

Quarterly Impact Report

JAN - MAR 2018





A MESSAGE FROM OUR
EXECUTIVE DIRECTOR

Dear Friends,

Happy Spring! The last time we shared one of these reports with you, we had just wrapped the most incredible year for farmed animals to date. But if these past few months are any indication, 2018 has the potential to be the biggest yet in the fight to improve lives and bring an end to factory farming—**and it's all thanks to you.**

This quarter, we saw some of the biggest food companies in the world report on their animal welfare progress, and we saw notable improvements from some major names—think **Panera Bread**, **Compass Group**, **Aramark**, and chicken giant **Perdue Farms**—as they transition to higher welfare systems. We saw global food service titan **Sodexo** expand its commitment to better chicken beyond US borders.

With you by our side, we increased pressure on **Popeyes** online, on their phone lines, and in person. We ramped up our efforts to get the **strongest farm animal protection legislation** on the 2018 ballot in California—one of the largest markets in the world—that would prevent pigs, laying hens, and veal calves from being kept in extreme confinement.

And last but certainly not least, **we launched our biggest, most ambitious campaign ever:** Joining forces with other major animal protection organizations to demand that **McDonald's**, the most famous name in food, do better for the millions of chickens in its supply chain.

It's going to be tough, but we're in it for the long haul. And we couldn't take on such a monumental effort without your support, dedication, and generosity. We hope you'll take a moment to look through this report, see everything you helped accomplish, and give yourself a well-deserved pat on the back.

Thank you for standing with us in this critical moment for farmed animals and the future of our food system. 2018 is going to be a remarkable year!



Leah Garces
US Executive Director
Compassion in World Farming

HIGHLIGHT MCDONALD'S: OUR BIGGEST CAMPAIGN EVER.

Compassion is part of an unprecedented coalition demanding better from food's most famous name.

For the first time ever, six major animal protection organizations have come together with one message for McDonald's: **do better for chickens**. On Sunday, March 25, our coalition kicked things off with a **full-page ad** in the *New York Times* (below) and an **exclusive piece** in the company's hometown paper, the *Chicago Tribune*.

Here's why: The chicken on the McDonald's menu comes from factory farms, where the birds are bred to grow so big, so fast, they can't even support their own weight. Many spend their lives in pain, crammed by the thousands into dark, dirty sheds with little room to roam.

The good news: McDonald's has the power to reduce the suffering of these chickens.

The bad news: Even though other big names like Subway, Burger King, and Sonic have already committed to treat chickens better, **McDonald's is lagging behind.**

A Change.org petition now has over **150,000 signatures**, and counting! Sign it **here**, and stay tuned for more updates as the campaign progresses.

**THIS IS OUR MOST AMBITIOUS
CAMPAIGN TO DATE. TAKE ACTION HERE.**



FOOD BUSINESS

Change is happening faster than ever before

MAJOR PROGRESS FROM TOP U.S. COMPANIES

In February, the [Business Benchmark on Farm Animal Welfare \(BBFAW\)](#) released its sixth annual report on corporate animal welfare commitments. Of the 110 companies reviewed, 32 are based in the United States.

The 2017 Benchmark shows notable improvements from a number of US companies, including Panera Bread, Aramark, and Compass Group, all of which moved up at least one tier. Perdue Farms achieved an impressive tier two (out of six) ranking in its first year of assessment.



SODEXO COMES THROUGH IN CANADA

At the end of 2016, food service titan **Sodexo** became [one of the first companies](#) to commit to higher welfare for chickens here in the States.

Now, they've given chickens in Canada something to celebrate, too!

Sodexo—which provides dining options for universities, entertainment venues, stadiums, and businesses around the world—has [announced](#) an expansion of their chicken welfare commitment to include our neighbor to the north, transitioning to healthier genetics and giving birds in their Canadian supply chain access to more room to roam, natural light, and critical enrichments that let them express natural behaviors.

PUBLIC ENGAGEMENT

Mobilizing support online and on the ground

CIWF TURNS UP THE HEAT ON POPEYES

Despite public outcry—in the form of hundreds of Facebook comments, tweets, and calls (not to mention **over 150K petition signatures**)—Popeyes has refused to commit to higher welfare standards for chickens in their supply chain. This quarter, we delivered your message to them face-to-face, holding **silent protests** at Popeyes locations across their hometown of Atlanta and dropping off all of your petition signatures at Popeyes HQ.

Thank you for standing up for chickens! We'll keep you posted on the latest developments and more ways to take action as things move forward.



ON THE GROUND IN CA



Compassion USA is part of **Prevent Cruelty California**, a coalition of animal protection, veterinary, and food safety groups to file ballot language that outlaws cages and crates for farm animals in CA. If successful, this initiative could have a major impact on the state—the 6th largest economy in the world—and beyond. Since the campaign kicked off last quarter, Compassion has been sounding the alarm to animal advocates and supporters in CA and helping the signature-gathering effort on the ground. And thanks to the hard work of volunteers, we're pleased to report that the campaign just reached its 600,000-signature goal! Together, we can build a more compassionate world for farmed animals. Stay tuned for more updates!



JAN-MAR HIGHLIGHTS

YOUR **IMPACT** IN 2017

We work tirelessly with one goal in mind: to end factory farming, full stop. But what is the real impact of our efforts on the ground? Just how many animals has our work—and your generous donations—affected for the better? In March, we released our second annual **Cost Effectiveness Estimate**. This data-centric report is one of many ways we assess our concrete impact for farmed animals, and demonstrate our commitment to transparency with our supporters. We are proud to announce that thanks to the progress you helped generate in the past year, more than **700 million animals** will benefit! Give yourself a hand!

WE'RE GROWING!



Meet the newest members of Team Compassion

CYNTHIA VON SCHLICHTEN

US Strategic Partnerships Manager

Cynthia is a longtime champion of animal welfare and is incredibly honored to be working for Compassion. She is an attorney by trade, with many years of experience in development and outreach in the animal welfare nonprofit sector. When she is not working, she is spending time with her nine cats or singing!



WARREN EGRSHEIM

Digital Fundraising and Supporter Development Manager

Originally from Boston, Warren has a Masters degree in Public Administration with a focus on Nonprofit Management. Prior to his Masters work, he was an auxiliary police officer and undercover investigator for the Federal Trade Commission. He lives on a farm animal sanctuary in California and spends his free time rescuing and taking care of farm animals.

