

**THE HUMANE SOCIETY INTERNATIONAL
(UK)**

**ANNUAL REPORT & FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019**

THE HUMANE SOCIETY INTERNATIONAL (UK)

Reference and Administrative Information

Trustees:	G. Thomas Waite, III, (Resigned 2 March 2020) Cristobel Block Alexandra Gabrielle Freidberg Michaelen Kastantin Barsness (Appointed 28 Feb 2020) Jeffrey Allen Flocken (Appointed 28 Feb 2020)
Company Secretary:	Joseph Robinson
Registered Office:	Robinsons 5 Underwood Street London N1 7LY
Company Number:	04610194 (England and Wales)
Charity Number:	1098925
Auditors:	BDO LLP 55 Baker Street London W1U 7EU
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INTRODUCTION

During 2019 Humane Society International (UK) (HSI UK) measured significant progress towards our ambitious goals, with particularly notable impact through our corporate advocacy and engagement. Impacts in UK public policy were more limited, set against a backdrop of delays and uncertainties due to Brexit, however this year saw HSI UK further build our reputation in Westminster as a credible, reliable and pragmatic advocacy organisation. We take pride in being one of four animal protection organisations (alongside RSPCA, Compassion in World Farming, and World Animal Protection) leading the #BetterDealForAnimals coalition to ensure the best outcomes for animals in the course of the UK's departure from the EU, and are continuing to evolve constructive dialogues with Ministers and civil servants to that end. We also continued to build the public and media profile of HSI's global portfolio of campaigns and programmes, enabling funds to be raised to support critical hands-on animal care and rescue work overseas. The following is a summary of HSI UK's key achievements for 2019.

KEY ACHIEVEMENTS

Public policy and international affairs

- Following HSI UK's campaigning the Labour, Liberal Democrat and Green Parties all pledged formal support for a UK ban on the sale of animal fur.
- In response to advocacy from local activists and HSI UK, Islington Council voted to ban the sale of real fur in its markets, the first London borough to do so.
- Following HSI UK's advocacy to all political parties, the Labour party adopted policies of bans on glue traps and snares in their animal welfare manifesto.
- Following HSI UK's written submission and interventions at a London consultation, the European Bank for Reconstruction and Development updated its Environmental and Social Policy to include that it will not fund (either directly or through intermediaries) activities relating to the production of animal fur.
- In response to a 1.5 million signature petition delivered to the Chinese embassy in London, the embassy responded, for the first time, that the Chinese government is now encouraging people to 'stay away from dog meat' and 'urging market owners, managers and operators to abide by relevant regulations, treat animals well and refuse to kill dogs.'
- HSI UK secured a commitment from Public Sector Catering, the association for all sectors of public catering in the UK, to reduce meat on menus by 20% across all sectors.

Corporate advocacy and impact

- HSI UK's Forward Food programme trained 154 chefs at 13 UK Universities, helping them to offer more plant-based meals to almost 400,000 students. Three universities have already committed to drastic changes to their menus including removing beef and lamb from menus, making plant-based meals the default, and opening a vegan café on campus.
- Following HSI advocacy and support, inUA hospitality group has introduced a vegan menu across all of their 22 hotels across Ireland.
- After plant-based training workshops with HSI UK, Gate Gourmet, the world's leading airline catering provider, committed to introduce Meatless Monday across their UK staff canteens, which serve over 2,500 meals daily.

KEY ACHIEVEMENTS (Continued)

Corporate advocacy and impact (Continued)

- Charlie Huson, Forward Food Programme Manager, announced by Public Sector Catering as one of the top 20 most influential people in public sector catering in the UK.
- Targets of HSI UK's fur-free advocacy, Prada Group, Snow+Rock and Hackett, adopted fur-free policies.
- HSI UK was invited to provide expert advice to Selfridges, to inform the introduction of a new policy banning the sale of all exotics skins.
- HSI UK gained support for ban on public use of glue traps from influential national pest control industry body (Pest Management Alliance).
- In coalition with NGO partners, successfully lobbied ABTA to introduce new policies classing elephant riding, feeding or contact with many wild animal species, and walking with wild cats as 'unacceptable' from an animal welfare perspective.
- Following advocacy from HSI UK and public campaigning, the National Exhibition Centre decided not to allow trophy hunting exhibitors at British Shooting Show in 2020.

Training, education and research

- Using insights from our Finland fur investigations HSI UK provided support and advice to the British Fashion Council, helping ensure that London Fashion Week was fur free for the second year running.
- The UK's Advertising Standards Agency upheld HSI UK's complaint and evidence about UK retailers sealing real fur as fake fur and issued an Enforcement Notice to industry warning of legal action if further non-compliance occurs.
- More than 1,350 retail staff, sellers and compliance officers provided with training and/or information resources to help them identify real fur and not sell it as fake fur.
- Millions of people educated via HSI UK's faux vs real fur educational materials and media appearances in the press, including the Mirror, the Guardian, Independent, Evening Standard and the Metro.
- HSI UK continued development of novel Cetacean Welfare Assessment Tool, commissioned by the International Whaling Commission, now in peer review for journal publication.
- Membership of the Animal-Free Safety Assessment (AFSA) Collaboration (established in 2018) grew to 12 corporate partners, including Unilever, Proctor and Gamble, and L'Oreal.

Direct animal care and rescue

- HSI UK staff assisted with the closure of our 15th dog meat farm in September, and provided funds that facilitated the rescue and rehoming of 380 dogs from farms in South Korea, and 91 dogs rescued from the trade in China.
- HSI UK provided funds (in partnership with the Mauritian government) to enable 2,321 dogs to be sterilized on the island of Mauritius, and provide treatment for 712 dogs with mange and other skin conditions, and 20 injured dogs.
- HSI UK raised £110,349 in restricted funds, used to deliver HSI's humane dog population management programmes reaching thousands of dogs in Africa and Asia, and to provide staff for monitoring and evaluation of global programme efficiency and effectiveness.

External recognition

- HSI UK accepted Brand of the Year - Animal Welfare Campaigns award on behalf of HSI at the World Branding Awards, presented at Hofburg Palace, Vienna.

The Trustees, who are also directors of the charity for the purposes of the Companies Act, submit

KEY ACHIEVEMENTS (Continued)
External recognition (Continued)

their annual report and the audited financial statements for the year ended 31 December 2019. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) “Accounting and Reporting by Charities” issued in 2019 in preparing the annual report and financial statements of the charity.

THE TRUSTEES

The trustees who served the charity during the period and up to the date this report was approved, are as follows:

G. Thomas Waite, III (resigned 2 March 2020)
Cristobel Block
Alexandra Gabrielle Freidberg
Jeffrey Flocken (appointed 2 March 2020)
Michaelen Barsness (appointed 2 March 2020)

1. GOVERNANCE, STRUCTURE AND MANAGEMENT

Governance

The Humane Society International (UK) is a company limited by guarantee, registered in England and Wales, company number 04610194 and a registered charity, charity number 1098925. The organization was incorporated on 5 December 2002 and was registered as a charity on 11 August 2003. The organization is governed by its Memorandum and Articles of Association as amended on 18 October 2016.

The power of appointing trustees is vested in a majority of the trustees. The trustees periodically review the manner in which trustees are appointed to ensure that the trustee body possess adequate skills to manage the charity’s affairs properly. Any prospective new trustee will meet with the existing trustees and will be fully briefed on his or her obligations as a trustee and on all relevant policies and procedures. Any training needs will be identified at that stage and appropriate training will be provided. The trustees are satisfied that the existing trustees possess both substantial professional and other experience necessary to ensure the proper and effective management of the charity. The trustees have taken note of the new Governance Code for charities, and are in the process of considering how this can be best applied to the Charity.

Organizational Structure

The Humane Society International (UK) is affiliated with Humane Society International (HSI), incorporated May 1991 in Washington DC, USA. HSI educates audiences worldwide about compassion toward animals, carries out direct animal care, rescue, and disaster response; provides technical and scientific support to local partners; and seeks to increase the priority given to animal protection issues by policy-makers, industry, and civil society worldwide.

HSI is 100% controlled by The Humane Society of the United States (HSUS), a not-for-profit

1. GOVERNANCE, STRUCTURE AND MANAGEMENT (Continued)

Organizational Structure (Continued)

organization, incorporated November 1954 in Delaware, USA. The primary purpose of HSUS is for worldwide advancement of humane treatment of animals through public education, awareness, and direct animal care programs.

The HSI UK is also related to HSI and HSUS in that all current Trustees of HSI UK are also officers of HSI and one of Trustees is an officer of HSUS.

Management Structure

The trustees meet regularly to review the overall objectives of the charity to ensure its effective performance. The administration of the charity and the keeping of its financial books and records are carried out by the staff of the charity with administration and supervision by the trustees. The trustees delegate the day-to-day management of the charity to the Executive Director, Claire Bass.

Remuneration Policy Statement

The policy of the Humane Society of the United States and its affiliates with regard to the remuneration of employees is to pay for performance.

HSI UK provided merit increases based on the level of each employee's performance during the review period. The budget for the merit increases is determined by the organisation's budgetary committee with consultation with the human resources department. A review of salary practices of like-minded organizations as well as the overall economic climate are considered in setting the budget.

In addition, market research is conducted regularly to ensure that the total compensation and benefit packages available to our employees are competitive with like-minded non-profit organizations while still offering the best value to the organisation. Pay for performance coupled with external competitiveness/internal equity ensure that we are award compensation in a fair manner that encourages and attracts a highly motivated staff that will ensure success in our efforts toward a humane society.

Risk Management

The trustees have assessed the major risks to which the charity is exposed, in particular those relating to the specific operational areas of the charity, its investments and its finances. The Trustees believe that by monitoring reserve levels, by ensuring controls exist over key financial systems, and by examining the operational and business risks faced by the charity, they have established effective systems to mitigate those risks. The trustees regularly review these policies to ensure they are both up to date and effective.

The principle risks faced by HSI UK are continued fund generation and HSI UK's responsibility to its staff, supporters, and volunteers. Fundraising in an uncertain economic environment can be challenging however, the trustees believe that by monitoring reserve levels and by ensuring controls exist over key financial systems; they have established effective systems to mitigate those risks.

1. GOVERNANCE, STRUCTURE AND MANAGEMENT (Continued)

Risk Management (Continued)

HSI UK has a number of responsibilities to its staff, supporters and volunteers. The trustees seek to consult and engage with all groups on a regular basis to ensure specific concerns are identified and resolved in an effective manner to mitigate the risk to HSI UK.

HSI UK annually updates its risk management matrix, considering both internal and external risks. The below table outlines principal risks facing the charity and the measures in place to manage these.

The current risks around COVID-19 are an example of why we hold such free reserves and these will be used accordingly to ensure the HSI UK remains a going concern.

Key risks and management measures in place

Risk	Management
COVID-19	The principal uncertainty currently facing the organisation is the impact of the ongoing global COVID-19 outbreak. The trustees and executive team continue to monitor the outbreak, including UK Government advice, and acknowledge that the organisation faces a prolonged period of uncertainty. While the evolving nature of the situation means it is not possible to accurately quantify the financial impact, the organisation is in a good financial position to help manage this risk. Steps are being taken, on an ongoing basis, to minimise the impact on the charity's activities and the effect this may have on the organisation's supporters and beneficiaries. Infrastructure is in place to allow staff to work remotely and our key priority is to ensure, as far as possible, that our animal protection activities are still available when needed.
Reduction in fundraising revenue through key channel	Diversification of fundraising efforts to apply risk over more channels
Budgetary shortfall/overspending	Monthly review of actual spend in comparison to budgeted against forecast and actual revenue, adjustment of expenditure cashflow as necessary. Monitoring of foreign exchange exposures.
High staff turnover/loss of key senior staff; expenditure on recruitment and loss of continuity	Competitive, performance-based remuneration policy; regular salary and benefits package reviews; promoting opportunities for continuing professional development for staff; succession planning in place.
Reputational risk through negative	Policies in place to ensure senior staff sign off on

1. GOVERNANCE, STRUCTURE AND MANAGEMENT (Continued)

Key risks and management measures in place (Continued)

communications	communications, regular training for staff in communications through media and social channels. A system is in place for dealing appropriately and promptly with enquiries and complaints from the public.
Data and intellectual property security	Policies in place to ensure compliance with relevant laws (e.g GDPR) and best practice (Fundraising Regulator Code). HSI UK operates password-protection for all of its computer hardware, email accounts etc. Staff are subject to contractual arrangements which include clauses on ownership and confidentiality of HSI UK materials. External advice and audits where necessary and regular staff training for staff to ensure all are aware of data responsibilities.
IT failure leading to loss of data and intellectual property	Email accounts are stored centrally on the MS Exchange server and as such are recoverable in the event of loss of computer hardware. Software is in use to ensure cloud back-up of all documents so that they can be recovered in the event of loss of computer hardware.
Fraud and misappropriation of funds	HSI UK's finances are audited by external accountants and auditors. Internal mechanisms are in place to prevent internal fund mismanagement, and all partnerships with other individuals or organisations in the light of reputational risk, and design Memoranda of Understanding accordingly.

2. TRUSTEES' RESPONSIBILITIES

The trustees (who are also directors of The Humane Society International (UK) for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;

2. TRUSTEES' RESPONSIBILITIES (Continued)

- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

3. OBJECTIVES, ACTIVITIES AND RELEVANT POLICIES

Activities and specific objectives

The principal objective of The Humane Society International (UK), is the prevention and alleviation of the suffering of animals. During 2019, HSI UK's impact for animals through its UK campaigns has continued to grow, coupled with increased engagement with our supporters to advance HSI UK's campaigns and projects around the world.

Public benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities and consider that we have complied with our duty to have due regard to the guidance published by the Charity Commission.

The public benefits of our work are expanded upon in section 4 and include, but are not limited to, the following:

- Through our Forward Food programme, training over 150 chefs at public institutions in plant-based cooking, to enable them to produce healthy, tasty, value-for-money options to diners;
- Our representation of the interests of the significant proportion of the British public and animal industries who wish to see animal welfare legal requirements safeguarded in the course of Brexit negotiations, and empowering them to act effectively and collectively in support of this goal;
- Raising public awareness of the risks to consumers of buying real fur that is wrongly labelled and sold as fake fur, and providing more than 1,350 retail staff and compliance officers provided with faux vs real fur identification training to tackle this problem;

3. OBJECTIVES, ACTIVITIES AND RELEVANT POLICIES (Continued)

Public benefit (Continued)

- Progressing research to highlight where public funds used on ‘pest control’ could be more effectively and efficiently spent through adoption of key principles of ethical wildlife management; and
- Supporting the delivery of humane street dog management programmes which sustainably reduce oversized dog populations and the associated problems they can cause people (e.g. bites, traffic accidents), as well as vaccinating against rabies to protect both human and canine populations.

4. ACHIEVEMENTS AND PERFORMANCE: IMPACT AGAINST PROGRAMMATIC GOALS

HSI UK’s programmatic work in 2019 consisted of a mixture of campaigns to address animal welfare issues in the UK, and support for global animal protection campaigns and programmes. In supporting global campaigns and programmes, HSI UK works in close collaboration with its overseas affiliates, including Humane Society International (US). Our work was organised under five areas:

- i. securing and enhancing animal welfare standards post-Brexit;
- ii. protecting wildlife and promoting humane human-wildlife co-existence;
- iii. protecting companion animals;
- iv. reducing the number of animals suffering in farming systems; and
- v. promoting the development and use of non-animal methods in research and testing.

4.1 Securing and enhancing animal welfare standards post-Brexit

Need and scope

The UK government has been vocal and consistent in its stated intent to ensure that animal welfare standards are protected and, where possible, improved in the course of the UK leaving the European Union. However, the considerable uncertainty in the course of the Brexit negotiations and pathway translated into inertia in the animal welfare (and most other) public policy areas. Nonetheless, throughout 2019 HSI UK continued to work with other leading animal protection organisations with a goal of ensuring that the animal welfare standards provided by EU regulations are not lost as the UK leaves the EU; that trade negotiations upwardly harmonise animal welfare standards; and that opportunities to improve on existing welfare laws are acted upon.

Goal

Ensure that Brexit delivers the best possible deal for animal welfare, in policy and practice.

Key activities and outputs

Throughout 2019 HSI UK continued to lead strategic development and co-ordination of public campaigning and lobbying efforts to promote strengthening of animal welfare standards post-Brexit, and guarding against losses of key legal protections for animals. A key goal of our campaign has been to ensure that animal sentience is recognised in UK law post-Brexit, in conjunction with a duty for government to consider animals’ welfare needs in policy making and implementation.

In early 2019, we developed the #BetterDealForAnimals strategy and coalition, supported by over forty of the UK’s leading animal protection organisations. Working in close collaboration with

4. ACHIEVEMENTS AND PERFORMANCE: IMPACT AGAINST PROGRAMMATIC GOALS (Continued) **Key activities and outputs (Continued)**

Wildlife and Countryside Link, and in receipt of pro bono legal advice from the UK Centre for Animal Law, we co-organised a cross-party sponsored Parliamentary reception in February, attended by sixty MPs and with key-note speeches from the Secretary of State for Environmental and Shadow Defra Secretary; drafted and promoted an Early Day Motion (2070, tabled 12/02/19) that attained cross-party support and was signed by 106 MPs; drafted a Parliamentary e-petition (242239) shared in the name of celebrity supporter Alesha Dixon, and arranged a hand-in of 103,918 signatures from members of the public to Downing Street; and led the creation of a letter from celebrities to the Prime Minister, signed by 23 UK celebrities. Working with the RSPCA, we led the drafting of a policy paper for the Better Deal for Animals campaign, outlining key asks for the animal sentience Bill and presenting recommendations for a new Animal Welfare Advisory Committee. We also assisted Kerry McCarthy MP with preparation for her presentation of a Ten Minute Rule Bill for an Animal Sentience Bill.

In the run up to the 2019 General Election we sent briefings to leaders of all political parties seeking their commitment to animal sentience legislation, and other key animal policies, in their manifestos. Using the social media hashtag #Votes4Animals, we enabled supporters to ask their Prospective Parliamentary Candidates where they stood on various key animal protection issues, with more than 15,000 people taking action.

We also joined forces with other leading animal protection organisations to advocate for an increase in maximum sentences for animal cruelty offences (from six months to five years), and were pleased to be invited to discussions on this issue at 10 Downing Street.

Impact

- Government introduced Bill to increase maximum sentences for animals cruelty offences from 6 months to 5 years, in response to joint NGO advocacy (NB - Bill was not passed in 2019 as it ran out of time due to election; it is now scheduled for 2020 timetable).
- Several political parties announced comprehensive commitments to animal welfare policies in their election manifestos, and many Prospective Parliamentary Candidates expressed their support for progressive animal welfare policies to voters.
- Parliamentary e-petition in support of sentience legislation received over 100,000 signatures and triggered a Westminster Hall debate (to be held in 2020).

4.2 Protect wildlife

Overview

Our campaigns to protect wildlife, expanded on below, are focused on the fur trade; tackling inhumane 'pest control' and culling; and enhancing policies and activities to protect whales via the International Whaling Commission.

Wildlife: Fur Free Britain campaign

Need and scope

Although the UK banned fur farming over fifteen years ago, deeming it unethical, since then over £700 million of animal fur has been imported from animals suffering in factory farms, or wild-caught

4.2 Protect wildlife (Continued)

Wildlife: Fur Free Britain campaign (Continued)

in traps, overseas. The UK has effectively been outsourcing the inhumane treatment of animals; although the trade in cat and dog fur, and seal fur from commercial hunts is already prohibited under EU laws, the government continues to allow the small number of British companies who continue to trade in fur to import the equivalent of some two million animals (primarily fox, mink, and raccoon dog) each year. In addition, since 2016 HSI UK has gathered evidence that a significant amount of real animal fur has been mis-sold as fake fur to unsuspecting consumers who do not wish to buy real animal fur.

By mobilising the public, and sharing the plight of fur-bearing animals in the press, HSI UK's fur campaign is turning the tide on the insidious creep of fur back into the UK. In 2019 we gained further public support and increased political traction towards our overarching campaign aim of convincing the UK government to be the first country in the world to fully close our borders to the cruel, outdated and unnecessary fur trade.

Goals

- a) Expose fur farm cruelty, educate and mobilise the public to gain 1 million petition signatures for a UK fur sales ban;
- b) Convince high profile designers/retailers, towns and industry bodies to go fur-free, and ensure compliance with no-fur policies; and
- c) Secure government commitment to hold a call for evidence and public consultation on legislation to ban fur imports.

Key activities and outputs

In 2019, HSI UK continued to highlight the worrying issue of “fake faux fur”, where real animal fur is advertised and sold as fake fur. HSI UK continued to submit evidence to the Advertising Standards Authority (ASA), who issued rulings against companies selling real fur as fake, as well as an Enforcement Notice to help retailers to be aware of the risks and avoid mis-sale of fur items. Our expertise in this area was recognised by the British Retail Consortium who invited HSI UK to present on fake faux fur to UK retailers at an industry roundtable event in February.

Throughout the year, HSI UK continued to assist and advise members of the public concerned about being mis-sold real fur, held face-to-face training sessions with enforcement officers, retailers and market staff, and also provided written materials and tools for companies to share with their own staff and partners. In December, our investigators uncovered fake faux fur items being sold to shoppers in seven cities across the UK, from Newcastle to Bath, and we worked with The Daily Mirror newspaper to raise public awareness of the issue and advise shoppers on how to avoid real animal fur. HSI UK along with HSI Europe was invited to present evidence of misleading and mislabelled real fur products to a meeting of representatives of Member States' market surveillance authorities' at the European Commission in Brussels.

HSI UK's campaign for the UK to become the first country in the world to ban the sale of all animal fur (www.furfreebritain.uk) continued to gain momentum with growing political, public and celebrity support. Part of our strategy includes encouraging sales ban at the local (e.g. city or borough level) and HSI UK's Director was pleased to be invited to address Islington Council regarding their consideration of a ban on animal fur sales in Council-run markets. HSI UK produced briefings making the case for a fur sales ban and shared these with all main political party leaders, prior to the December 2020 general election, and was pleased to have several parties respond affirmatively.

4.2 Protect wildlife (Continued)

Wildlife: Fur Free Britain campaign (Continued)

Our #FurFreeBritain campaign gained support from a range of cross-party Members of Parliament. A small coalition of animal protection organisations, led by HSI UK, continued to engage the public in support for the campaign, including gathering over half a million petition signatures. HSI UK also joined other organisations in mobilizing our supporters to encourage the Irish government to enact a ban on fur farming; a ban was approved in July.

To highlight the conditions endured by animals on fur farms in countries from which the UK currently imports real fur, HSI UK travelled to Finland to film numerous fox and mink fur farms. The distressing footage obtained, of animals suffering from untreated wounds including a live mink whose head was partly cannibalised by cage mates, resulted in a group of cross-party politicians calling on government to take action on fur sales. In November, HSI UK's Director and veterinary advisor Professor Alastair MacMillan, also presented the findings, alongside Finnish organization Oikuetta Elaimille and French organisation One Voice, to members of the European Parliament and called on the European Commission to urgently conduct a thorough investigation regarding fur farming conditions and compliance with EU laws.

Using and analyzing video evidence from our Finnish fur investigations we worked with leading veterinarians to produce an analysis of the conditions on fur farms in Finland reviewed against the well-known 'Five Freedoms' of animal welfare. The briefing was supplied to numerous fashion brands as well as the British Fashion Council (BFC) to highlight the ways in which using fur means brands are not in compliance with the BFC's 'Positive Fashion' criteria. We were pleased to see that all the autumn/winter collections shown at London Fashion Week in February 2019 (by more than 100 designers) were completely fur-free. Our outreach to brands including Snow+Rock and Hackett also drew positive results when the brands confirmed they will no longer use real animal fur. After advocacy outreach and a large global public campaign by HSI, HSUS and our partners at the Fur Free Alliance, we were delighted to welcome a fur-free commitment from international design house, the Prada Group.

In autumn 2019 HSI UK highlighted House of Fraser's u-turn on its long-standing fur-free commitment. The public outcry resulted in several demonstrations and many thousands of messages sent to the company's headquarters to encourage it to stop selling fur. In December HSI UK's Director attended House of Fraser's parent company's shareholder meeting, and raised a question about the policy u-turn. This resulted in the Chairman inviting HSI UK to meetings with him and senior staff, with engagement continuing in 2020.

In October we were delighted to hear that California had set a worldwide precedent by becoming the first state in the United States to ban the sale of fur, HSI UK hopes the move will encourage the UK to become the first country in the world to do likewise. In November, HSI UK welcomed the news that Her Majesty Queen Elizabeth II will no longer purchase products containing real animal fur.

Impact

- More than 1,350 retail staff, sellers and compliance officers provided with training and/or information resources to help them identify real fur and not sell it as fake fur.
- Millions of people educated via HSI's faux vs real fur educational materials and media appearances in the press, including the Mirror, the Guardian, Independent, Evening Standard and the Metro.

4.2 Protect wildlife (Continued)

Wildlife: Fur Free Britain campaign (Continued)

- Following HSI UK's evidence, the UK's regulator of advertising, the Advertising Standards Authority (ASA), upheld our complaint about two fashion companies engaging in misleading advertising by selling real fur as fake fur, and UK retailers and online sellers were educated via an ASA Enforcement Notice providing advice on fake faux fur and misleading advertising.
- Policies in support of fur sales bans included in the election manifestos of the Labour, Liberal Democrats and Green Parties prior to the 2019 General Election.
- Following representations from local activists and HSI UK, Islington Council voted to ban the sale of real fur in its markets, the first London borough to do so.
- Targets of HSI UK's fur-free advocacy, Prada Group, Snow+Rock and Hackett, adopted fur-free policies; HSI UK assisted Selfridges with information to support their introduction of a ban on the sale of all exotics skins from February 2020.
- All autumn/winter collections shown at London Fashion Week in February 2019 were fur-free.
- Irish government approved fur farming ban, following advocacy and public pressure from HSI UK and our supporters, and other organisations.
- Following HSI's advocacy in submissions and as an invited participant at a London stakeholder meeting, in April the European Bank for Reconstruction and Development updated its Environmental and Social Policy to include that it will not fund (either directly or through intermediaries) activities relating to the production of animal fur.

Wildlife: Ethical wildlife management

Need and scope

Each year untold numbers of animals termed 'pests' and 'vermin', such as mice, rats and moles, are killed unnecessarily, and suffer from crude and inhumane trapping and killing devices. HSI UK's work on this issue began in 2015, focused on promoting a ban on rodent glue traps. This work continues, with progress towards a public use ban being made in the Scottish Parliament. The campaign revealed much wider inadequacies across the management of 'pest control' in UK law and practice and, in response, HSI UK has teamed up with experts at the RSPCA and Oxford University Wildlife Conservation Research Unit to develop a strategy to promote the implementation of ethical principles in all wildlife management.

We have examined the critical role that councils play in the delivery of 'pest control' to the public and investigated public attitudes towards 'pests' and their management in order to develop recommendations for councils to adopt more humane, effective and financially sustainable practices. In addition, HSI UK and its partners have engaged with leaders of the 'pest control' industry to advocate the implementation of formal ethical standards for 'pest control' operators, based on the Principles for Ethical Wildlife Management.

Since wild animals also suffer through the wide-spread use of 'pest control' products by untrained persons, we have also investigated the range of D.I.Y. products offered to the public, and assess whether advice provided to customers on dealing with unwanted wildlife may be contributing to practices that put animals at risk.

4.2 Protect wildlife (Continued)

Wildlife: Ethical wildlife management (Continued)

The badger cull is the single largest slaughter of wildlife in the UK, sanctioned by the government in an attempt to stop the spread of bovine tuberculosis. During 2019, more than 30,000 badgers were reported killed by a mixture of cage trapping and free-shooting. This is an issue that HSI UK has worked on since culling began in 2014, adding to the highly compelling body of evidence that culling badgers is neither humane nor effective at controlling bovine tuberculosis.

Goals

- a) Normalise ethical, evidence-based wildlife management;
- b) Minimise the number of ‘pest’ animals killed; minimise number suffering (e.g. through poor, unregulated trap design, etc.);
- c) Make a compelling business case to encourage key public spending bodies and industry to adopt and promote the Principles for Ethical Wildlife Management; and
- d) Cessation of government’s badger cull policy, replaced with humane and effective alternative strategies for control of bovine TB.

Key activities and outputs

By analysing data obtained from several pieces of extensive research in 2018, HSI UK built a detailed picture of the mode, scope and financial aspects of public ‘pest control’ services provided by councils across the UK. We exposed a systemic lack of advice from councils on methods of humane prevention and deterrence of unwanted wildlife. Through a nationwide survey commissioned via Oxford University Wildlife Conservation Research Unit, we also identified public perceptions and tolerance levels of species labelled as ‘pests’ as well as drivers for ‘control’. Our research brings into focus a clear need for councils to supply the public with standardized and comprehensive advice and to adopt robust wildlife management strategies that are more humane, effective, and cost-effective. We presented our findings in a scientific paper, which was submitted for publication, and began producing a report, which provides detailed and practical recommendations for councils and other public-spending bodies, with a view to encourage councils to switch to a prevention-based model.

In addition, we engaged with ‘pest control’ industry leaders to advocate their endorsement of the principles identified in the ‘International Consensus Principles for Ethical Wildlife Control’ scientific paper. To this end, we produced and distributed a user-friendly infographic of the principles, adapted to the UK context with approval from the paper’s authors. We also secured commitment from the British Pest Control Association to start a Special Interest Group in order to discuss the formation of a humane standards accreditation scheme for ‘pest controllers’, and increase the availability of ethical wildlife management services in the UK.

In order to address the suffering caused by the wide-spread use of amateur ‘pest control’ products, we undertook fieldwork to examine the range of D.I.Y. products offered in store by the UK’s ten leading hardware and garden centre retail groups. We also assessed the level and quality of advice provided by staff to customers on how to manage unwanted wildlife in the home. In 2020 we will report our results to both retailers and relevant government agencies for review, with the aim of encouraging companies to increase the availability of humane products and improve the quality and depth of staff advice.

4.2 Protect wildlife (Continued)

Wildlife: Ethical wildlife management (Continued)

HSI UK continued to support the campaign for a ban on glue traps in Scotland. Together with the local petitioner and supporting groups, HSI UK submitted several letters to the Public Petitions Committee and the Scottish Environment Minister, supplying evidence for a ban, and responding to arguments made by the industry. This led to the Pest Management Alliance stating its support for a public ban, and proposing a revised version of its Code of Best Practice for professional users, for which we subsequently submitted detailed comments and recommendations. HSI UK also enabled over 25,000 of our supporters to show their support for a glue trap ban to the Scottish Environment Minister.

HSI UK welcomed the findings in Sir Charles Godfray's Review of Government's Bovine TB Strategy which concluded that greater emphasis should be placed on management targeting cattle rather than wildlife, and that badger vaccination should be evaluated as an alternative to culling. HSI UK worked with colleagues in the Wildlife and Countryside LINK group and produced a response to Godfray's review. We continued to engage with government, scientists and the veterinary profession, working with other NGOs to challenge the government's policy and bring an end to the inhumane, unethical and ineffective badger cull.

Impact

- Pest Management Alliance agreed to revise and update its glue trap Code of Best Practice for professional users, following our submissions highlighting inadequacies;
- Pest Management Alliance stated their support for a ban on public use of glue traps in Scotland;
- Following HSI UK advocacy, Labour adopted bans on glue traps and snares into its new '50-point Animal Welfare Manifesto'; and
- Engagement with Sir Charles Godfray's Review of Government's Bovine TB Strategy, which concluded that greater emphasis should be placed on management targeting cattle rather than wildlife, and that badger vaccination should be evaluated as an alternative to culling.

Wildlife: Protect whales and stop whaling

Need and scope

The International Whaling Commission's (IWC) global moratorium on commercial whaling - a vitally important conservation tool - remains under threat from some countries that favour a resumption of this activity (led by Japan, Norway and Iceland, which continue to kill whales for profit). For several decades, HSI UK and its affiliated sister organizations around the world (Humane Society International) have been at the forefront of global advocacy to repel assaults on the whaling ban, and we have developed a very good working relationship with the UK government to that end. Several thousand whales are killed each year in current whaling operations by these countries, with a significant percentage suffering long and painful deaths from the crude exploding harpoons used. Japan's decision to leave the IWC is presenting new challenges and its influence within the IWC, and more generally, remains strong.

In parallel, whales are facing an unprecedented assault of other threats from human activities in the oceans, including plastic pollution, and noise pollution, as well as poorly managed whale-watching operations. One of the most serious threats to whales is their accidental capture and death in fishing gear, an estimated 100,000 cetaceans are killed globally in fishing gear each year. In the

4.2 Protect wildlife (Continued)

Wildlife: Protect whales and stop whaling (Continued)

very worst cases whales towing fishing gear are slowly killed by the effects of their entanglement, a process that may take many months.

Goals

- a) Maintain the UK as a strong vocal protector of the global whaling moratorium;
- b) Continue and expand the important conservation and welfare agendas of the IWC;
- c) Promote policy change at the UK and European level to address the key threat of bycatch; and
- d) Facilitate ongoing development and application of best practice in marine mammal rescue and response in the UK.

Key activities and outputs

In July, just days before Japan officially ceased its membership of the IWC and resumed open commercial whaling, HSI UK promoted and took part in a march for whales through central London. Around the same time we sent letters to all G20 leaders urging them to object to Japan's decision to leave the IWC. The march, letters, and associated celebrity endorsement, secured global media coverage, including favourable reporting in the Japanese press. The strong public protestations also prompted the Prime Minister to raise this issue with her Japanese counterpart.

The IWC's annual Scientific Committee meeting was held in Nairobi, Kenya in May, and was attended by HSI UK's Senior Marine Scientist who was appointed to attend as part of the UK government's delegation to this meeting. Working closely with the UK government, HSI UK continued to lead the development of projects aimed to address conservation and welfare issues via the IWC. These include the small cetacean 'Task Teams', which are formed to facilitate research and dialogue that informs swift responses to threats facing endangered populations of small cetaceans, including the Franciscana dolphin, the South Asian River dolphin and humpback dolphins in Africa. HSI UK's Senior Marine Scientist is the Chair of the Steering Committee for the Task Teams initiative.

The IWC's Scientific Committee also agreed that a workshop on marine debris and its impacts on cetacean conservation and welfare could be held, this was convened by HSI's Senior Marine Scientist in December, and attended by experts from nine countries. Its report highlighted the need for co-ordinated global action to address the increase in plastics in the oceans, with respect to the threat that this poses to whales, dolphins and porpoises, and recommendations the development of a global database to collate information gathered from post-mortem examinations of cetaceans, such as plastic ingestion. This and other recommendations, including the need for emphasis on upstream solutions to the marine plastics problem, will be advanced to the member nations of the International Whaling Commission to inform recommendations for coherent global action.

HSI UK's marine mammal experts continued to meet with UK government and agency officials to advance policymakers' understanding of the welfare implications of a range of human activities in the sea, and urge uptake of mitigation measures. Our marine scientist provided ongoing expert input into the Agreement on the Conservation of Small Cetaceans of the Baltic, North East Atlantic, Irish and North Seas and the Convention for the Conservation of Migratory Species, to assist their development of actions to address threats and better monitor cetacean populations.

During 2019, HSI UK's experts continued to lead the development of the IWC's highly novel Cetacean Welfare Assessment Tool, designed to afford IWC member nations a more holistic understanding of cetaceans' welfare needs when taking management decisions. Tool development was funded by the

4.2 Protect wildlife (Continued)

Wildlife: Protect whales and stop whaling (Continued)

UK government and the project managed by HSI, working with a senior academic based at the Royal Veterinary College. A resulting paper, which describes this process and outputs, went for publication in a leading scientific journal at the end of 2019.

During 2019, HSI UK's Senior Marine Mammal Scientist continued to act as Chair and Convener for the UK's Marine Animal Rescue Coalition (MARC), a forum for UK groups and individuals involved in rescue, focused on the development of best practice rescue and response protocols. HSI UK is committed to ensuring that appropriate methods are developed and protocols followed to ensure the best welfare outcomes for stranded cetaceans by assisting in the development of appropriate rescue protocols. MARC established a new working group on 'solitary sociable dolphins', which are especially at risk of harm.

Impacts

- UK Prime Minister raised Japan's whaling and departure from the IWC with Japanese Prime Minister, following supporter advocacy via HSI UK and other organisations;
- Progress on IWC's Small Cetacean Task Teams providing advice that enables timely action to protect greatly endangered species (e.g. South Asian River dolphin) from threats including entanglement, habitat loss and pollution;
- The IWC's Bycatch Mitigation Initiative, an idea co-conceived and championed by HSI's Senior Marine Scientist in 2016, progressed plans to implement pilot bycatch reduction programmes in small-scale/artisanal fisheries; and
- Further development of the Cetacean Welfare Tool led to the production of a draft for journal publication.

Wildlife: general/reactive activities and impacts

- In January we publicly advocated against plans by a London ice rink to have a pen with live penguins in the middle of skaters - the rink withdrew its plans in response to pressure;
- Working in coalition with NGO partners we submitted evidence to ABTA to support phase out certain tourist activities in revision of their Animal Welfare Guidelines (e.g. elephant rides and dolphins in captivity). In December ABTA published its second edition of the Guidelines, which includes new policies classing elephant riding, feeding or contact with many wild animal species, and walking with wild cats as 'unacceptable' from an animal welfare perspective;
- In July we ran a reactive public campaign that helped convince the National Exhibition Centre not to allow trophy hunting exhibitors at British Shooting Show in 2020; and
- In December we submitted 60+ pages of evidence to the UK government's consultation on ban on hunting trophy imports/exports. In light of the opportunity presented by the government's commitment to a hunting trophy import/export ban, HSI UK will increase our activity on this campaign area in 2020.

4.3 Protect companion animals

Need and scope

Asia's dog meat trade claims the lives of an estimated 30 million dogs each year and causes immense suffering. It also represents a significant risk to human health, facilitating the spread of deadly

4.3 Protect companion animals (Continued)

Need and scope (Continued)

diseases like rabies. And around the world, millions of street dogs suffer inhumane treatment, including culls, in failed attempts by authorities and communities to curb their populations. While HSI does not have any hands-on programmes helping homeless dogs in the UK, since this need is ably met by other charities, HSI UK employs staff who are deployed to deliver projects in other parts of the world, and raises restricted funds that are used to deliver our dog campaigns and programmes overseas. HSI UK's companion animal experts are driving positive change for dogs through strategies that engage with partner organisations, including through our membership of the International Companion Animal Management Coalition; the public and dog owning communities; and governments and local authorities in the countries where the street animal welfare challenges are greatest.

Goals

- a) Inspire and enable concerned UK citizens to support our campaigns to end the dog meat trade, including through petitions and donations; and
- b) Provide staff and financial support for Humane Society International's programmes delivering humane street dog management projects in more than ten countries.

Key activities and outputs

During 2019, HSI UK worked closely with its sister organisations, Humane Society International US and Humane Society International Canada to close two dog meat farms in South Korea, rescuing all dogs (nearly 300 in total) and assisting the farmers to transition to alternative humane livelihoods. We also help facilitate the closure of one dog meat market, in co-operation with the local authorities in Busan.

In April our Director of International Media worked with our China Policy Specialist to co-ordinate a dog meat exposé and slaughterhouse rescue near Shanghai during the World Dog Show taking place in the city. Global media coverage included AFP, China Press, France 24, South China Morning Post, Daily Mail, Daily Express, Yahoo News!, The Hindu.

In June HSI UK was joined by several UK-adopted Yulin rescue dogs and their families, as well as Giles Watling MP, to hand in a 1.5 million signature petition with Care2 to the Chinese Embassy in London, calling for an end to the Yulin dog meat festival and the year-round trade. The subsequent response received from the Embassy was the first time the Chinese national authorities had publicly distanced themselves from the festival. HSI UK secured celebrity quotes of support from Dame Judi Dench and violinist Vanessa-Mae.

Also in June, our Director of International Media co-ordinated media coverage of our Chinese partner group's rescue of 62 dogs from a slaughterhouse in Yulin, China, and their care and rehabilitation at our partner shelter in Dalian. Global media coverage included ABC, Daily Mirror, People Magazine, New York Times, South China Morning Post, New Zealand Herald.

In July HSI UK worked closely with HSI's South Korean office to publicise our part in the closure of Gupo dog meat market in Busan, and our joint rescue with local groups of more than 80 dogs. We worked in partnership with Korean Animal Welfare Association, Korea Animal Rights Advocates and Busan Korean Alliance for Prevention of Cruelty to Animals, and Busan's Mayor Geodon Oh and the Head of Gu office, Myung Hee Chung. The closure of Gupo is the latest in a series of crack downs by

4.3 Protect companion animals (Continued)

Key activities and outputs (Continued)

officials on the cruel trade, and we earned good media coverage in the Daily Mail, People Magazine, Daily Mirror, Metro, People Magazine, as well as an appearance on BBC's Victoria Derbyshire TV show which featured several of our dog meat trade rescues now living in the UK; Henry, Gus, Bindi, Robin and Indie.

In September HSI UK's Director and Director of International Media were on the ground in South Korea to assist with the closure of our 15th dog meat farm, in which 90+ dogs were rescued and rehomed, and the farmer assisted to transition to a new livelihood. As well as working alongside UK celebrity guests Marc Abraham (TV veterinarian) and Victoria Stilwell (TV dog behaviourist), HSI UK staff members also posted a number of live social media broadcasts from the farm, and represented the organization at HSI's VIP photo exhibition event hosted by the British Embassy in Seoul. British Ambassador Simon Smith said of our farm closure campaign: *"HSI's approach is commendable and clearly effective, working collaboratively with dog farmers keen to leave the trade behind them, and supporting their willing transition to alternative humane livelihoods."* In addition, HSI UK's Director of International Media also helped co-ordinate global and Korean media visitors and celebrities during the farm visit, including an on-camera interview with a famous Korean celebrity dog trainer. Extensive UK and global media coverage was obtained including Channel News Asia, Daily Mail, People Magazine, Asia One, Daily Express, Rappler, China Daily, USA Today, Marie Claire, Daily Mirror, One Green Planet, New York Times, EFE Agency, La Vanguardia, Korea Times, and more.

Funds raised by HSI UK funded the veterinary care for the dogs on this farm closure, as well as the air travel for around 50 dogs from this farm from South Korea to Canada for rehoming. HSI UK also facilitated the transportation and rehoming of six dog farm dogs in the United Kingdom, working with our new shelter partner, Chimney Farm Rescue. Spaniel mix Maisie, Boston terrier Winston, and jindo mixes Pumpkin, Oscar, Bella and Molly arrived at Heathrow in early December and were all placed in forever homes by the end of the year.

During 2019, HSI UK's Senior Manager for Monitoring, Evaluation and Research (Companion Animals and Engagement) continued to co-lead HSI's global MEIA (Monitoring, Evaluation and Impact Assessment) department, which designs research and surveys to monitor and define metrics to evaluate the progress and impact of HSI's dog management programmes in Asia, Latin America and Africa. Our team provided training to over 60 external and internal staff how to conduct surveys in our programmes. The MEIA team conducted five baseline surveys, including La Paz, Bolivia, and co-ordinated 12 monitoring and evaluation surveys, each followed by data analysis, including secondary resource information such as dog bite data. MEIA provides bi-annual programme recommendations and/or reports for the programme managers to maximize the programmes' impact. Such efforts are key to be able to demonstrate the long-term impact and success of our humane street animal management approach.

In June 2019, HSI UK supported a large-scale impact assessment survey of the government run ABC (Animal Birth Control) program in Ahmedabad, India. A team of 12 surveyors surveyed the street dog population to estimate the proportion of sterilized dogs (marked with an ear notch) as well as to estimate the total street dog population. A team of 25 new surveyors was trained and conducted household surveys across the city to collect baseline data on attitudes towards the program and street dog as well as to generate an estimate of the owned dog population. An impact assessment

4.3 Protect companion animals (Continued)

Key activities and outputs (Continued)

report and recommendations was submitted to the Ahmedabad Municipal corporation and accepted. HSI will continue to monitor and evaluate the program over the next phase of the program as an external partner.

For the fourth year in 2019, HSI UK's Senior Manager for Monitoring, Evaluation and Research (Companion Animals and Engagement) continued to act as Secretary to the International Companion Animal Management Coalition (ICAM), with a focus on co-developing and publishing a new humane dog population management guidance document and other tools as well as organizing the third international conference on humane dog population management in Mombasa, Kenya which attracted delegates from 38 countries from across all continents and different sectors involved in humane dog management, including NGOs, Universities and Governments. HSI UK presented HSI's programmes in two presentations (available online on the conference website now) and a poster. A workshop on HSI mobile applications for dog management programmes and rabies control programmes (74 participants) was conducted on the first day of the conference. HSI contributed five case studies to the ICAM online repository of successful humane dog management programmes.

In 2019, HSI UK continued to support a pilot project to promote humane and effective management of roaming dog populations in Mauritius, which began in 2018. The pilot project, run in conjunction with the government, allowed HSI staff to provide high quality spay/neuter services while engaging with the local community to understand and embrace animal welfare. The project was conceived as humane approach to dog management in place of existing culling.

Street and beach dog surveys in the pilot area, compared to 2018 data, showed excellent results: an increase in % of dogs sterilised from 0.65% to 42.5%; a decrease in the percentage of beach dogs with skin issues from 20% to 0.9%; an increase in the percentage of beach dogs sterilised from 5.6% to 90.9% on one surveyed beach and 0% to 63% on another beach.

In 2019, our Community Engagement (CE) team made connections within the communities, with leaders, councillors, youth groups, women groups, businesses, schools and hotels to get an understanding of the issues and challenges they face with roaming dogs, and the solutions they would like to be part of. The team followed a strategic plan to address the issues and specific target groups. There was an increased understanding from the community of their crucial role in ensuring sustainable and positive change for both people and dogs, reflected in a sustained increase in the number of dog owners bringing their dogs to our clinics for sterilization and treatment. The CE team also built a strong volunteer network. Moreover, several hotels realised that catching and removal of dogs simply isn't working for them in the long run and are now fully committed to our humane and sustainable alternative approach. In 2019, the team developed action plans for six hotels after having workshops and assessments with each of them; a total of 106 hotel staff participated in the develop of strategic action plans. The CE team also ran 19 sessions with children reaching 1075 children; nine strategic meetings with community leaders covering 211 people; five sessions with the elderly groups covering 163 people; and four meetings with women groups reaching 48 people.

In 2019, the HSI UK-funded team in Mauritius increased positive media profile for the project, securing 25 media reports including a 6 minute video on national news; 1 TV appearance on a panel show on the issue of stray dogs; 21 local written press articles and two international press articles.

In 2020 HSI UK will continue to support the Mauritius dog programme, focusing on securing agreement from the government to expand the successful pilot nationwide.

4.3 Protect companion animals (Continued)

Impact

- HSI UK supported the rescue of approximately 380 dogs saved from the dog meat trade in South Korea and 91 dogs from the trade in China, including six brought to the UK for rehoming and to become UK ambassadors for the campaign;
- £110,349 (2018: £276,584) raised in restricted funds for dog meat and street dog programmes, and used to deliver campaigns helping dogs in Asia and Africa;
- One and a half million signature petition to the Chinese government handed in to the Chinese embassy in London - in response the Chinese embassy responded, for the first time, that the government is encouraging people to 'stay away from dog meat' and 'urging market owners, managers and operators to abide by relevant regulations, treat animals well and refuse to kill dogs;
- During 2019 2,321 dogs were sterilized on the island of Mauritius, 712 dogs with mange and other skin conditions were treated, and 20 injured dogs (e.g. from car accidents) were treated. Extensive community and business outreach positively engaged over 1,500 people in the project, and resulted in dog management action-plans being established with six hotels; and
- Scientific staff led the review and improvement of HSI's humane dog population management programmes through surveys, monitoring and evaluation in more than ten countries, ensuring effectiveness in spay-neuter and community engagement programmes to improve the lives of thousands of dogs.

4.4 Reduce the number of animals suffering in farming systems

Need and scope

HSI UK's global affiliates are active to help animals on farms in many countries around the world, working with companies and governments to move away from intensive confinement systems such as battery cages and sow stalls, and advocating for greater uptake in plant-based diets. In the UK, HSI UK's Forward Food programme focuses on inspiring and enabling food service companies to reduce their animal product procurement, by serving more tasty, nutritious and environmentally and health-friendly plant-based foods.

Reacting to the risk and opportunity that Brexit present for animals in agriculture, we are also engaged in ensuring that welfare standards in UK farms, or products imported into the UK, do not become diluted in the course of Brexit changes.

Goals

- a) Through our Forward Food programme we aim to decrease the procurement of animal products in selected largescale UK food service institutions by at least 20% over 2 years.
- b) Ensure that UK legislation adopts the highest possible welfare standards for farmed animals.

Key activities and outputs

In 2019, the Forward Food team conducted 13 culinary workshops, training a total of 154 chefs and an additional 61 attendees at exhibition demos. These chefs worked for a range of different institutions including universities, airlines and large food service providers. The Forward Food initiative continues to receive very positive feedback and has led to the development of partnerships with inUA, Sodexo, Swiss Air, Lufthansa, TUCO and Public Sector Catering (PSC). We supported PSC, in setting a goal of reducing meat consumption across all public catering associations by 20%.

4.4 Reduce the number of animals suffering in farming systems (Continued) **Key activities and outputs (Continued)**

During 2019, together with our partner Food Steps, we carried out three quantitative greenhouse gas assessments to measure the impact that reducing animal products has on the environment, and the animals lives saved.

We also collaborated with a number of NGOs in amplifying our meat reduction mission including Eating Better and Friends of the Earth as well as with Compassion in World Farming on their End the Cage Age campaign, promoting a Parliamentary petition via supporter email and social media posts.

To grow public interest in plant-based food, we used Forward Food's sister campaign, EatKind, to promote plant-based options during occasions such as World Plant Milk Day, Christmas and World Vegetarian and Vegan months. In collaboration with The Vegan Society, we also launched UniVe and FlyVe, campaigns which asked the public to submit reviews on plant-based meal offerings by universities and airlines, respectively.

Impact

- 154 chefs from 13 companies inspired to create more plant-based dishes, and equipped with a toolkit to make menu changes in their companies;
- 3 universities used our greenhouse gas assessments to make drastic changes to their menus such as removing beef and lamb from menus, making plant-based meals the default with the option to add meat and opening a vegan café on campus;
- Following HSI advocacy and support, iNUA hospitality group has introduced a vegan menu across all of their 22 hotels across Ireland;
- Programme Manager, Charlie Huson, was named one of the 20 most influential people in UK public sector catering;
- HSI UK secured a commitment from Public Sector Catering, the association for all sectors of public catering in the UK, to reduce meat on menus by 20% across all sectors; and
- Parliamentary e-petition calling for ban on cages and crates secured over 100,000 signatures, triggering a Westminster Hall debate (to be held in 2020)

4.5 Promoting the development and use of non-animal methods in research and testing

Need and scope

Over 3.5 million scientific procedures were carried out on animals in the UK in 2018 alone (the most recent data available). This number has not undergone any sustained decline in the past 10 years, despite improvements in non-animal approaches that are more cost-effective, faster and produce data more relevant to humans. The vast majority of these animals are rodents, but the other animals used in procedures in the UK in 2018 included dogs, cats, monkeys, horses, sheep, rabbits, fish and birds. These animals are used in experimental testing of compounds, to ascertain chemical safety, and for biomedical research. Most of the animals will be killed at the end of the experimental procedure, which further reinforces the concept that these animals are considered as essentially disposable items to be used as required and then discarded at the end of the experiment.

Almost half of the animals (predominantly mice) used in scientific procedures in the UK have undergone some form of genetic modification (GM). The creation and maintenance of genetically

4.5 Promoting the development and use of non-animal methods in research and testing (Continued) **Need and scope (Continued)**

modified animals is very inefficient in terms of animal lives, time, effort and money. In 2018 in the UK, over 1.7 million animals were not used in any scientific procedures, but were simply bred and killed in pursuit of the creation of genetically modified animals. GM animals are frequently used for disease modelling - genes that associate with human disease are altered in an attempt to create a model of a human disease, or human (or other animal) genes are added to the mouse, again to try and recreate disease symptoms in these animals. This approach is not just costly in terms of the number of 'excess' animals who are bred and killed but also in the lack of any benefit or advance to humanity (the main reason used for justification of destructive animal use in the life sciences). Animal models of disease do not recapitulate the features of human disease. Adding one human gene to a mouse does not create an accurate replica of a human disease and this is evidenced by the lack of progress that these methods permit. To date, despite almost 200 different, genetically modified mouse models of Alzheimer's disease, over 200 potential treatments which had proven successful in the animal models have been evaluated in more than 400 clinical trials on people with Alzheimer's and yet there are still no new medicines.

There is mounting evidence that animals are not the best model with which to investigate human disease processes and evaluate possible treatments. The translational ability of an animal model refers to the likelihood that a new drug which effectively treats a disease modelled in animals will prove equally successful in the relevant (human) patient group. These translation rates are uniformly, shockingly low. More than 9 out of every 10 drugs that are effective in animal models of disease fail to have the requisite, positive impact for human patients. This equates to huge loss of life- both animal and human, wasted research funding and ultimately, a delay in the delivery of effective treatments to patients.

HSI UK recently expanded capacity to include a biomedical science advisor, a regulatory science advisor and a science-based lobbyist to focus on addressing these issues, with the ultimate goal of replacing animal use in research and testing. The Research and Toxicology team works closely with relevant stakeholders- the scientific researchers, regulators and industrial partners - to promote the development and use of the more human-relevant non-animal methods for testing and research.

Goals

- a) Reduce wasteful breeding of GM animals with a view to their complete replacement by more human-relevant methods;
- b) Redirect research funding away from support of animal models of human disease and towards the more human-relevant, non-animal research methods; and
- c) Promote further uptake of non-animal methods for toxicology testing.

Key activities and outputs

To **reduce the inefficient breeding of genetically altered animals**, with a view to the ultimate replacement of these models, HSI UK's scientists are part of the organising committee for a European Commission-led Expert Working Group. This international group includes researchers, industry, commercial breeders and animal protection organisations and is developing guidance on the use of genetically-altered animals. The guidance will help to reduce excessive breeding and will ensure greater protection of the animals - with higher welfare requirements for those animals bred to endure more harmful mutations. We have followed up this activity with a meeting with the

4.5 Promoting the development and use of non-animal methods in research and testing (Continued) Key activities and outputs (Continued)

head of the Mary Lyon Centre- the UK Medical Research Council's mouse breeding unit at Harwell - to discuss how to implement the guidance across the UK and we continue to raise this issue with the Animals in Science Research Unit at the Home Office. In recognition of our activities in this area, we were invited to give an oral presentation entitled 'The impact of closure of specialised mouse research facilities' at the European society for Alternatives to Animal Testing conference in Vienna in October 2019.

To redirect research funding away from animals and promote further uptake of the non-animal methods in toxicity testing, in order to enable more effective support and widespread application of human-relevant approaches, we actively engage in scientific conferences, meetings, workshops and respond to public consultations. In addition, HSI UK's experts sit within the following groups:

- Animal Protection stakeholders (with the Animals in Science Regulatory Unit of the Home Office)
- European Commission Cosmetics working group
- The European Partnership for Alternative Approaches to Animal Testing
- The European Chemical Agency Member State Committee
- The European Commission CARACAL
- The European Centre for Validation of Alternative Methods stakeholders forum (ESTAF)
- The International Council on Animal Protection in OECD programmes (ICAPO)

In 2019 HSI UK submitted scientifically-justified, evidence-based comments in response to the following public consultations:

- The International Council for Harmonisation of Technical Requirements for Pharmaceuticals for Human Use (ICH) - non-clinical safety testing for paediatric medicines
- Health Public Private Partnership Strategic Research & Innovation Agenda
- Veterinary Stakeholder Consultation - Regulatory Science for 2025 and beyond
- Developing Horizon Europe - implementation
- Developing Horizon Europe - orientation
- Australian Department of Health's consultation on proposed changes to the draft Industrial Chemicals (General) Rules arising from the passage of the Industrial Chemicals Act 2019

We maintain two science industry-facing websites and social media platforms (twitter and LinkedIn) - <http://www.afsacollaboration.org/> has a toxicity testing focus and www.biomed21.org is designed for biomedical science and life science researchers. AFSA brings together corporate and non-profit leaders who share the goal of accelerating a modern, species-relevant approach to safety assessment globally to better protect people and our planet, and hasten the replacement of animal testing. We use these multi-stakeholder platforms to engage with scientists, promoting the development and application of innovative non-animal methodologies, events and research funding opportunities that focus on human-relevant approaches. Both platforms have achieved a steady increase in twitter followers (around 80 new followers per month for AFSA and 20 new followers per month for BioMed21).

We interacted with politicians in both the UK and the European Union parliaments, analysing proposed and pending legislation and policy initiatives, and co-ordinating interventions as appropriate to further the goal of ending animal use in laboratories. These included meetings with EU negotiators at the Directorate General for Trade of the European Commission to discuss HSI's

4.5 Promoting the development and use of non-animal methods in research and testing (Continued)

Key activities and outputs (Continued)

research and toxicology recommendations in relation to bilateral trade agreements between the EU and both Australia and New Zealand.

We engaged positive media interest in animal use for scientific research and testing in the UK, including in Pharma Times and the Daily Mail. We also secured a full interview in Lab Mate UK (trade publication for pharmaceutical industry personnel) about the scale of the UK's animal use for scientific purposes and how to address this.

Impact

- Membership of the Animal-Free Safety Assessment (AFSA) Collaboration (established in 2018) grew to 12 corporate partners, including Unilever, Proctor and Gamble, and L'Oreal.

4.6 General

HSI UK continued its involvement with, and contributions to, several umbrella bodies during 2019, including the Association of Lawyers for Animal Welfare, the All-Party Parliamentary Group for Animal Welfare, the CITES Liaison Group with the UK CITES Management Authority, the Fur Free Alliance, and Wildlife and Countryside Link. HSI UK's Executive Director remained Chair of Link's Animal Welfare Strategy Group for a fourth year, and HSI UK's Senior Campaign Consultant continues to hold a seat on the Fur Free Alliance's Executive Committee.

5. Media communications, celebrity engagement and online support engagement

During 2019, HSI UK continued to achieve high levels of international and national media coverage for both our UK and global campaigns including the CITES conference on endangered species, the fur trade and exotic skins; trophy hunting; Japanese whaling and the IWC; the dog meat trade in China, Indonesia and South Korea; bullfighting; street dogs in Kerala and the Philippines; the plight of Lammie the elephant in Johannesburg zoo; the wild capture and shipment to China of baby elephants in Zimbabwe; the rescue and release of wild caught baby seals in China; our efforts to save Riff Raff the elephant in South Africa; animal testing for cosmetics; lion cub farming in South Africa; our rescue of animals from a roadside zoo in Canada; elephant hunting ban in Botswana; Japan ivory ban; elephant riding; Gadhimai festival in Nepal; the animal welfare impacts of Brexit; and plant-based eating/Forward Food.

HSI UK recorded hundreds of media hits including in the Daily and Sunday Telegraph, Sky News, BBC, the Guardian, Buzzfeed, Daily Mirror, Daily Mail, Reuters, ITV, Deutsche Welle, Channel News Asia, Newsweek, Japan Today, China Daily, Le Monde, New York Times, AFP, Associated Press, CNN and

5. Media communications, celebrity engagement and online support engagement (Continued)

USA Today. HSI UK's #FurFreeBritain campaign also achieved front page coverage in the Daily Express, iPaper, Daily Telegraph, Metro, The Sun, The Times, and featured prominently on Sky News, CNN, Telegraph, ITV News, The Times, The Guardian, Daily Mail, Daily Mirror, CBS News, Vogue, Harpers Bazaar, Washington Post, Marie Claire, Good Morning Britain TV, The Sun and Talk Radio.

2019 saw HSI UK continue to cement celebrity relationships, to use their influence to take our messages to new audiences. Marc Abraham and Victoria Stilwell travelled to South Korea to raise awareness about our dog meat campaign; Pete Wicks went undercover with us to expose the cruelty of fur farms in Finland; HSI UK joined Leona Lewis at Hopefield Animal Sanctuary to announce our partnership to promote animal welfare and plant-based eating; a host of British comedians gave their time for free to take part in our annual comedy show fundraiser; and celebrities posted Fur Free Britain tshirt selfies including Gail Porter, Ricky Gervais, Alexi Lubomirski, Jasmine Harman and Pete Wicks; and Dame Judi Dench and Vanessa-Mae supported our Yulin campaign.

UK citizens account for the second largest following (after the USA) on HSI's global Facebook account. During the year, @HSIUKorg's twitter following rose to over 7,500. Since its launch in July 2017, HSI UK's Facebook page, dedicated to engaging with UK supporters on HSI's UK animal protection campaigns, has gained just under 13,000 followers, and HSI UK's Instagram account has gone from strength to strength, rising to over 10,000 followers at the end of 2019.

6. Fundraising, supporter liaison, and operational management

6.1 Fundraising approach

HSI UK's work in the UK and around the world would not be possible without the generosity of our supporters. We offer many different opportunities for our fundraisers and donors to engage with us to fulfil our charitable objectives. These include special events; regional and community fundraising activity and events; individual giving, which includes major gifts, mailing campaigns, and on-line donation campaigns.

HSI UK continues to raise the majority of its revenue through online campaigns, using both email and social media platforms such as Facebook. Our online email file at year-end consisted of 149,656 active UK supporters and we perform regular reviews of the database to ensure that we are communicating with an active, engaged supporter base. HSI UK also runs a direct mail programme, using third party agencies for design and print (RKD) and lockbox fulfillment (Telebank). The number of supporters electing to communicate with us via post, at 2019 year-end, was 28,839. HSI UK continued to distribute the popular supporter stewardship mini-magazine, Animal Allies, to regular donors during 2019. Three issues were produced during the year, each sent to around 4,000 regular donors.

A growing number of supporters elected to undertake sponsored events in aid of HSI UK's work through our Just Giving platform, including a sponsored head shave; the Great North Run; Kalmar

6. Fundraising, supporter liaison, and operational management (Continued)

6.1 Fundraising approach (Continued)

Triathlon; running 96 miles across The West Highland Way; and climbing to Kilimanjaro. In 2019 we gratefully received donations of £14,363 through our Just Giving platform.

The generosity of legacy donors meant that HSI UK received over £437,648 in legacies during 2019. HSI UK maintained a consultancy partnership with Legacy Link, who are tasked with identifying legacies that name HSI UK, and ensuring their efficient and lawful processing.

Staff received excellent feedback from supporters who attended our annual sell-out Comedy Night, raising £4,500 from ticket sales and a raffle in which many companies kindly donated prizes.

HSI UK also held our first ever Major Donor event, 'Humane Horizons'. We were pleased to welcome 50 celebrities, major donors, Trust and Foundation and Corporate donors and prospects. We received very positive feedback from guests and the evening enabled our benefactors to hear first-hand accounts of our work from our campaign and policy experts.

HSI UK was extremely grateful to receive £78,435 philanthropic donations from Trusts and Foundations and Corporate donors. Several of these donations were restricted to specific projects including HSI's street dog programme in Mauritius and our campaign to end the dog meat trade in South Korea.

HSI UK had a presence at several events throughout the year, including Animal Aid's Christmas Fayre. Staff distributed campaign materials and gathered signatures for our dog meat, fur and other petitions, as well as selling a small amount of HSI merchandise in order to cover costs of attendance.

6.2 Commitment to responsible fundraising and personal data protection

HSI UK is a member of the Institute of Fundraising (IOF) and follows its Code of Fundraising Practice. HSI UK also follows the guidance and requirements of the Charity Commission fundraising guide (CC20). HSI UK voluntarily subscribes to the Fundraising Regulator and abides by its code. In 2019 we received and actioned 13 requests to stop communications via the Fundraising Regulator's Fundraising Preference Service, compared to 15 in the previous year.

Third parties contracted by HSI UK to engage in fundraising/data management activities on its behalf are also required to adhere to all relevant regulations as well as abiding by the above codes, and HSI UK staff maintain close oversight to ensure this. HSI UK staff provide regular training to third party companies representing the organization to supporters, including for fundraising purposes.

HSI UK maintains a log of all queries and complaints and during 2019, over 1800 queries were logged by phone and email (not including those raised via social media channels), of which 0.1% were complaints relating to fundraising, primarily regarding the frequency of donation requests. All complaints were addressed and concerns rectified within three working days of receipt. HSI UK reviews all complaints very carefully and we will continue to make adjustments to fundraising practices in order to provide a positive experience for donors and supporters.

6. Fundraising, supporter liaison, and operational management (Continued)

6.2 Commitment to responsible fundraising and personal data protection (Continued)

HSI UK's privacy policy (available on the website at <http://www.hsi.org/privacy-notice.html>) makes various commitments to ensure donors and supporters can be sure that their personal data is kept secure, in accordance with relevant data protection laws, as well as our commitment to be clear and transparent around the data we keep. HSI UK has established a policy not to share any of its supporter data with other charities or companies. During 2019, no wealth screening activities took place and there are no future plans to engage in wealth screening.

HSI UK has had a vulnerable persons policy, with respect to its fundraising activities, since September 2016. This includes guidance to staff, and companies carrying out fundraising and donation processing on our behalf, on how to identify potentially vulnerable persons, a flagging procedure to ensure that such risks are appropriately recorded, and a policy to provide clear guidance for when donations should be questioned and/or potentially politely declined.

6.3 Human Resources

HSI UK recruited three new members of staff during 2019. In June, a Finance and Operations Manager was recruited, and in September a Senior Individual Giving Manager was recruited. Both roles replaced existing staff who had resigned. In 2019, we also recruited for the new role of Office Administrator which provides additional capacity to the operations and supporter care teams as well as assisting with fundraising and campaign events.

HSI UK managed compliance with responsibilities under the Pensions Regulator. Throughout the year staff attended several training seminars and workshops, including training in charity fundraising, first aid and GDPR.

During 2019, HSI UK benefited from the support of three part-time office volunteers, as well as one full time volunteer who worked on the Forward Food campaign.

6.4 Information Technology

New hsi.org OneDrive accounts were set up on all staff laptops. Staff received training on how to use Sharepoint to store shared files and folders. A new office printer was installed to provide faster print runs and larger paper sizes. Fundraising staff worked closely with colleagues in HSI's US headquarters to manage the transition of our supporter database to a new CRM (ROI), including ensuring its full compliance with all GDPR requirements. Additionally, in 2019 HSI UK transitioned to use new accounting software (Intacct) in order to allow real time tracking of revenue generation and expenditure, and tracking at more granular levels of detail for reporting.

7. FINANCIAL REVIEW

HSI UK ended FY2019 with net income of £113,261 compared to a net income of £474,156 in FY2018.

7. Financial review (continued)

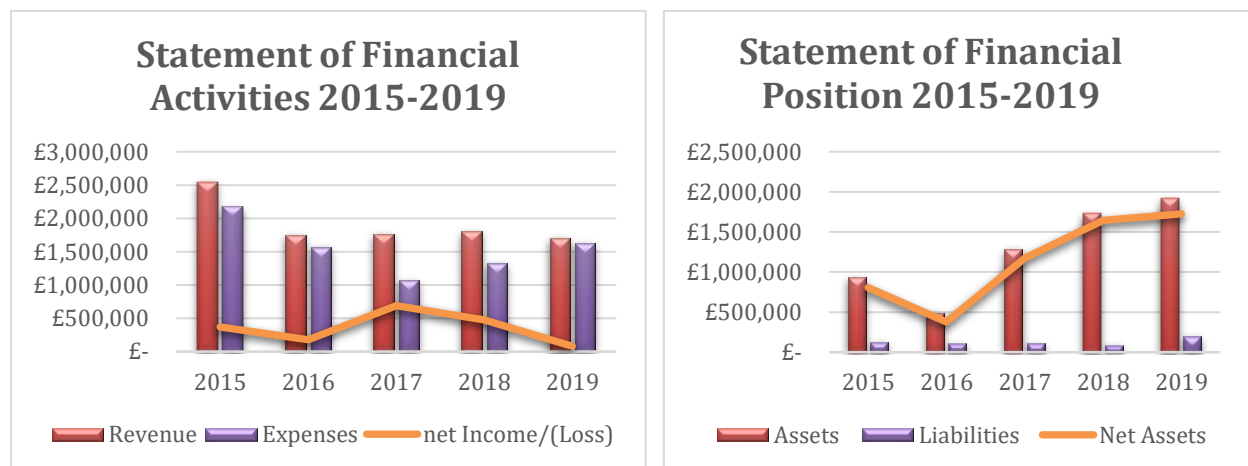
The 2019 revenue of £1,728,227 was composed of donations and legacies by generous supporters through our various fundraising campaigns and events. Legacies accounted as £437,648 in 2019 (2018 figure: £247,685).

Spending for 2019 was £1,614,966 broken down as follows:

- Campaign costs for raising funds £270,601 (2018 figure: £213,810) - fundraising costs related to digital marketing campaigns and fundraising activities/events with the objective of attracting supports and generate donations to HSI UK. These includes agency fees, advertising publications and other materials. During 2019, the charity reduced direct marketing campaigns specifically for print and production development costs in favor of online development activities, which significantly reduced fundraising cost.
- Advocacy for animal welfare costs £895,455 (2018 figure: £619,447) - part of campaign cost incurred in undertaking HSI UK's existing programs is to promote animal welfare issues. These includes education materials/newsletters, mailings, and other materials disseminated to existing donors and the general public.
- UK Support Costs £385,872 (2018 figure: £423,389) - these were costs incurred to deliver program activities; and run the HSI UK office. These includes staff costs, legal and professional fees, travel, office occupancy, utilities, communications, and other sundry expenses.
- Grants £49,947 (2018 figure: £58,227) - these were grants awarded to other charities in support of charitable, scientific or educational activities. The activities are designed to further the objectives of HSI UK in promoting animal welfare by providing direct care and/or rehabilitation of animals.
- Governance costs £13,091 (2018 figure: £12,973) - these are audit fees for statutory reporting requirements. The 2019 audit fee increased by 1% from last year.

2015 - 2019

The illustration below shows our financial activities and position for the last 5 years.



7. Financial review (continued)

Reserves policy

Each year the trustees consider the appropriate level of free reserves. HSI UK's reserve policy is to maintain a level of free reserves that will enable to maintain a continuity of activity and to adjust in a measured way to changes in the economic environment. The trustees agree that free reserves equivalent to 3 months of operating expenditures is appropriate.

At 31 December 2019, free reserves measured as £1,166,090 (2018: £900,017). It is in compliance with the company reserves policy. Three months of expenditures in 2019 total to approximately £299,664 (2018: £331,962). Excess of the reserve over the established level will be used to cover unexpended expenses, such as pandemics, natural disasters, etc. The trustees intend to continue to work towards maintaining free reserves and financial success achieved during 2020.

Going Concern

The trustees reviewed the HSI UK financial plans in February 2020, as part of their normal annual review, as well as our principal financial risks. At that time, they were satisfied that the HSI UK had sufficient resources to continue operating for the foreseeable future and accounts have been prepared in the knowledge that the HSI UK is a financially viable organisation.

Since then, the effect of COVID-19 has also been assessed by the trustees in October 2020, reviewing the organisation's ongoing forecasts and projections to ensure that the organisation remains financially viable. With regard to the next accounting period, the year ending 31 December 2020, the most significant areas that are likely to affect the charity's net assets are volume of incoming donations and the level of income. Since the year-end, as a result of the effects of COVID-19, all these areas have either deteriorated or are expected to. Fundraising events, gift aid and direct mail income is declining. However, digital fundraising income was significantly increased from £302K to £1.1M for the period January through September 2020 compare to the same period for 2019. More significantly, legacy income is expected to fall by around 25% with falls in the stock and property markets and delays in administration.

As of today, the trustees have not made any decisions to reduce costs. 2020 budget remains at the same level as it was originally approved. As an animal protection organisation, we will ensure that we will continue to operate as normal, as much as we can. However, with the social distancing measures, we have temporary closed our office and employees are working remotely, no HSI UK employees have been put on furlough. Due to travel restrictions, travel activities have been significantly reduced; however, going forward, both essential and pre-approved important international and domestic UK staff business travel will be allowed, with regular reviews in place to adapt to changes in government guidance and rules.

With all measures that we took, the most recent forecasts do not show any potential cashflow shortfall and we are planning to keep free reserves at the same level. The trustees will continue to review plans with the HSI UK executive team to make the necessary changes to remain within free reserves level over the life of the 2020- and 2021-years plans, as per the free reserves policy. The charity has a strong balance sheet, with unrestricted Net Assets of around £1.2M, so the trustees are of the opinion that the charity will have sufficient resources to meet its liabilities as they fall due. Parent organizations in the US, The Humane Society of the United States and Humane Society International will continue supporting the HSI UK.

INDEPENDENT AUDITOR'S REPORT TO MEMBERS OF THE HUMANE SOCIETY INTERNATIONAL (UK)

Opinion

We have audited the financial statements of The Humane Society International (UK) ("the Charitable Company") for the year ended 31 December 2019 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice)¹.

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 2019 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- 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 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 related to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Charitable Company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The other information comprises the information included in the Annual Report, other than the financial statements and our auditor's report thereon. The other information comprises: Trustees' Report. The Trustees are responsible for the other information.

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.

¹ No requirement to specify whether FRS 102 or FRS 102 1A - wording covers both frameworks.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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' Report, which includes the Directors' Report prepared for the purposes of Company Law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report, which are included in the Trustees' 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 Strategic report or the Trustee's 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 Directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees 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 directors' report and from the requirement to prepare a strategic report].

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement, 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 determines 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

We have been appointed as auditor under the Companies Act 2006 and report in accordance with the Act and relevant regulations made or having effect thereunder.

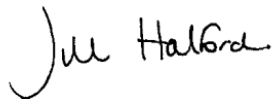
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee 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.

A further description of our responsibilities for the audit of the financial statements is located at the Financial Reporting Council's ("FRC's") website at:

<https://www.frc.org.uk/auditorsresponsibilities>

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.



Jill Halford (Senior Statutory Auditor)
For and on behalf of BDO LLP, statutory auditor
London, United Kingdom
Date

11 December 2020

BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127).

THE HUMANE SOCIETY INTERNATIONAL (UK)
STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2019
(incorporating an income and expense account)

	Note	Unrestricted Funds £	Restricted Funds £	2019 £	Unrestricted Funds £	Restricted Funds £	2018 £
INCOME FROM:							
Donations and legacies	2	1,569,732	158,495	1,728,227	1,602,210	199,792	1,802,002
Total income		<u>1,569,732</u>	<u>158,495</u>	<u>1,728,227</u>	<u>1,602,210</u>	<u>199,792</u>	<u>1,802,002</u>
EXPENDITURE ON:							
Raising funding	3	270,264	337	270,601	213,810	-	213,810
Charitable activity							
Promoting animal welfare	4	1,000,828	343,537	1,344,365	1,083,089	30,947	1,114,036
Total expenditure		<u>1,271,092</u>	<u>343,874</u>	<u>1,614,966</u>	<u>1,296,899</u>	<u>30,947</u>	<u>1,327,846</u>
Net income		298,640	(185,379)	113,261	305,311	168,845	474,156
RECONCILIATION OF FUNDS							
Fund balance brought forward at 1 January 2019		900,017	745,926	1,645,943	594,706	577,081	1,171,787
Fund balance carried forward at 31 December 2019		<u>1,198,657</u>	<u>560,547</u>	<u>1,759,204</u>	<u>900,017</u>	<u>745,926</u>	<u>1,645,943</u>

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 account.

The notes on pages 40 to 44 is an integral part of these financial statements

THE HUMANE SOCIETY INTERNATIONAL (UK)
BALANCE SHEET AT 31 DECEMBER 2019

Registration number 4610194 (England and Wales)

	Note	2019		2018	
		£	£	£	£
CURRENT ASSETS					
Debtors	10	289,010		529,035	
Cash at bank and in hand		<u>1,675,575</u>		<u>1,202,344</u>	
		1,964,585		1,731,379	
CURRENT LIABILITIES					
Creditors: amounts falling due within one year	11	<u>205,381</u>		<u>85,436</u>	
NET CURRENT ASSETS			1,759,204		1,645,943
NET ASSETS			<u>1,759,204</u>		<u>1,645,943</u>
FINANCED BY:					
Restricted funds	12		560,547		745,926
Unrestricted funds	12		1,198,657		900,017
TOTAL FUNDS			<u>1,759,204</u>		<u>1,645,943</u>

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 authorized for issue on ... December 9, 2020 ... They were signed on its behalf by:


Michaelen Kastantin Barsness
Treasurer

The notes on pages 40 to 44 is an integral part of these financial statements

THE HUMANE SOCIETY INTERNATIONAL (UK)
STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 DECEMBER 2019

	Note	2019	2018
Cash from operating activities			
Net cash provided by operating activities	A	<u>473,231</u>	<u>108,566</u>
Increase in cash and cash equivalents in the year		473,231	108,566
Cash and cash equivalents at the beginning of the year		1,202,344	1,093,778
Total cash and cash equivalents at the end of the year		<u><u>1,675,575</u></u>	<u><u>1,202,344</u></u>

A) Reconciliation of net income to net cash flow from operating activities

	2019 £	2018 £
Net income for the reporting period (as per the statement of financing activities)	113,261	474,156
Decrease / (Increase) in debtors	240,025	(338,393)
Increase / (decrease) in creditors	<u>119,945</u>	<u>(27,197)</u>
Net cash provided by operating activities	<u><u>473,231</u></u>	<u><u>108,566</u></u>

Analysis of changes in net debt

	At 1 Jan 2019 £	Cash flows £	Other changes £	At 31 Dec 2019 £
Cash at bank and in hand	1,202,344	473,231	-	1,675,575
TOTAL	<u><u>1,202,344</u></u>	<u><u>473,231</u></u>	<u><u>-</u></u>	<u><u>1,675,575</u></u>

The notes on pages 40 to 44 is an integral part of these financial statements

THE HUMANE SOCIETY INTERNATIONAL (UK)
Notes to the Financial Statements
for the year ended 31 December 2019

1. Accounting Policies

1.1 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) (effective 1 October 2019) - (Charities SORP (FRS102))(second edition - October 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and Companies Act 2006.

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 required management to exercise judgement in applying accounting policies.

1.2 Income

Voluntary income is received by way of grants, donations and gifts and is included in full in the statement of financial activities when receivable. Grants income is recognised when the charity has entitlement to the funds, it is probable the income will be received, the amount can be measured reliably and any performance conditions have been fully met.

Income from grants, where relating to performance and specific delivery requirements are recognised when the charity earns the right to consideration by its performance.

1.3 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 to be used for specific purposes as laid down by the donor. Expenditure that meets these criteria is charged to the fund. Restricted funds are mostly comprised of donations received for Street Animal Welfare, Stop Wildlife Abuse and Fur Free campaigns.

1.4 Allocation of expenditure

Support costs have been 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.

Expenditure has been recognized on an accruals basis.

Grants payable, which do not have any conditions attached, are accounted for in full as liabilities of the Charity when approved by the trustees and notified to the recipient. Grant payables to third parties are included in expenditure for charitable activities. Where unconditional grants are made, these amounts are recognized when a legal or constructive obligation is created, typically when the recipient is notified that a grant will be made to them. Where grants are conditional on performance, the grant is only recognized once any unfulfilled conditions are outside of the control of the Charity.

Expenses that can be identified with a specific program or support service are charged accordingly to their natural expenditure classification. Certain costs common to multiple functions have been allocated among raising funds and promoting animal welfare. General and administrative expenses include those costs that are not directly identifiable to any specific function, but provide for the overall support of the Charity.

1.5 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 taken to the Statement of Financial Activities.

1.6 Financial instruments

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

1.7 Going concern

The Trustees are required to prepare the financial statements on the going concern basis unless it is not appropriate. The trustees have reviewed the going concern status of the Charity by considering the cash position of the Charity as at 31 December 2019, together with the anticipated level of funding for the coming year and the continued support of its parent, The Humane Society of the United States (HSUS). Based on this review, the trustees have concluded that the financial statements should continue to be prepared on the going concern basis.

The trustees reviewed the HSI UK plans in May 2020 and were content that these plans were affordable and that the accounts should be prepared on a going concern basis. However, the impact of the recent COVID-19 outbreak and its financial effect has meant that the executive team and trustees have been reviewing financial plans for the next 12 months to ensure the HSI UK can continue its business-critical activities and remain a going concern. It is not expected that the Government's decisions on social distancing will have a significant effect on the HSI UK financial situation.

The length of the COVID-19 outbreak and the measures taken by the Government to contain this are not known and outside of our control but we have put processes in place to manage cashflow on a monthly basis and review financial stability as matters progress.

Given the strength of the balance sheet and availability and liquidity of unrestricted Net Assets, totalling around £1.1M, the trustees believe that, while uncertainty exists, this does not pose a material uncertainty that would cast doubt on the charity's ability to continue as a going concern. The trustees, therefore, consider it appropriate for the accounts to be prepared on a going concern basis.

The potential effect on the balance sheet for 2020 is explained further in Note 1.11.

THE HUMANE SOCIETY INTERNATIONAL (UK)
Notes to the Financial Statements (continued)
for the year ended 31 December 2019

1. Accounting Policies (continued)

1.8 Judgment in applying accounting policies and key sources of estimation

The preparation of financial statements requires management to make estimates and judgments that affect the reported amounts of assets and liabilities and actual outcomes could differ from those estimates.

1.9 Concentration of credit risk

The Charity's assets that are exposed to credit risk consist primarily of cash, gifts and other receivables, and related party transactions. The Charity's gifts and other receivables balance consists primarily of amounts due from individuals and corporations. Historically, the Charity has not experienced significant losses related to the receivable balances and, therefore the credit risk to them is minimal.

1.10 Legacy accounting policy

For legacies, entitlement is taken as the earlier of the date on which either; the charity is aware that probate has been granted, the estate has been finalized and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

1.11. Events after the end of the reporting period

Since the 31 December 2019 to the date of signing these financial statements the outbreak of the pandemic COVID19 has had an economic effect across all sectors and the HSI UK has considered the effect on the charity as a going concern, its resilience through this period and the effect on the assets and funds of the HSI UK. The trustees have reviewed the revised financial plans and agreed a series of activities that should ensure financial stability in these difficult times. At this point, there is no financial impact that can be presented as an estimated value. Travel activities were banned through July 2020. That impacted all other Charities' activities and reduced total actual cost for the period compare to the budget. There is no planned reduction in expenditures or any personnel cost. Legacies receivable of £126K may also be affected as property prices and stock markets fall.

If the situation were to worsen then the trustees may decide to seek funding from the parent organizations, HSUS and HSI, though there are no plans to do so at this present time. On review of the financial plans to the end of December 2020, the trustees have concluded that this will not affect the ability of the charity to continue as a going concern. We remain resilient through having a considered investment policy, avoiding undue risk, and sound financial planning and management.

2. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	2019 £	2018 £
Donations	1,124,809	158,495	1,283,304	1,552,523
Legacies	437,648	-	437,648	247,685
Other income	7,275	-	7,275	1,794
	<u>1,569,732</u>	<u>158,495</u>	<u>1,728,227</u>	<u>1,802,002</u>

The donations and legacies income in 2018 was £1,802,002 of which £1,602,210 was unrestricted and £199,792 was restricted.

As at 31 December 2019 legacies where HSI UK have entitlement but the remaining revenue recognition criteria have not been met, amount to £172,500 (2018:£224,000).

3. Raising funds

	Unrestricted Funds £	Restricted Funds £	2019 £	2018 £
Campaign costs	270,264	337	270,601	213,810
	<u>270,264</u>	<u>337</u>	<u>270,601</u>	<u>213,810</u>

The campaign costs in 2018 were £213,810 of which £213,810 was unrestricted and £Nil was restricted.

4. Promoting Animal Welfare

	Unrestricted Funds £	Restricted Funds £	2019 £	2018 £
Advocacy for animal welfare costs	578,248	317,207	895,455	619,447
Grants paid (note 5)	30,000	19,947	49,947	58,227
UK support costs (note 6)	379,489	6,383	385,872	423,389
Governance costs (note 7)	13,091	-	13,091	12,973
	<u>1,000,828</u>	<u>343,537</u>	<u>1,344,365</u>	<u>1,114,036</u>

Expenses for promoting animal welfare in 2018 were £1,114,036 of which £1,083,089 was unrestricted and £30,947 was restricted.

THE HUMANE SOCIETY INTERNATIONAL (UK)
Notes to the Financial Statements (continued)
for the year ended 31 December 2019

5. Grants paid

	Unrestricted Funds £	Restricted Funds £	2019 £	2018 £
Hopefield Animal Sanctuary	10,000	-	10,000	-
University of Oxford	20,000	-	20,000	20,000
Humane Society International	-	19,947	19,947	30,947
Stowarzyszenie Otwarte Klatki	-	-	-	7,280
	<u>30,000</u>	<u>19,947</u>	<u>49,947</u>	<u>58,227</u>

Grants paid in 2018 were £58,227 of which £27,280 was unrestricted and £30,947 was restricted.
3 grants (3 - 2018) were paid to institutions in year and nil grants (nil - 2018) were paid to individuals.

6. UK Support Costs

	Unrestricted Funds £	Restricted Funds £	2019 £	2018 £
Management overhead	124,964	-	124,964	86,167
Staff costs	84,822	-	84,822	102,538
Legal and professional fees	66,591	2,264	68,855	108,712
Rent	37,233	-	37,233	31,291
Bank charges	36,598	-	36,598	42,146
Insurance	7,318	-	7,318	1,699
Subscriptions	6,162	47	6,209	20,405
Accountancy	4,500	-	4,500	4,500
Printing, postage and stationery	3,902	1,272	5,174	4,520
Travel	2,966	2,565	5,531	1,422
Telecommunications	2,811	33	2,844	3,457
Sundry expenditure	941	-	941	7,511
Foreign exchange differences	681	202	883	7,107
Equipment	-	-	-	1,914
	<u>379,489</u>	<u>6,383</u>	<u>385,872</u>	<u>423,389</u>

HSI UK office costs in 2018 were £423,389 of which £423,389 was unrestricted and £Nil was restricted.

7. Governance costs

	Unrestricted Funds £	Restricted Funds £	2019 £	2018 £
Audit fees:				
Current period	13,091	-	13,091	12,973
	<u>13,091</u>	<u>-</u>	<u>13,091</u>	<u>12,973</u>

The governance costs in 2018 were £12,973 of which £12,973 was unrestricted and £Nil was restricted.

8. Wages and salaries

	Unrestricted Funds £	Restricted Funds £	2019 £	2018 £
Wages and salaries	507,604	-	507,604	311,729
Social security costs	54,595	-	54,595	30,064
Employee Benefits	9,742	-	9,742	-
	<u>571,941</u>	<u>-</u>	<u>571,941</u>	<u>341,793</u>

The wages and salaries costs in 2018 were £341,793 of which £341,793 was unrestricted and £Nil was restricted.

The average number of employees during the year was 15 (2018: 10).

The Trustees considers the Trustees and Executive Director as the key management personnel of the Charity. The total employment benefits including employer pension contributions of the key management personnel were £62,424 (2018: £61,039).

	2019 Number	2018 Number
£60,000 - £70,000	1	1
	<u>1</u>	<u>1</u>

No Trustees received remuneration for performance of their role as Trustee during the year. No (2018: Nil) expenses were reimbursed to Trustees during the year.

THE HUMANE SOCIETY INTERNATIONAL (UK)
Notes to the Financial Statements (continued)
for the year ended 31 December 2019

9. Taxation

The Humane Society International (UK) 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

	2019 £	2018 £
Other debtors:		
Other debtors	134,700	416,040
Amount due from parent undertaking	-	61,675
Prepayments and accrued income	154,310	51,320
	<u>289,010</u>	<u>529,035</u>

11. Creditors: amounts falling due within one year

	2019 £	2018 £
Trade creditors	152,060	94
Other taxes and social security costs	-	13,783
Accruals	53,321	71,559
	<u>205,381</u>	<u>85,436</u>

12. Funds

Analysis of net assets between funds	Unrestricted £	Restricted £	2019 £
Cash at bank and in hand	1,115,028	560,547	1,675,575
Debtors	289,010	-	289,010
Current liabilities	(205,381)	-	(205,381)
At 31 December 2019	<u>1,198,657</u>	<u>560,547</u>	<u>1,759,204</u>
Analysis of net assets between funds	Unrestricted £	Restricted £	2018 £
Cash at bank and in hand	456,418	745,926	1,202,344
Debtors	529,035	-	529,035
Current liabilities	(85,436)	-	(85,436)
At 31 December 2018	<u>900,017</u>	<u>745,926</u>	<u>1,645,943</u>

13. Movement of Funds

Analysis of Fund movements	Balance 2018 b/frw £	Incoming resources £	Resources expended £	Balance 2019 c/frw £
Restricted	745,926	158,495	343,874	560,547
Unrestricted	900,017	1,569,732	1,271,092	1,198,657
Total	<u>1,645,943</u>	<u>1,728,227</u>	<u>1,614,966</u>	<u>1,759,204</u>
Analysis of Fund movements	Balance 2017 b/frw £	Incoming resources £	Resources expended £	Balance 2018 c/frw £
Restricted	577,081	199,792	30,947	745,926
Unrestricted	594,706	1,602,210	1,296,899	900,017
Total	<u>1,171,787</u>	<u>1,802,002</u>	<u>1,327,846</u>	<u>1,645,943</u>

13. Lease commitments

At 31 December 2019, the company had total commitments under non-cancellable operating leases as follows:

	2019 £	2018 £
Expiry date:		
Within one year	<u>7,125</u>	<u>6,840</u>

THE HUMANE SOCIETY INTERNATIONAL (UK)
Notes to the Financial Statements (continued)
for the year ended 31 December 2019

14. Related parties

During the year, the Charity received a grant of £Nil (2018: £101,863) from The Humane Society of the United States (the HSUS).

Included within other debtors and falling due within one year is an amount due from the HSUS totalling £14,428 (2018: £61,675). This represents £14,417 received by HSI on behalf of the Charity and £11 of sundry expenses.

Included within other creditors and falling due within one year is an amount due to the HSUS totalling £124,964 (2018: £Nil).

15. Post Balance Sheet Events

The Impact of COVID-19 is considered to be a non-adjusting past balance sheet event. As noted in note 1, the Trustees have considered the financial risks associated with COVID-19 and have undertaken a detailed forecasting exercise taking into account a number of alternative scenarios.

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.

16. Ultimate Controlling Party

The Charity's ultimate controlling party is The Humane Society of the United Society (HSUS), a not-for-profit organization in the United States, with registration number 53-0225390. The HSUS 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.humanesociety.org.