

YOUR GLOBAL IMPACT REPORT 2025
CREATING REAL & LASTING CHANGE



You are helping transform the lives of billions of farmed animals



Philip with his rescue pup, Bruce.

It goes without saying that we're living through uncertain times. Complex geopolitics, economic challenges, and ecological crises continue to fuel global instability.

Yet, in the face of these pressures, your passion and commitment have never wavered. You, our supporters and donors, remained inspired by our campaigns and steadfast in your determination to create a better world – for animals, people, and the planet.

With the support of individuals and organisations around the world, we've helped bring global attention to the urgent need to overhaul our broken food system. Crucially, because of you, we are one step closer to ending factory farming for good.

We are deeply grateful to every donor who has supported our work and shares our vision of a world without factory farming. Your belief in our mission fuels our drive to prevent animal suffering and to expose the role factory farming plays in driving climate breakdown, biodiversity loss, and public health crises.

We are more certain than ever that, together, we'll create monumental change – and end cruel factory farming in favour of a brighter, kinder, and more sustainable future for all.

A handwritten signature in black ink that reads "Philip Lymbery".

Philip Lymbery
Global CEO
Compassion in World Farming International



Together, we make change happen

You are the heart of Compassion in World Farming. In 2024/2025, 1.6 million supporters and 100,000 donors joined us in our mission to end intensive animal farming.

A brighter future is possible

Our movement is growing, and our impact is being felt far and wide. As we continue working to dismantle the intensive farming system, here are just a few highlights from 2024/2025:

- In July 2024, we proudly opened our **Southern Africa Office**, strengthening our presence on the African continent.
- Our Head of Poland, Malgorzata Szadkowska, received a Women of the Year 2024 award from *Forbes Women Poland* for her advocacy for farmed animals.
- Our communications teams ensured our campaigns made headlines in respected global outlets, including *La Repubblica* (Italy), *The New York Times* (USA), *Ifeng News* (China), *BBC Online* and the *Daily Mail* (UK) and *Le Monde* (France). As a result, we generated an estimated **18.9 billion** opportunities for people to read about our work.
- Our CEO, Philip Lymbery, was appointed to the newly established **United Nations Food Systems Advisory Board**, helping to influence global food policy at the highest level.
- We co-hosted an event in Brussels with Eurogroup for Animals, outlining the need for more sustainable and higher welfare animal farming in the European Union. The event brought together farmers, businesses, policymakers and non-governmental organisations.

Our global impact is only possible because of the individuals and organisations who share our vision of a world where farmed animals are treated with compassion and respect.

Together, we are achieving lasting, meaningful change.

With teams working in **Brussels, China, Czechia, France, Italy, Netherlands, Poland, Spain, UK, USA**, and our new **Southern Africa Office**, Compassion is a truly global movement. Thanks to you we continue to mobilise and inspire others to take action to end factory farming for the sake of animals, people, and the planet.

This shared vision is also championed by our high-profile allies:

- Compassion Visionary and award-winning actress Miriam Margolyes OBE joined our Global CEO, Philip Lymbery, to deliver our annual lecture in memory of our founder, Peter Roberts, at the Oxford Literary Festival.
- Compassion Patron, Deborah Meaden, hosted the Good Farm Animal Welfare Awards in Paris.



Dr Amir Khan



Edie



Gabby



(L-R) Andy Cato, Kate Humble, Deborah Meaden and Philip Lymbery



Miriam Margolyes



Adrian



Sharon



Malgorzata



Zoe



Eileen



Charlotte

Thanks to you, we are helping to end cruel animal transport

Thanks to your unwavering support, we have achieved some remarkable campaign victories.

Making strides for aquatic animals

Up to 1.3 billion farmed aquatic animals in the EU still have no detailed laws protecting their welfare, but we were heartened to learn that the European Parliament is currently working on new regulations to protect animals during transport, updating the 20-year-old legislation currently in place. For the first time, aquatic animals such as fish, cephalopods (e.g. octopuses) and decapod crustaceans (e.g. crabs) have been included in the text proposed by the Commission.

The EU has neglected fish for decades, but the EU Animal Transport Regulation finally provides an opportunity to improve the welfare of these sentient animals.

Live exports banned from Great Britain

After 50 years of relentless campaigning, we achieved an historic victory: a **ban on live animal exports** from Great Britain for slaughter or fattening. This monumental step forward ends decades of cruelty, where millions of animals were subjected to long, harrowing journeys by boat, truck, and even plane – often in appalling conditions.

Our compassionate supporters, past and present, have made this possible through their protests, campaigning, donations and gifts in Wills.

Thanks to you we have continued to make global impacts:

- In March 2025, we launched a campaign urging **Brittany Ferries** to reverse its shocking decision to resume live animal exports from Ireland to France after a 30-year pause. Our supporters sent more than **200,000 emails** demanding an end to this trade. In October, we met with Brittany Ferries and although they have not yet committed to stop this trade, they agreed to a further meeting where we will continue to push for change.
- In June 2025, **58,000** supporters emailed **Stena Line** calling for it to end live exports. On 30 June, the ferry company announced that it would end its Rosslare to Cherbourg ferry route in September, which means it **no longer transports unweaned calves** on that 18-hour journey.
- As a **founding member of the Australian Alliance for Animals**, we celebrated Australia's decision to ban the export of live sheep by sea, effective from May 2028 – a major win for animal welfare.

When we stand together and raise our voices to say enough is enough, we can achieve real, lasting change.



Your support will give farmed animals a better life

Our mission to End the Cage Age reached an exciting milestone this year.



Long-time advocate Dame Joanna Lumley.

The cage age must end

Our UK Parliament petition to ban cages for farmed animals passed the **100,000-signature** mark, which triggered a Parliamentary debate in June. MPs from multiple parties spoke in support of banning cages and acknowledged the number of emails received from constituents on the matter.

We were proud to be joined by long-time advocate Dame Joanna Lumley, as well as a powerful coalition of supporters, high-profile voices, and NGOs – including Open Cages, FOUR PAWS, and League Against Cruel Sports – all calling for an end to cruel confinement.

Because of you, our work to end cages is making global waves. The total potential media reach of our **End the Cage Age campaign soared to an incredible 3.2 billion** helping raise awareness and fuel momentum for change.

Last year we launched our **rabbit farming investigation**, exposing the hidden reality of factory farms. The findings had **immediate and significant impact** – reaching 139 Members of the European Parliament (MEPs) in just the first week.

In September 2024, following the publication of the *Strategic Dialogue on the Future of EU Agriculture*, we renewed our call on the European Commission to publish proposals to ban cages and overhaul animal welfare laws by 2026. Our supporters responded by sending over **40,000 emails** to European lawmakers and Commission officials, urging them to act.

Your continued advocacy is helping keep farmed animal welfare at the heart of the EU political agenda.

With your support, we will End the Cage Age – once and for all.



3.1 billion animals are set to benefit... every year!

You are transforming the future of food.

Getting the word out!

With your support, we expanded our global reach and impact:

- Our '**Better Chicken**' social media campaign reached **3.2 million** people.
- A targeted campaign to raise awareness of the suffering caused by fast-growing breeds of chickens inspired **6,820** supporters to send **54,560** emails to UK retailers.
- We launched the **FOOD FOR GOOD** podcast to champion bold, systemic change in agriculture and diets worldwide.
- Through our Food Business media outreach and strategic partnerships, we generated an estimated **12.7 billion** opportunities for people to read about our work.

We work with global food companies to secure bold corporate pledges that improve farm animal welfare, reduce reliance on meat, fish, eggs and dairy, and support farming practices that are kinder to animals and the environment.

Because of your dedication, over **3.1 billion animals** are set to benefit every year, across **40 countries**.

Awards that create real change

Your support drives our **Good Farm Animal Welfare Awards** – a key incentive for global companies to raise the bar for animal welfare and lead on nature-friendly, sustainable food systems.

In 2024, the awards ceremony in Paris celebrated 49 leading companies from more than 15 countries, collectively set to transform the lives of over **500 million** farmed animals annually.

Real progress for animals

Thanks to your support, we can hold companies to account on their transition to higher welfare. In 2024:

- **ChickenTrack** assessed 93 influential European companies, of which, 64 reported on their progress.

- **EggTrack** spotlighted progress across Europe, Asia-Pacific and North America, tracking over 300 cage-free commitments; leaders included Waitrose, M&S, Pizza Express, Greggs and McDonald's.

- **PigTrack** debuted in the US and highlighted 13 companies working to end gestation crates.

Better lives for chickens

We launched the **Better Chicken Business Network** – uniting over 160 members across 17 countries – to help companies achieve their Better Chicken Commitments through collaboration, resources, and shared progress.

Progress on fish welfare

Regal Springs, a producer of sustainably farmed tilapia, received our first ever Aquaculture Innovation Award; and new welfare policies for salmon and trout from Camanchaca, Multi X, and French retailer Système U, are set to benefit **37 million** fish annually.

Together, we are turning commitments into action.



Your support is driving change on a global scale

Our global END.IT campaign calling for a move away from factory farming saw tremendous momentum in 2025.

Following launches in Brazil and Argentina in 2025, the END.IT petition reached more than **ONE MILLION** signatures by the end of August.

Our media coverage around the campaign had a potential global media reach of **6.17 billion**.

As part of this broader advocacy, and to help shape the COP30 agenda, we published *Climate Doom Loop*, a report exposing the deadly link between factory farming and climate disasters around the world.

Further strengthening our **END.IT** campaign in the UK, we launched two powerful tools: an interactive *Factory Farming Map*, that showed where mega farms are by county; and the *Muck Map*, which indicated where factory farms generate the most animal waste and environmental pollution. **Both tools are being used to inform MPs whose constituencies are directly affected.**

We will continue to work with global policymakers to improve the lives of billions of farmed animals.

Championing kinder, sustainable food

At COP29 in Azerbaijan – the annual global forum on climate action – our team engaged with global decision-makers, NGOs, and corporate partners to drive action on building a climate- and nature-friendly food system. Here's what we did:


- Partnered with the Government of Pakistan at an event on sustainable nitrogen management, addressing climate, environmental, and food security solutions.
- Co-hosted a panel with FOUR PAWS, exploring how dietary shifts can help tackle climate change.
- Co-organised an event at the COP29 Action on Food Hub Pavilion (Just Transition Day) with several international NGOs.
- Co-hosted a key session – **From Field to Plate** – exploring how food systems can be aligned with climate and biodiversity goals.

Ending octopus farming before it starts


On World Octopus Day in October 2024, we released new research showing how governments have invested millions in public funds to develop octopus farming.

Our work, in collaboration with youth activists and coalition partners, led to major breakthroughs:

USA

- Washington and California passed statewide bans on octopus farming. 
- Following the introduction of the federal OCTOPUS Act in Congress, similar bills were filed in New Jersey, Oregon, Hawaii, and North Carolina.

EU

- With an overwhelming public response, **41,130** supporters emailed the Spanish Prime Minister, Pedro Sánchez, urging his government to stop funding octopus farming. 
- We coordinated an open letter signed by more than 90 NGOs – including Eurogroup for Animals, Ocean Born Foundation and World Animal Protection – to Sánchez urging an end to government funding of octopus farming and a shift towards sustainable food systems.

THANK YOU

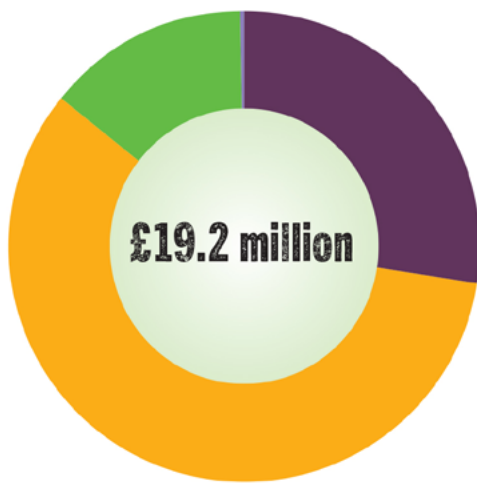
With you by our side we are changing the future for farmed animals.

Because of your sustained and kind support, we are able to take bold action to help create a better world – a world that says ‘no’ to farmed animal cruelty, prioritises human health and protects nature.

We want to extend heartfelt thanks to every single individual and organisation who has donated to Compassion in World Farming, and to those who have left a gift in their Will to fund our work.

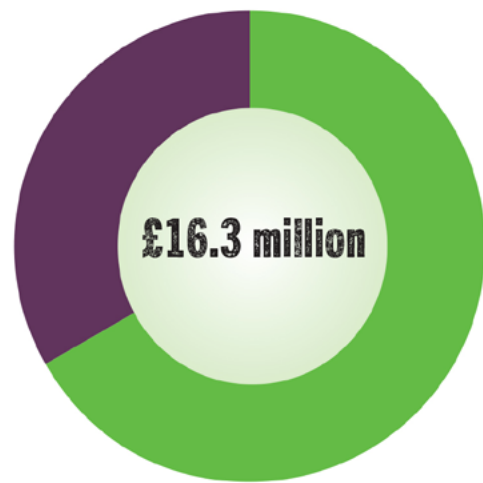
Your compassion makes it all possible.

GLOBAL INCOME 2024/2025



- £11.1m Grants and Philanthropy
- £5.3m Global Individual Giving
- £2.7m Gifts in Wills
- £146k Other

GLOBAL EXPENDITURE 2024/2025



How your support was invested

*1 April 2024 – 31 March 2025

- £10.9m Campaigning, policy advocacy and corporate engagement
- £5.4m Raising Funds

For more information, our full Annual Report and audited Accounts (1 April 2024 to 31 March 2025) are available online at ciwf.org.uk/Annual-Report or on request.

To see how you can act against factory farming, make a donation, or learn about leaving a legacy for future generations of farm animals:

Email supporters@ciwf.org Call +44 (0)1483 521 953 Visit ciwf.org.uk/Impact

Compassion in World Farming International,
River Court, Mill Lane, Godalming, Surrey, GU7 1EZ, UK

COMPASSION
in world farming 
ciwf.org.uk

Compassion in World Farming International is a registered charity in England and Wales, registered charity number 1095050; and a company limited by guarantee in England and Wales, registered company number 04590804. The registered office is at River Court, Mill Lane, Godalming, Surrey, GU7 1EZ, UK

Printed on recycled/FSC stewarded paper.