Global progress you made possible.
Dear Friends,

In the past 20 years, your generous and unwavering support has taken Mercy For Animals from an idea to one of the strongest voices for farmed animals.

Change is inevitable in our movement, and 2018 was transitional for us. But more than ever, I feel optimistic about the future for farmed animals. In the second half of the year, we did the hard work of setting MFA up for success. We filled key leadership roles, created an expanded board, invested in important infrastructure, and undertook organization-wide strategic planning. All the while, our programs continued to break ground.

Thank you—we would not be here today without you.

Because of you, in 2018 we investigated dozens of factory farms and slaughterhouses in four countries. We shined a light on unimaginable animal suffering, and we used our footage to compel companies to adopt meaningful animal welfare policies and lawmakers to enact protections that will impact countless farmed animals.

With your support, we fought alongside other game-changing organizations to inspire voters in California to pass Prop 12—the strongest farmed animal protection law in the world. Thanks to you, we have significantly reduced suffering for millions of individual animals, not just in California but across the country.

The list of victories is long. We worked with other passionate advocates to keep a harmful amendment out of the farm bill and to ban cruel cages in Rhode Island and large-scale drift nets off the California coast.

We’ve shared our vision of a compassionate world with people around the globe and brought new voices into our movement.

To ensure our efforts help the most animals possible, we’ve continued to examine our impact and adapt as an organization.

From all of us at MFA, thank you for being part of our team and making all this progress possible.

With gratitude and hope,

Leah Garcés
President

I've been a fan of Mercy For Animals for a really long time.

ALICIA SILVERSTONE

I'm looking forward to the day when no one has to go undercover anymore.

ELLIOT KNIGHT

Mercy For Animals is showing people how easy it is to be vegan.

EVANNA LYNCH
Because of you, we are closer to a world where all animals are protected, respected, and free to pursue their own interests.

Until every cage is empty, we need every voice speaking out for animals.
Unwavering Momentum in the U.S.
Convinced First Watch, Pollo Tropical, Sweetgreen, Bruegger’s Bagels, and more than a dozen other companies to ban the worst abuses endured by chickens raised for meat. Once implemented, the policies will reduce suffering for millions of birds.

Called on McDonald’s to prohibit the worst abuse of chickens in its supply chain. MFA and partner organizations ran a thought-provoking ad in NYC’s Times Square and held protests around the country.

Supported a coalition that moved voters in California to pass the strongest farmed animal protection law on the planet. Prop 12 will ban cages for mother pigs, egg-laying hens, and calves raised for veal in California and the sale in the state of pork, eggs, and veal from caged animals.

Helped defeat a dangerous amendment to the federal farm bill. Hundreds of state and local animal protection laws are now safe from reversal.

Released a powerful documentary short on the heroes who saved farmed animals during Hurricane Florence. The film reminded viewers of the millions left to drown.

Hosted more than 50 celebrities and online influencers at MFA’s Hidden Heroes Gala. Emily Deschanel, Kat Von D, Alicia Silverstone, Maggie Q, Evanna Lynch, Elliot Knight, and Matt Lauria made for an unforgettable evening.

United with environmental groups in a campaign to end deadly large-scale driftnets off California’s coast. The ban passed after multiple investigations and widespread volunteer action.
Building a Mighty Movement in Brazil
Opened an office in São Paulo. The space supports collaboration, idea sharing, and team building for animal advocates throughout the country.

Moved over 21 major companies to stop using eggs from caged hens. They are revolutionizing the landscape for farmed birds in Brazil.

Uncovered heartbreaking conditions for chickens inside five factory farms in Brazil. Coverage from several Brazilian outlets brought widespread awareness to the animals’ suffering.

Uncovered heartbreaking conditions for chickens inside five factory farms in Brazil. Coverage from several Brazilian outlets brought widespread awareness to the animals’ suffering.

Joined with other animal protection groups to persuade the country’s leading supermarket chain to ditch cages. Carrefour Brazil will no longer buy eggs from cruelly confined birds.

Hosted more than 20 compelling demonstrations. The eye-catching actions called on companies to change how they treat chickens.

Demanded companies eliminate cages. More than six campaigns launched and pressure on major corporations GPA and Walmart intensified.

Trained over 750 public school chefs on plant-based eating and cooking. The cities of Sinop, Niterói, and São Gonçalo embraced our Conscious Eating program.

Partnered with the city of Pedreira to reduce meat, dairy, and eggs served in public schools by at least 20 percent. More than 200,000 plant-based lunches will replace animal-based meals each year.

Collaborated with Brazil’s Alana Rox. The influencer and TV host raised awareness of MFA.

Collaborated with Brazil’s Alana Rox. The influencer and TV host raised awareness of MFA.
Unstoppable Progress in Latin America
Hosted a powerful protest in Mexico City. Demonstrators urged Walmart executives to extend the company’s animal welfare policies to Latin America.

Networked with activists and supporters at the international Minding Animals Conference in Mexico City. MFA staff member Mariana Issa gave a presentation on MFA’s strategies in Latin America.

Swayed more than seven companies in Mexico, including Mr. Sushi, Grupo Alimentarium, Giornale, La Flor de Córdoba, Montparnasse Pastelerías, Munchin Donuts, and La Borra del Café, to commit to banning cruel cages for hens. Their policies are transforming the industry standard.

Partnered with the state of Veracruz on a program to serve only vegan meals every Monday in all public schools. As a result of this single victory, nearly 1 million vegan meals will replace meat-based meals each year.

Shined a light on the suffering of mother pigs and their babies at six factory farms. Undercover investigators recorded pigs trapped in crates with fly-infested open wounds and workers cutting off the sensitive tails, clipping the ears, and violently ripping out the testicles of piglets without anesthesia.

Published an op-ed in major Mexican media outlet SinEmbargo detailing why Walmart must abolish cages for hens. The news site tweeted the story to its 1.2 million followers.

Inspired hundreds of attendees at a nine-day Monterrey book fair. Supporters distributed information about MFA programs and compassionate living.

With partner groups, mobilized volunteers worldwide in a Marriott campaign. The global chain committed to cage-free eggs.
Growing Support in Canada, India, and Asia
Released captivating social media videos in Asia. The groundbreaking posts amassed more than 1 million views.

Harness the power of social media in India. MFA’s content generated more than 200 million impressions.

Participated in Festival Végane de Montréal, our first French event. Attendees eagerly accepted our bilingual materials.

Created a brighter future for chickens in Canada. Campbell Soup Company, Royal Caribbean, Sodexo, Pita Pit, and other companies adopted meaningful chicken welfare standards for Canadian operations.

Exposed horrific abuse of baby chickens at a hatchery owned by Maple Lodge Farms in Ontario. An MFA whistleblower discovered chicks dumped—still alive—into an industrial grinding machine and others gathered up like objects and thrown onto conveyor belts.

Secured 38 charges against Elite Farm Services, one of its chairmen, and Sofina Foods. A 2017 MFA undercover exposé revealed Elite Farm Services workers punting and throwing chickens and ripping legs off conscious birds.

They play. They dream. They love. They suffer.

BE A PART OF THE MOVEMENT THAT’S ENDING ANIMAL CRUELTY.

MercyForAnimals.org/Give