to the REACH revision process have further slowed progress towards modern, humane and safe science.

In 2024, Humane World for Animals Europe shifted its strategy to accelerate change from within the existing system. Rather than waiting for broad legislative reform, we focused on securing test-specific acceptance of non-animal methods and building alliances with Member States – such as the Netherlands and Spain – committed to advancing scientific, regulatory and cultural change towards a fully animal-free future.



Strategic shift: From legislation to scientific evidence

With the REACH revision continuously delayed, Humane World for Animals Europe focused on identifying specific tests where validated non-animal methods already exist. We developed detailed scientific cases and began lobbying EU and national agencies to accept these alternatives for particular chemical safety assessments – using a “one test at a time” approach to achieve progress despite legislative stagnation.

We deepened collaboration with the Dutch government, which expressed interest in building a coalition of Member States to champion the regulatory acceptance of New Approach Methodologies (NAMs). Humane World for Animals Europe supported planning for a cross-border platform and began designing a webinar series to educate civil servants and regulators in strategically selected countries, helping to align regulatory culture across the EU.

In Spain, we secured political and institutional momentum. We had favourable meetings with the Ministry for Ecological Transition and the Directorate General for Animal Welfare on the introduction of NAMs. At the same time, we secured the inclusion of REACH and animal use reduction in the European Parliament programme by the Spanish Socialist Party. We also partnered with REMA, a Spanish biomedical network, to co-host a major policy event on chemical regulation, hosted at the Ministry of Health – marking a shift towards institutional endorsement of non-animal science.

Supporting the EU road map to phase out animal testing

The European Citizens’ Initiative (ECI) “Save cruelty-free cosmetics – commit to a Europe without animal testing,” which gathered over 1.2 million validated signatures across the EU in 2022, led the European Commission to make several commitments, including the development of a road map to phase out animal use in chemical safety assessments. Humane World for Animals Europe has been actively contributing to this process from the outset.

In June 2024, Humane World for Animals Europe, together with other animal welfare organisations, organised a multiparty roundtable workshop to support the European Commission’s ongoing work on the EU road map towards phasing out animal testing for chemical safety assessments. The workshop brought together experts from regulatory agencies, industry, academia and civil society who explored and defined key elements and organisational structures needed for the road map, and identified pathways to facilitate the transition to a non-animal testing regulatory framework. The recommendations of the roundtable are intended to support the Commission’s work and may serve as a valuable reference for similar initiatives around the world.

What’s next

In 2025, we will expand our test-specific strategy, grow the coalition of supportive Member States and deliver training programmes for regulators. Through this targeted and collaborative approach, Humane World for Animals Europe is laying the groundwork for a future in which regulatory science no longer relies on outdated animal tests but embraces more ethical, human-relevant innovations.

Dogfighting and law enforcement training

Dogfighting remains one of the most brutal forms of animal cruelty in Europe, often hidden from public view but closely tied to organised crime, illegal gambling and violence. In 2024, Humane World for Animals Europe continued positioning itself as a leading voice on this issue, expanding law enforcement training, strengthening cross-sector collaboration and reframing dogfighting as a serious public safety threat, not just an animal welfare concern.

Recognising that enforcement is key to dismantling dogfighting networks, Humane World for Animals Europe prioritised building knowledge and capacity among law enforcement professionals across several countries.

Romania

In October 2024, we organized a specialised training session for members of Romania's newly established Animal Police Unit. The workshop, attended by officers from across the country, covered the identification of the signs of dogfighting operations, evidence collection and case-building techniques. It also addressed understanding the links between dogfighting, organised crime and other illegal activities. Trainers included legal experts, seasoned investigators and veterinary professionals, ensuring a multidisciplinary approach. Participants reported increased confidence and readiness to pursue dogfighting cases.



Italy

In collaboration with national police authorities and our partner organisation Fondazione Cave Canem, we conducted specialised training sessions for police inspectors in training, with a focus on the intersection between illegal betting operations and organised dogfighting. This training was particularly timely, as Italy continues to grapple with organised crime's infiltration into gambling and animal fighting enterprises. We also presented the findings of an in-depth legal and criminological research on dogfighters, conducted thanks to two scholarships we awarded to two young professionals. The full results will be published in 2025.

Framing dogfighting as serious organised crime

Humane World for Animals Europe consistently framed dogfighting as part of wider criminal networks involving gambling, trafficking and violence. This strategy helped engage broader law enforcement actors, including financial crime units, gang investigators and public safety officials – positioning animal cruelty as a serious threat to communities.

The ongoing challenges remain the underreporting, driven by fear or distrust and limiting community cooperation, as well as resource constraints, which prevent some agencies from prioritising animal crime cases. To address this, Humane World for Animals Europe is preparing targeted public awareness campaigns and advocating for the creation of dedicated animal crime units, building on Romania's example.



Companion animals

In 2024, Humane World for Animals Europe continued to strengthen its companion animals programme, focusing on expanding access to veterinary care, promoting humane population management, and supporting longer-term solutions for both owned and free-roaming animals.

Recognising that companion animal welfare is often closely tied to poverty, social exclusion and lack of services, our work targeted communities where animals and their guardians face the greatest barriers to care.

Expanding access to veterinary care in Romania

Building on work initiated in 2023, we partnered with local animal welfare organisations in Romania to deliver veterinary services in communities with limited access to care. Mobile veterinary teams provided spay/neuter surgeries, vaccinations, parasite treatments and basic medical care in rural regions and urban outskirts, especially around Transylvania and Bucharest. These interventions were supported by collaboration with local authorities and

community leaders, helping to embed responsible pet ownership practices and ensure long-term engagement. Our approach was grounded in the view that access to veterinary care should be recognised as a social justice issue as well as a matter of animal welfare.

Pata Rât project: Reaching vulnerable communities

One of the programme's most significant initiatives took place in Pata Rât, a settlement near Cluj-Napoca where around 100 families live in extreme poverty next to a landfill site. In partnership with Tac Social, a local organisation, we delivered a coordinated package of care for companion animals living in the settlement. This included spay and neuter procedures to control the birth rate of unwanted animals, vaccinations and parasite control to reduce health risks, and treatment for injuries and illnesses that would otherwise go untreated. We also engaged the local community through education on animal welfare, hygiene and disease prevention, helping build awareness of basic care practices.

Street cat population management in Germany

Millions of street cats live in Germany – often unnoticed, sick and reproducing uncontrollably. Despite the scale of the problem, it remains a largely overlooked animal welfare issue. In Schleswig-Holstein, Humane World for Animals Europe supported a large-scale trap-neuter-return project aimed at reducing free-roaming cat populations. Working with local authorities and veterinary professionals, we helped sterilise, chip and register 1,176 cats – 681 females and 495 males. Building on this, we are now expanding our efforts and exploring further opportunities to apply our expertise in Germany. Our goal is to break the cycle of suffering and reproduction, reduce the burden on animal shelters, and sustainably improve the lives of stray cats.

Building the foundation for policy and advocacy

In parallel with direct service delivery, Humane World for Animals Europe continued to lay the groundwork for broader policy change. We focused on strengthening regulatory frameworks for spay/neuter programmes, advocating for access-to-care initiatives to become part of municipal welfare strategies, and promoting the inclusion of companion animal welfare in broader social policy agendas. By showcasing the benefits of proactive, humane interventions, we aimed to build political support for more systemic change in this area.



Looking ahead

In 2025, we will work to expand our outreach in Romania to additional underserved communities while exploring the viability of similar models in other countries facing comparable challenges. In Germany, we will expand our efforts to sustainably improve the lives of street cats in Schleswig-Holstein, and we will explore further opportunities to apply our expertise.



Disaster preparedness

Disasters – regardless of the cause – are increasing in scale and severity across Europe. Yet in most emergency frameworks, animals remain overlooked. In 2024, Humane World for Animals Europe started work on a new initiative to change this. Our goal: to ensure that animals are systematically included in disaster planning and response policies, both at the EU and national levels.

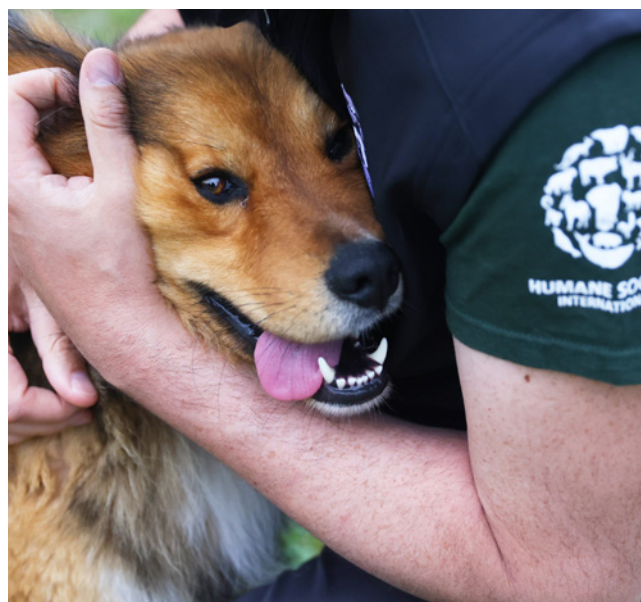
Between late 2023 and March 2024, Humane World for Animals Europe conducted an in-depth scoping review in five key jurisdictions: Germany, Italy, Poland, Romania and at the EU level. The review assessed:

- Existing laws and policies around disaster management and their treatment of animals.
- Institutional readiness, including coordination capacity and responder training.
- Public health risks linked to the neglect of animals during emergencies.
- Examples of replicable best practices.
- Key actors in emergency response and animal protection.

The scoping review revealed critical gaps in how animals are treated – or often ignored – in disaster planning across Europe. In most jurisdictions, animals remain largely absent from formal policies. Where companion animals are occasionally mentioned, other categories (such as farmed animals, wildlife and working animals) are typically excluded altogether. Even when legislation does reference animals, there is often a significant disconnect between policy and practice, with weak implementation resulting from insufficient funding, training and interagency coordination.



Importantly, the review highlighted the underestimated public health risks linked to failing to evacuate or care for animals during disasters – risks that can complicate human evacuation efforts and contribute to disease outbreaks. In the absence of government-led provisions, civil society actors – particularly NGOs and volunteer networks – frequently step in as the de facto emergency responders for animals, though often without official recognition or support. Despite these challenges, the review also identified real opportunities for progress, drawing from examples within and outside Europe that demonstrate how animal-inclusive disaster preparedness can be effectively implemented.



The findings from our scoping exercise also revealed clear opportunities to drive systemic change. At the policy level, Humane World for Animals Europe will advocate for the formal inclusion of animals in both national and EU disaster frameworks, making animal welfare a non-negotiable component of preparedness planning. We will also assess the potential for developing training resources and practical guidance to help emergency responders protect animals more effectively during crisis situations.

In response to severe flooding that struck southwestern Poland in the autumn of 2024, Humane World for Animals Europe provided direct aid and emergency grants to six local organisations working on the ground to rescue animals. This support enabled them to recover from the damage, continue lifesaving operations and provide ongoing care for affected animals.



Ukraine emergency relief efforts

As the war in Ukraine entered its third year in 2024, we remained steadfast in our commitment to help animals caught in the conflict and the people who care for them. Amid continued violence and displacement, our emergency relief programme provided essential support – ensuring animals received food, medical care, shelter and protection.

Through direct grants, partnerships and large-scale supply operations, we delivered assistance to tens of thousands of animals, helping stabilise both pet-owning families and shelters under extreme strain.

Delivering lifesaving aid

The response of Humane World for Animals International (formerly called Humane Society International) in 2024 continued to focus on four key areas:

- Pet food distribution
- Emergency veterinary care
- Shelter support and animal rescue
- Cross-border aid for refugees with animals

Working with trusted partners, we ensured aid reached communities in need – both within Ukraine and across neighbouring countries.

Key achievements in 2024

Our partnership with the Ukrainian Red Cross remained a cornerstone of our response. Together, we:

Distributed

256,547

kilograms of pet food in conflict-affected areas.

Reached

81,728

pets with food and essential supplies.

Delivered

23,872

pet care items, including carriers, flea/tick treatments, litter boxes and other necessities.

This work helped internally displaced families stay together with their animals, reducing the burden on overcrowded shelters.

With funding from Humane World for Animals International, Ukrainian NGO Homeless World carried out critical animal rescue and rehabilitation operations:

3,419

animals received emergency care, including:

2,419

rescued and medically treated

1,000

spay/neuter surgeries to prevent further suffering

In collaboration with Red Panda, a Romanian animal welfare group, we expanded our cross-border work:



In Romania,

154

pets received urgent veterinary exams and surgical treatments.



In Ukraine,

25,768

kilograms of pet food supported 7,944 animals in shelters and informal sanctuaries.

Alongside the Federation of Veterinarians of Europe (FVE) and the Federation of European Companion Animal Veterinary Associations (FECAVA), we continued the Vets for Ukrainian Pets initiative, under which Ukrainian refugees traveling with pets had access to free veterinary care of up to €250 per animal in 38 European countries. A total of 3,724 animals were treated through the scheme by the end of 2024.

The programme provided a critical safety net, ensuring that Ukrainians fleeing the conflict did not have to choose between their own survival and the health of their beloved pets. Due to overwhelming demand, the programme was extended multiple times and became a model for refugee-centric, animal-inclusive humanitarian response.

Looking ahead: From relief to recovery

In 2025, Humane World for Animals International will continue to prioritise its strong partnerships with the Ukrainian Red Cross and Homeless World. These collaborations have proven essential in delivering effective, on-the-ground support to animals and the communities that care for them. Our focus will remain on reinforcing these relationships to ensure consistent aid, improved coordination and sustained impact as the conflict continues.



Last preparations of a shipment of dog and cat food to Ukraine.



Communications and public engagement

In 2024, Humane World for Animals Europe continued to elevate animal protection issues across Europe through a blend of high-impact storytelling with advocacy-driven campaigns. We developed innovative digital content, launched targeted campaigns and worked with major media outlets to ensure that animal welfare remained a visible and urgent issue across the EU. A refreshed youth-oriented digital strategy allowed us to expand our reach, diversify our supporter base and connect with new audiences in key countries.

A cornerstone of our 2024 public-facing work was the campaign to build allies in the EU policymaking world, launched in the lead-up to the European Parliament elections. Through a strategic media partnership with Euractiv, we published editorials, policy explainers and expert commentary to raise visibility for animal welfare among EU decision-makers. This campaign generated nearly 4 million social media impressions and established Humane World for Animals Europe as a credible actor in the EU political space. It culminated in our presence at the 2024 Politico welcome event for new Members of the European Parliament, where Humane World for Animals Europe was the only animal protection group represented.

In Romania, we launched a public awareness campaign on the hidden realities of farmed animals, reaching more than 5 million people through digital and search-based advertising. The campaign served as a foundation for future storytelling and awareness raising on this topic.

Another major highlight was our *Natura morta. In consegna.* photography exhibition in Rome. Hosted inside the Italian Parliament, the exhibition showcased powerful images of

hunting trophies by award-winning photographer Britta Jaschinski. It generated significant media coverage and reinforced public and political pressure for a national ban on trophy imports. The exhibition was later replicated in the Polish Sejm.

We also brought renewed energy to our annual Fur Free Friday campaign, adopting a bold, youth-focused approach to digital mobilisation. Tailored social content across multiple European countries generated over 1 million impressions and brought in nearly 15,000 new supporters in Germany, Italy, and Romania – demonstrating the continued strength of fur as a unifying issue for the next generation of animal advocates.

On social media, we reached nearly 290,000 followers across platforms, bolstered by targeted growth strategies in countries including Spain, Romania and Poland. Regional accounts enabled us to localise messaging and build grassroots momentum in key campaign areas.

Looking ahead

In 2025, Humane World for Animals Europe will further align its communications with the global rebranding initiative of the organisation, strengthen policy media partnerships and invest in multimedia storytelling. Our communications strategy will remain deeply integrated with our campaign work, continuing to make animal welfare issues visible, political and impossible to ignore.

Supporting our movement

Our ability to fight animal cruelty in Europe and around the world is made possible by the compassion and generosity of our donors. In 2024, we continued to offer a variety of engagement opportunities to supporters, including fundraising events, cash appeals, monthly giving, corporate and trust partnerships, and legacy gifts.

Our fundraising strategy centers on three pillars: individual giving, legacy fundraising and philanthropy. We focused on refining our messaging, increasing campaign effectiveness and ensuring we had a balanced mix of activities to inspire action and generate vital resources. Staying donor-centric remained a priority – we offered multiple avenues for supporters to contribute, both financially and through advocacy.

In 2024, we invested further in individual giving, focusing especially on recurring donations. We balanced short-term investments with medium-term growth strategies to support our expanding programmatic work. Our aim remains to not only grow our income but to build resilience into our funding base for the future.

We saw strong growth in regular giving income, continuing a four-year upward trend. Increased investment in our individual giving marketing programme, including Direct Response Television (DRTV), digital outreach and telemarketing campaigns, delivered excellent results in key markets. These initiatives are laying a solid foundation for future income growth and supporter engagement.

Philanthropic support also remained strong in 2024, with generous contributions from high-net-worth individuals, trusts and foundations, and corporate donors. Many of these gifts were restricted to specific projects, allowing for targeted, high-impact work across multiple countries and programme areas. We also advanced our legacy promotion efforts in key European markets – an area that is essential for ensuring we can protect animals not just today, but for generations to come.

Our partners

Donors from across Europe and around the world played a crucial role in advancing our mission in 2024. Their consistent support enabled us to protect animals from cruelty, deliver lifesaving aid in emergencies and build a more compassionate future for all species. Many of our philanthropic and corporate partners support us year after year, providing the steady funding required to operate at scale. Their commitment forms the bedrock of our work and signals growing momentum for animal protection globally.

The Nando and Elsa Peretti Foundation

Among our most steadfast and visionary partners, the Nando and Elsa Peretti Foundation continues to demonstrate the transformational power of thoughtful philanthropy. Established by Elsa Peretti in 2000 to honour her father, the foundation reflects her enduring commitment to social justice, environmental protection and animal welfare.

In 2024, the foundation's generosity helped us provide medical care to hundreds of vulnerable animals at our Black Beauty Ranch sanctuary in Texas, USA. Its support also enabled emergency response work across Mexico, Nepal, Romania, Poland, Viet Nam, Ecuador and India – bringing hope and healing to communities devastated by disasters.

Through this partnership, Elsa Peretti's legacy of compassion continues to resonate across continents, reminding us that a single act of kindness can create ripples of change around the world.

Together, our philanthropic, foundation and corporate supporters are helping to end some of the most entrenched forms of animal cruelty. Their generosity not only funds our programmes; it saves lives, transforms systems and fuels a growing global movement for animal protection.

Our supporters

The deep bond between people and animals lies at the heart of everything we do. Our progress is only possible because of the steadfast commitment of our individual supporters, who share our vision of a more humane world.

Whether through monthly giving, campaign action, legacy pledges or advocacy, our donors help us achieve real and lasting change. Their compassion is the reason animals receive the care, protection and respect they deserve.

Looking ahead

We remain committed to testing new messaging, deepening relationships with our supporters and diversifying income streams to build long-term sustainability. Our fundraising approach continues to place supporters at the heart of everything we do. They are the force behind real change for animals, and we strive to make every interaction with them meaningful and impactful.

Ending cruelty around the globe



Canada

We helped secure a federal ban on the trade and import of elephant ivory and rhino horn, including hunting trophies.



South Korea

Passed a historic law to ban the dog meat trade, marking a watershed moment after years of sustained advocacy.



Vermont, USA

Became the eighth U.S. state to ban the sale of puppies in pet stores, striking a blow to the puppy mill pipeline.



South Africa

Legal action successfully suspended 2023 hunting and export quotas for African leopards, elephants and black rhinos.



Chile

Enacted a national ban on animal testing for cosmetics, strengthening the global push towards cruelty-free beauty.

Advancing plant-based food systems

In the United States, our food policy advocacy resulted in an additional 8 million plant-based meals served daily – totalling 2.8 billion annually.

Globally, new commitments in Asia, Africa, India, Canada and Latin America will shift more than 700,000 meals per year to plant-based options – sparking systemic change in institutional food service.

Enhancing companion animal welfare

In Latin America, Humane World for Animals International trained nearly 50 veterinary professionals in high-quality sterilisation techniques and delivered services to over 9,000 dogs and cats in Bolivia. In Chile, we launched our first mobile veterinary team, bringing affordable care to underserved communities. New mobile clinics in Costa Rica and Mexico are now reaching remote communities with spay/neuter services and public education, including on dog bite prevention.

Expanding access to veterinary care

In the U.S., Pets for Life and Rural Area Veterinary Services programmes of Humane World for Animals Inc. (formerly called the Humane Society of the United States) delivered over 66,700 services to more than 16,200 pets in underserved communities. We distributed over 8 million pounds of pet food and 5,500 pallets of supplies, worth more than \$34 million, to struggling pet owners across the country. Scholarships totalling \$60,000 were awarded to veterinary and vet tech students committed to advancing animal welfare and equitable access to care.

For the financial year ending on 31 December 2024

Income		2024
Donations		€1.737.188
Grants	Trusts and Foundations	€195.665
	Humane World for Animals, Inc. (formerly called the Humane Society of the United States)	€81.039
	Humane World for Animals International (formerly called Humane Society International)	€5.874.762
Interest Income		€11.100
Total Income		€7.899.754

Expenses		2024
Compensation	Total	€1.818.225
	Fundraising	€336.455
	Campaigns and Communications	€1.481.770
Non-Compensation	Total	€5.634.575
	Fundraising	€2.048.454
	Campaigns and Communications	€2.426.887
	Grants to other organisations	€1.159.234
Total expenses		€7.452.800
2024 Balance		€446.953

Our total spending for 2024 was EUR 7.452.800 which breaks down as follows:

- **Compensation:** EUR 1.818.225
 - Fundraising: EUR 336.455
 - Campaigns and Communications: EUR 1.481.770
- **Fundraising Costs*:** EUR 2.048.454

- **Campaigning Programmes and Communication Costs:** EUR 2.426.887

These include 1) the costs for engaging experts to support our efforts in promoting animal welfare at both EU and national levels, along with social media advertising aimed at policymakers, and 2) general costs needed to deliver our programs and manage the office, including legal fees, travel, utilities, and other operational expenses.

- **Grants:** EUR 1.159.234
Funds awarded to other non-profit organizations to further our shared mission of promoting animal welfare, providing direct care, and rehabilitating animals.

For 2024, Humane World for Animals Europe ended with a balance of EUR 446.953

* In 2024, we continued to strategically invest in key income-generating areas, with a strong focus on expanding our marketing programme, growing regular giving and securing multi-year philanthropic partnerships. This significant investment is essential to building a sustainable future for our mission to end animal cruelty. And thanks to the generosity of our supporters, we are laying the groundwork for greater global impact for animals in the years ahead.

You can find our global financials [here](#)

Our mission

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



**Humane
World for
Animals™**

humaneworld.org

Humane World for Animals Europe

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