



HUMANE SOCIETY
INTERNATIONAL
UNITED KINGDOM

ACHIEVEMENTS FOR ANIMALS

2021 Annual Report



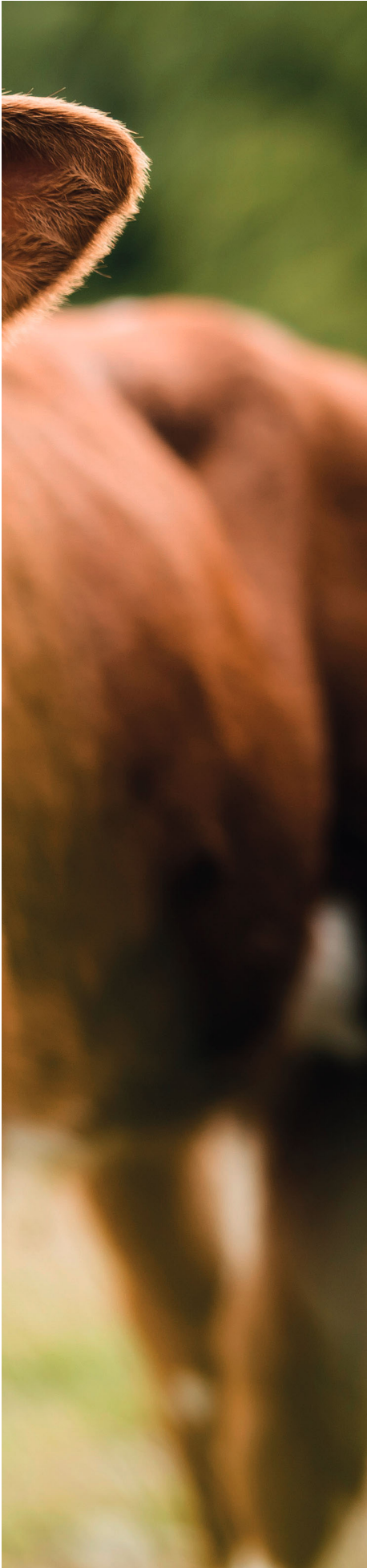
Contents

Welcome from our Chair	5
Welcome from our Executive Director	6
Snapshot of our achievements in 2021	7
Our goals and impact in depth	11
Governance	28
Organisational structure	29
Trustees' responsibilities	29
Public benefit	29
Remuneration policy	30
Risk management	30
Grant policy	31
Approach to revenue generation	31
Commitment to responsible fundraising and personal data protection	33
Our team	33
Financial review	34
Overview of financial position	34
Reserves policy	35
Going concern	35
Plans for future periods	37
Auditor's Report	38
Statement of Financial Activities	42
Balance Sheet	43
Statement of Cash Flows	44
Notes to the Financial Statements	45
References	53









Chair of Trustees' Welcome: what we do and who we are

The principal objective of The Humane Society International (UK) (HSI/UK) is the prevention and alleviation of the suffering of animals.

We are part of one of the largest and most effective animal protection organisations in the world. Advancing the welfare of animals in more than 50 countries, Humane Society International (HSI) works around the globe to promote the human-animal bond, rescue and protect dogs and cats, stop the suffering of animals on farms, protect wildlife, promote animal-free testing and research, respond to animals affected by disasters, and confront cruelty to animals in all its forms.

For more than 25 years, HSI has delivered practical, long-term solutions to protect animals, using science, advocacy, education and hands-on projects. We take pride in partnering with a variety of stakeholders who can help us deliver a shared goal of positive change for animals, including governments, companies, local organisations, and community groups around the globe.

With the support of donors and advocates, we are creating a more humane and sustainable world for all animals, through the promotion of respect and compassion.

I am extremely proud of all that HSI/UK has achieved in 2021 and we look forward to continued success in 2022. Thank you for your support!

CRISTOBEL BLOCK, CHAIR OF TRUSTEES, HSI/UK

Executive Director's Welcome



Next year marks the 200th anniversary of the UK's first animal protection law, an important milestone and moment to take stock of our progress towards a more just and compassionate world for animals. Tackling cruelty and injustice for animals is a long and often frustrating mission; the problems are glaring, distressing and urgent, but the solutions are frequently complex, with progress often resisted by powerful economic and political forces.

I am enormously proud of the strategic approach that we take in Humane Society International, in the UK and in our campaigns and programmes around the world, to overcome these barriers and win effective and sustained improvements for animals. Improving animal welfare is really all about people, and at HSI we are proactive in working with a diverse range of individuals, organisations, businesses and policy makers to build a unified and powerful voice for change.

One of our greatest strengths as an organisation is our tenacity, and resilience. Winning big victories for animals such as bans on cruel fur farming and trade, and enshrining in law key principles of animal welfare, can take years of sustained effort. We are always in it for the long-haul, carefully analysing the external environment and making sure we are prepared for the moment when the stars align, and our campaign goal can become a reality.

This year I am able to share with pride much encouraging progress in our campaigns, born out of the hard work, dedication, and thoughtful relationship building undertaken by the team at HSI/UK every day. From legislation to enshrine sentience in law, and ban glue traps; to companies making major commitments on a journey to using fewer animals in catering kitchens or laboratories; to animals rescued and cared for just hours from death; we are changing and saving the lives of so many animals, now and into the future.

I would like to give my sincere thanks on behalf of HSI's staff here in the UK and around the world, to our supporters and benefactors, without whom our work would be impossible. The steadfast backing of our dedicated funders is an investment in a brighter, safer future for animals and for people, I hope that this report makes you proud of what we are achieving together.

CLAIRE BASS, EXECUTIVE DIRECTOR, HSI/UK



Snapshot of our achievements for animals in 2021

Changing laws and policies for animals

- We were part of a coalition that successfully campaigned for maximum sentences for animal cruelty convictions to be increased from six months to five years.
- In response to our #FurFreeBritain campaign, the government launched an official Call for Evidence on the UK fur trade. It will gather evidence necessary to support a fur import and sales ban.
- With our partners at the Fur Free Alliance, we welcomed three more countries introducing bans on fur farming – Estonia, France and Italy.
- Our advocacy to Ministers helped lead to the publication of the UK government’s first ever Action Plan for Animal Welfare, pledging action for animals across a wide range of issues.
- We cautiously welcomed the government’s announcement of intent to stop issuing new badger cull licenses from 2022.
- Following our public campaigning and lobbying, we welcomed the introduction of a government-backed Private Members Bill to ban rodent glue traps in England, and we applauded commitments from the Scottish and Welsh governments to also introduce bans.
- We helped influence the government-commissioned National Food Strategy, which recommends a 30% national meat reduction by 2032.



- Following our four-year campaign, in partnership with other leading animal protection organisations, the government introduced legislation to recognise all vertebrate animals, decapod crustaceans and cephalopods as sentient beings, and establish a new cross-Whitehall Sentience Committee to scrutinise whether animals' welfare needs are being met by government.
- We secured the support of over 100 MPs and Peers urging the government to act on our #FurFreeBritain campaign. Their letter said, "We strongly believe the fur trade is a cruel and outdated practice, which has no place in the UK."
- Our advocacy to G7 and G20 countries on the disease risks of the fur trade, including a letter from 67 leading vets and virologists, helped lead to progress when the G7 leaders statement recognised '...the critical links between human and animal health and the environment' and the G20 communique included a commitment to 'address risks emerging from the human-animal-environment interface, particularly the emergence of zoonotic diseases.'
- We contributed to the successful passage of a European Parliament Resolution setting out plans to accelerate a reduction in animal testing.

Corporate advocacy and impact

- Our partnership with fashion designer Stella McCartney led to their support for a #FurFreeBritain being the focus of a major advertising campaign in Piccadilly Circus (as well as Milan and New York).
- A range of iconic British fashion designers, Stella McCartney, ERDEM, Christopher Raeburn, Shrimps, Vivienne Westwood, Katharine Hamnett and Helen Moore, plus luxury fashion department store Selfridges, supported our 'Proud to be Fur-Free' initiative and backed our #FurFreeBritain campaign.

- Our anti-fur advocacy helped, both directly and indirectly, many more brands to go fur-free, including Adidas, Alexander McQueen, Holt Renfrew, Valentino, Canada Goose, Moose Knuckles and Mackage.
- We also worked with Elle magazine to support their announcement of a policy not to include fur in any of its editorial or advertising content, globally, in both print and online.
- Selfridges sought our advice to update its animal welfare policy text to include a ban on exotic feathers, building on its recent decision to ban the sale of exotic skins as well as its long-standing no fur policy.
- We continued to increase the corporate membership of the Animal-Free Safety Assessment Collaboration, to promote the utility of non-animal testing methods. Members include Unilever and L'Oréal.

Training, educating and research

- Our experts appeared in numerous TV and radio interviews explaining the case for better animal protection to wide and varied audiences. Highlights included our executive director being invited to debates and interviews on BBC.





Breakfast, BBC Radio 4's Today programme, and BBC Radio 4's flagship debate show Moral Maze.

- We launched virtual plant-based culinary toolkits, reaching almost 100 chefs and catering managers, and secured commitment from a university committing to reduce animal product procurement by 20% over the next two years.



- Our investigations to expose the suffering inherent to the fur trade continued to make a big impact, including a front page exclusive in the Daily Mirror and hundreds of positive media articles. This exposure secured more public and political support for our goal of a fur sales ban.

- Our #TheCowInTheRoom campaign, highlighting the need to address livestock production to meet climate change targets, achieved widespread media and social media coverage around COP26 and educated a large and diverse audience, including via our video campaign with Moby.¹

Direct animal care and rescue

- We financially supported the rescue of 715 dogs saved from the dog meat trade in South Korea and China.
- Funds generously donated by our UK donors enabled HSI and our partners in the Dog Meat Free Indonesia coalition to work with police to intercept of a truck full of 53 terrified dogs being driven to an illegal slaughterhouse in Java. Our team rescued

them all, and worked with authorities to ensure the driver and slaughterhouse owner were prosecuted - both were sent to jail for over a year.

- Funds kindly granted to us from a valued corporate partner enabled us to fully fund HSI's street dog programmes in Chile and Bolivia, with a goal of providing direct care to 17,000 dogs and cats, and promoting humane street animal management.
- Our financial support for HSI's Mauritius street dog programme enabled the team to feed over 6,700 street dogs and cats during the country's March lockdown.
- We provided a grant to a wildlife rescue and rehabilitation sanctuary in New South Wales, Australia, to expand their centre and increase capacity to assist wildlife in need, following the devastating fires and floods in the region.





HSI has now rescued and rehomed over 2,500 dogs from the dog meat trade in South Korea, closing farms permanently and supporting farmers to begin new humane livelihoods.



Our goals and impact in-depth

HSI/UK's programmatic work in 2021 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, we work in close collaboration with its overseas affiliates, including the Humane Society International (US). Our programmatic work was organised under six areas:

- i** securing and enhancing animal welfare legal protections and standards post-Brexit.
- ii** protecting wildlife and promoting safe and humane human-wildlife co-existence.
- iii** protecting companion animals.
- iv** preventing the suffering of animals in farming.
- v** promoting the development and use of non-animal methods in research and testing.
- vi** disaster response and rescue.

Securing and enhancing animal welfare post-Brexit

Need and scope

The UK's departure from the EU's regulatory framework and single market has brought with it many challenges, as well as opportunities, for animal welfare. Throughout 2021 we 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 following the UK's departure from the EU; that trade negotiations help strengthen animal welfare standards; and that opportunities to improve on existing welfare laws are acted upon.



Our lobbyists secured meetings with and support from dozens of MPs from across the political spectrum.



Goal

Ensure that animal welfare, in policy and practice, is maintained or improved following Brexit, including by enshrining recognition of animal sentience in UK law.

Key activities and outputs

As one of the four charities leading the ‘Better deal For Animals’² campaign, which has the support of 45 of the country’s leading animal protection organisations, in 2021 we advanced our campaign 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.

We met regularly with senior civil servants, and held discussions with Ministers, to provide input to the drafting and development of the Animal Welfare (Sentience) Bill. Reflecting our lead role in the campaign for this law, we were invited by the government to provide quote in its launch press release³, helping us to feature in over 70 pieces of positive media coverage, including BBC Breakfast. Our executive director was invited as an expert witness on BBC Radio 4’s flagship debate show Moral Maze⁴, discussing the Sentience Bill, and was also invited as a panellist for a Westminster forum briefing webinar on the Bill.⁵

As part of a coalition of ten animal protection organisations advocating for an increase in maximum sentences for animal cruelty offences, we celebrated the Animal Welfare (Sentencing) Bill receiving Royal Assent on 29th April and coming into force on 29th June 2021.

Having lobbied for the government to introduce a dedicated and holistic animal welfare strategy⁶, we were delighted when the government published its new Action Plan for Animal Welfare in May. We were also pleased to be invited to comment on and welcome the plan in the government’s press release.⁷

Throughout the year we responded to over 15 government consultations and calls for evidence on a variety of animal welfare topics including bans on imports of detached shark fins, primates as pets, fox hunting (Northern Ireland), badger culling, animal welfare in transport and live exports, gene editing, cat microchipping, the UK fur trade, animal sentience, several trade agreements, overseas development assistance, animal welfare labelling of food products.

We also attended the Labour and Conservative party conferences, and met with supportive MPs at both.

Impact

- Maximum sentence for animal cruelty convictions increased from six months to five years. This delivers the justice animals deserve, and should act as a deterrent to would-be animal abusers.
- In response to our joint #ActNowForAnimals8 report, the government published its Animal Welfare Action Plan, committing to important legislative progress for animals including a ban on glue traps, and action on fur.
- Government introduced legislation to recognise animal sentience, and introduce a new requirement for review of their welfare needs across all government policy making. We successfully lobbied for the inclusion of decapod crustaceans and cephalopods within the definition of ‘sentient animals’.

Protect wildlife

Overview

Our campaigns to protect wildlife are focused on the fur trade; trophy hunting; and tackling inhumane ‘pest control’ and culling.



Wildlife: Fur Free Britain campaign

Need and scope

Although fur farming was banned across the UK almost twenty years ago, on the grounds that it was inhumane and unethical, since then over £800 million of animal fur has been imported to the UK from animals suffering in factory farms, or wild-caught in traps, overseas. The UK has effectively been outsourcing animal cruelty; 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 still trade in fur to import the equivalent of some two million animals (primarily fox, mink, and raccoon dog) worth of fur 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, engaging politicians, and sharing the plight of fur-bearing animals in the press, we are building public, political and corporate support for a #FurFreeBritain. Britain would then be the first country in the world to fully ban the import and sale of animal fur, following the example set by the US State of California.

Goals

- a) Expose fur farm cruelty, educate and mobilise the public to gain one 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.
- c) Convince government to hold a call for evidence on legislation to ban fur imports, followed by introduction of a government-backed Bill to ban fur sales and imports.

Key activities and outputs

We continued our public campaigning, collecting one million signatures on our petition for a fur ban, and delivering these signatures to Number 10. We also secured support for a ban from 50 major celebrities, with associated positive media coverage⁹, and worked with Chris Packham on a video interview for Politics.co.uk.¹⁰

The UK allows imports of millions of pounds of fur, including from China. By working with our Chinese partner organisation, we were able to secure footage and images of conditions on Chinese fur farms. This shocking expose included horrific cruelty including an animal skinned alive, and was covered by numerous media outlets including Guardian, Daily Mirror, Daily Mail, Daily Express, The Sun, and Newsweek.





Joining with Finnish animal protection organisation Oikeutta Elaimille, we took the Daily Mirror’s Environment editor, and TV vet Dr Marc Abraham to visit fur farms in Finland. The resulting evidence was used to convince public, corporate and political audiences of the need for a fur import and sales ban.

Following from our evidence of the cruelty of fur farming, political support for a ban expanded throughout the year, as evidence by the number of Parliamentary questions tabled and answered, and two successful debates championed by our MP partners, Christian Wakeford and Taiwo Owatemi, which were attended by over 30 MPs from all main parties, all of whom spoke in support of a fur ban.

One of our campaign milestones was met in May when the government announced a Call for Evidence to determine action on the UK fur trade. We responded to this, and encouraged our supporters to respond, with almost 30,000 responses logged in just one month.

Through our work in coalition with the Fur Free Alliance, we helped to convince numerous companies to adopt fur-free policies. Our partnership with Stella McCartney led to our Fur Free Britain campaign being the prominent focus of Stella’s guerilla marketing campaign in Piccadilly Circus, as well as in Milan and New York and via high profile celebrity social media videos (including Sir Paul McCartney and Dame Judi Dench).

We continued to work with Trading Standards’ and Advertising Standards Authority teams regarding online brands persistently mis-selling or advertising real fur as fake, and we supported several companies, including John Lewis Partnership, to help prevent ‘fake faux fur’. We also continued to seize opportunities to educate consumers about the risks of buying ‘fake faux fur’, including being invited to feature in a guest blog with Which? Magazine¹¹, and appearing on Channel 4’s ‘Joe Lycett’s Got Your Back’ in September.

Our work to highlight the disease risk of fur farms continued. Our ‘Stop Deadly Fur’ petition with the Fur Free Alliance reached 900,000 signatures globally, and was handed in at the meeting of G20 leaders in Rome.¹² We coordinated the submission of letters to Health Ministers in advance of the G7 and G20 Summits, including our letter signed by 67 experts vets and virologists from 16 countries supporting the call for an end to the global fur trade.¹³

Impact

- In April we achieved extensive media and social media coverage¹⁴ when we delivered our one million signature #FurFreeBritain petition to the Prime Minister, and on 31st May

the government launched an official Call for Evidence on the UK fur trade.¹⁵ It will gather evidence necessary to support a fur import and sales ban. We encouraged our supporters and our corporate contacts to respond; the government ultimately received almost 30,000 responses.

- We co-ordinated and delivered a letter signed by over 100 MPs and Peers to the government supporting a #FurFreeBritain and stating “We strongly believe the fur trade is a cruel and outdated practice, which has no place in the UK”. The letter received good media coverage and several national radio/TV interviews.

- Our championing of Tracey Crouch

MP’s Early Day Motion urging government to introduce a fur import ban led to it being signed by 119 MPs from all main parties.

- We championed two successful debates in Parliament, with over 30 MPs speaking exclusively in support of a fur import and sales ban. Support for a fur ban was also raised at Prime Minister’s Questions.





Wildlife: Ethical wildlife management

Need and scope

Each year across the UK, 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 continuing towards the adoption of glue trap bans in both the UK and Scottish governments.

The badger cull is the single largest slaughter of wildlife in the UK, sanctioned by the government in an ineffective and inhumane attempt to stop the spread of bovine tuberculosis. During 2021, 33,687 badgers were reported killed in the government’s licensed cull. 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) Ban on the sale and use of rodent glue traps.
- b) Cessation of government’s badger cull policy, replaced with humane and effective alternative strategies for control of bovine TB.

Key activities and outputs

In addition to helping secure over 40,000 signatures on a government e-petition, we continued meetings with MPs to gather political support for a rodent glue traps ban, and were invited by senior civil servants to a series of meetings to provide input into their policy development in this area.

We were delighted when in June the government announced its support for a Private Members Bill to ban rodent glue traps. We also provided input to the Scottish Government’s Animal Welfare Commission towards their opinion on a glue trap ban, and communicated with Scottish Ministers on this topic, and we were pleased to welcome action from the Welsh government against glue traps as well.

- Our Finland fur farm investigation¹⁶ resulted in a Daily Mirror front page story, in addition to other media and social media pick up. Our Harrods’ fur department expose¹⁷ also reached

large media and social media audiences.

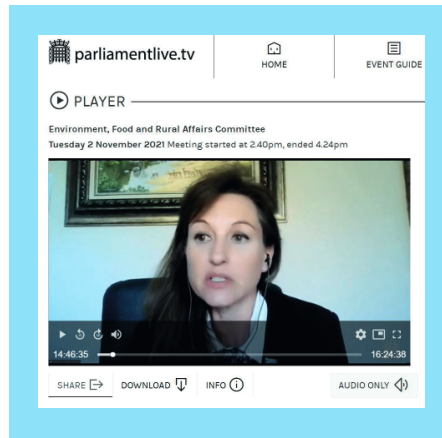
- We celebrated more brands adopting fur-free policies, including Adidas, Alexander McQueen, Holt Renfrew, Valentino, Canada Goose, Kering Group including Saint Laurent, Moose Knuckles and Mackage.



- We also worked with Elle magazine to support the announcement of its new global policy not to include fur in any of its editorial or advertising content, globally, in both print and online. This major global fashion magazine has 45 editions worldwide and reaches an audience of 175 million readers each month across its digital and social media platforms.
- Alongside our partners in the Fur Free Alliance, we celebrated Estonia, France and Italy introducing legislation to ban fur farming.
- Following our ‘Stop Deadly Fur’ campaign and petition, the G20 leaders’ communique subsequently included a commitment to “enhance global surveillance” and “address risks emerging from the human-animal-environment interface, particularly the emergence of zoonotic diseases.” Our advocacy to G7 countries helped lead to progress when the leaders’ statement stated commitment to adopt a “one health approach to pandemic prevention...recognising the critical links between human and animal health and the environment.”¹⁸

Impact

- Citing evidence submitted by us¹⁹, the Scottish Government's Animal Welfare Commission (SAWC) recommended an immediate outright ban on public sale of glue traps and strict interim regulations for industry users.
- The Welsh Government published a white paper setting out a commitment to introduce a ban on rodent glue traps.²⁰
- Glue traps (Offences) Bill was introduced by Jane Stevenson MP, which will ban the public use of rodent glue traps in England.
- We cautiously welcomed the government's announcement of intent to stop issuing new badger cull licenses from 2022 (NB concern remains that existing licenses could mean that badgers could still be culled up to 2028).



- b) Mobilise the public to support a total hunting trophy import/export ban.
- c) Secure support from MPs and Government for the strongest trophy hunting ban, with no exemptions.

Wildlife: end trophy hunting

Need and scope

The UK currently allows the import and export of animal parts taken from animals hunted and killed as 'trophies'. Over the last ten years, the UK has allowed imports of hundreds of hunting trophies, including from endangered species such as polar bears, cheetah and rhino.

We believe that trophy hunting is immoral and colonialist; it causes suffering to hunted animals and has been shown to have a detrimental impact on species conservation in many cases, including for endangered species. We commission and collate research and evidence to show that claims that trophy hunting contributes significantly to conservation efforts are largely unfounded, with funds generated from hunts predominantly applied to the maintenance of the status quo of enabling trophy hunting.

Since the Government's 2019 manifesto commitment to a trophy hunting import ban, our work has centered on political advocacy to ensure delivery of the most comprehensive and robust ban possible, in line with the expectations of the British public.

Goals

- a) Expose to policy makers and the public the cruelty and conservation threat of trophy hunting.

Key activities and outputs

In January we met with Secretary of State for DEFRA regarding trophy hunting, explaining our rationale for the government to introduce a comprehensive and robust ban. Throughout the year we submitted evidence to the Defra team to assist in policy development. Following reports²¹ that the government was considering building a 'conservation exemption' in the ban, we gathered evidence from wildlife experts in other HSI offices on why exemptions to the ban would lead to easily exploitable loopholes and would be expensive and unworkable. This evidence helped divert the government back towards a very robust ban, which was outlined in December of 2021 when the Government outlined its proposed policy of a hunting trophy import ban covering almost 7,000 species and with no exemptions or loopholes built in. We were invited by government to comment on and welcome the policy detail in Defra's press release in December.²²

Throughout the year we met with many MPs from across the political spectrum and emphasised the need for a comprehensive hunting trophy import ban and asked them to write to Ministers and submit Parliamentary Questions to encourage the Government to introduce a ban.

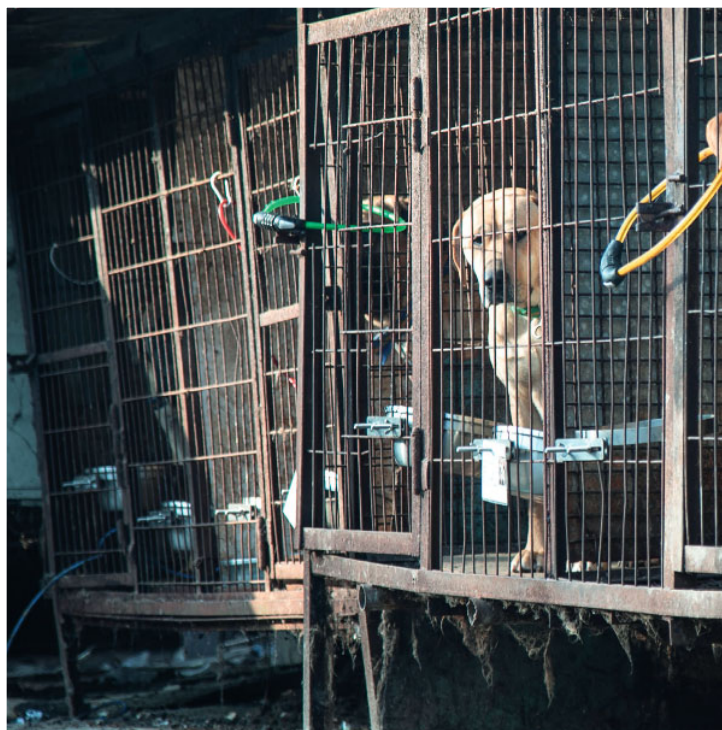
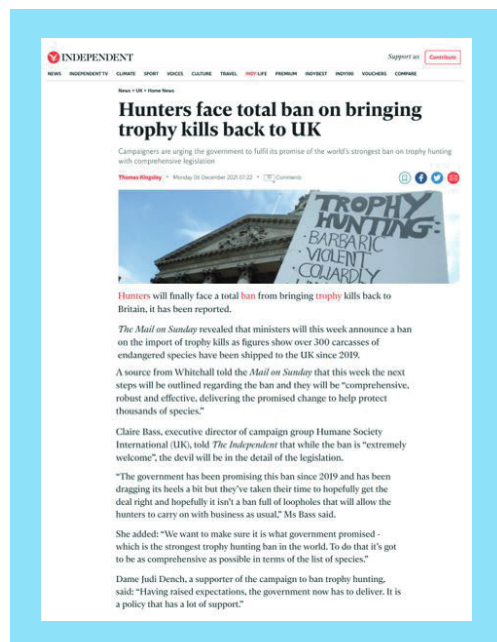


We submitted extensive written evidence to the Environment Food and Rural Affairs (EFRA) Select Committee's Inquiry on a trophy hunting ban, and our South African office's Director of Wildlife was invited to give oral evidence as an expert witness in November.

We attended the Labour and Conservative Party Conferences in September and October and met with numerous Parliamentarians from both Parties and discussed the issue of trophy hunting.

Impact

- A ban on the import of hunting trophies included in the Queen's Speech in May 2021, reaffirming the government's commitment to the new law.
- We were invited to give, and provided, oral evidence to the EFRA Select Committee inquiry into the proposed hunting trophy import ban.
- Robust evidence provided to DEFRA officials coupled with strong media coverage highlighting unacceptability of a 'conservation benefit' exemption²³ to the hunting trophy import ban led to the government committing to abandoning this plan.²⁴
- In December, the Government releases the result of the consultation and call for evidence into a potential trophy hunting ban. The results show that 84% of respondents favoured "Option Three: A ban on all hunting trophies entering or leaving the UK." Alongside the release the Government committed to robust ban on trophy imports, without exemptions, covering some 7,000 species.²⁵



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 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 funds that are used to deliver dog campaigns and programmes via our HSI affiliates overseas. HSI/UK's companion animal experts are driving positive change for dogs through strategies that engage with partner organisations; the public and dog owning communities; and governments and local authorities in the countries where the street animal welfare challenges are greatest.





Key activities and outputs

We continued to raise funds in the UK to support HSI's dog meat farm closures and other dog meat rescues. In August we worked with partners to rescue 65 dogs from a farm on Jindo island, Republic of Korea, and thanks to a generous funding partner in the UK we were able to ensure that all the dogs were sent to loving homes in north America and the UK. The farm was closed down permanently.

Thanks to a generous gift from a corporate partner, we were also able to fully fund HSI's street dog programme in Chile and Bolivia. The project aims to spay/neuter/vaccinate 4,000 cats and 4,000 dogs in Bolivia, and to spay/neuter 4,000 cats and 3,000 dogs and provide care to an additional 2,000 animals in Chile. It will also provide training to students and veterinarians to promote optimal welfare in surgery and treatment.

The extremely difficult decision was taken to conclude our street dog programme in Mauritius, due to a long-term lack of commitment from the government to adopt and fund a humane street dog management programme with us, and withdrawal of government support for the mobile spay-neuter clinic. HSI's team on the ground in Mauritius used remaining project funds to provide veterinary care (including spay/neuter surgeries) to street animals, in addition to providing food and water to street animals during the country's strict Covid19 lockdown in March.



Goals

- a) Inspire and enable concerned UK citizens to support our campaigns to end the dog meat trade, including through petitions and donations, and rehoming of 'ambassadors' rescued from the trade.
- b) Provide staff and financial support for Humane Society International's programmes delivering humane street dog management projects around the world.



Impact

- HSI/UK supported the rescue of 715 dogs saved from the dog meat trade in South Korea and China.
- Funding secured to provide veterinary care and humane population management to 17,000 animals in Bolivia and Chile.
- We funded \$25,000 towards our Dog Meat Free Indonesia coalition's dog meat truck interception and rescue. It resulted in 53 terrified dogs, tied up in sacks with their muzzles bound, being rescued en route to an illegal slaughterhouse, and the truck driver and slaughterhouse owner being prosecuted and sent to prison.²⁶
- Following shocking reports of dogs eating each other alive in Mauritius' government-run pound²⁷, we briefed MPs and the British High Commission in Mauritius and urged their diplomatic protest. Following this and other pressure, the dogs were moved to more humane conditions.
- During 2021, funds raised in the UK enabled HSI's Mauritius team to feed over 6,700 street dogs and cats during the country's March lockdown.



Preventing the suffering of animals in farming

Need and scope

Around the world, the Humane Society family of organisations are active to help stop animals suffering on factory farms. We aim to reduce the number of animals living in intensive confinement systems, such as battery cages and sow stalls, including by advocating for greater uptake in plant-based diets.

In the UK, our Forward Food programme focuses on inspiring and enabling large food service companies to reduce their animal product procurement, by serving more tasty, nutritious and environmentally and health-friendly plant-based foods. We have developed a suite of resources to provide greater support to the needs of food businesses moving to more plant-centric menus, including a business case²⁸, toolkit, greenhouse gas report²⁹ and implementation guide.³⁰

There is now concrete evidence of the extremely damaging role that animal agriculture plays in precipitating climate change.



Indeed, recent models show that the Paris goal of keeping within 1.5 degrees of warming will be impossible if greenhouse gas emissions from the livestock sector are not drastically cut. Despite the fact that livestock contributes between 14.5 and 18% of anthropogenic greenhouse gas, reducing the number of animals trapped in intensive farming systems is not yet meaningfully on the agenda of global climate talks. Working with NGO partners, and using the best available science, we aim to put livestock reduction on the climate agenda, starting from COP26 in Glasgow.

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 following the UK's departure from the EU.



Goals

- a) At least 10 institutions/ food service companies reduce their procurement of animal products by at least 20%.
- b) Government supports policies that deliver meat reduction in public procurement, and in context of international climate change policy.
- c) Ensure that UK legislation adopts the highest possible welfare standards for farmed animals (including in trade, and through commitment to phase out of cages and crates).
- d) Convince the UK (and other countries) to adopt concrete actions towards livestock reduction, in context of climate change negotiations.

Key activities and outputs

With the UK as COP26 Presidency, we launched our #TheCowInTheRoom campaign calling for a reduction of global livestock numbers and a shift towards healthy, sustainable and plant-based diets to meet climate goals.

We engaged with Parliamentarians, Ministers and COP26 President Alok Sharma and shared our briefings, fact sheets and policy recommendations. We held meetings with a dozen Parliamentarians, including Shadow Environment Ministers, and





To universities we delivered a virtual session with The University Caterers Organisation (TUCO) highlighting the growing trend for plant-based dining and the toolkit content with around 50 attendees as part of their Veganuary Ready Webinar. We participated in a panel discussion on sustainable food choices with Oxford Brookes university who have subsequently committed to a 20 per cent reduction in animal products over 2 years. We delivered virtual

culinary sessions with Winchester and the University of West London and greenhouse gas assessments for 3 universities, Winchester, Goldsmiths and Oxford Brookes university.

mobilised MPs to table Written Questions and send letters to the Presidency endorsing our asks. To increase our political reach, we published a PoliticsHome feature piece³¹ marking the Pre-COP26 summit launch. We also garnered celebrity and corporate support, with 20 international celebrities, including Billie Eilish and Joaquin Phoenix, and 16 corporates, including Beyond Investing and McCartney Foods, publicly supporting our letters to Alok Sharma. We rallied united support from 53 animal welfare, environment and food awareness NGOs.

We secured a partnership with Sodexo UK and Ireland to support their transition to 30% of their menu to plant based by 2025, as well as a partnership with the 3rd largest caterer in the UK and Ireland, Baxterstorey. We delivered 5 blended workshops utilising the virtual toolkits, paired with an in person cooking session to almost 60 of their chefs and catering managers from across the country increasing their skills and knowledge of creating and marketing plant-based foods, with 10 accounts from across the country agreeing to track the change to their menus to assess impact.

We also launched two hero videos: an explainer video with musician Moby³² and an animated video entitled ‘The Cow in the Room’³³, which were screened at events at COP26 and social media, including via ‘Now This’.

We secured a collaboration agreement with Beyond Meat who are expanding their presence in the UK across the university sector. We also led a thought leadership discussion on the acceleration of plant-based dining across the public sector

At COP26 our team participated in 5 events, including a WHO Health Pavilion panel discussion and official press conference, and attended over 40 talks and events. Our team also engaged with international delegates, government representatives and negotiators as well as likeminded NGOs and corporates. We partnered with the Party for the Animals to join the People’s protest in Glasgow and delivered our public petition with over 72,000 signatures to Alok Sharma’s office. Our team also gave interviews showcasing HSI’s global farm animal and Forward Food programmes.

Delivery of Forward Food workshops was challenging due to the impact of COVID-19 restrictions and its ongoing impact to the hospitality industry. To overcome this challenge, we developed a virtual version of our four culinary toolkits, launched in May to both expand our reach and overcome restrictions.



Moby: 'Meat should cost what it costs'

© Tuesday 2 November 2021 08:23, UK



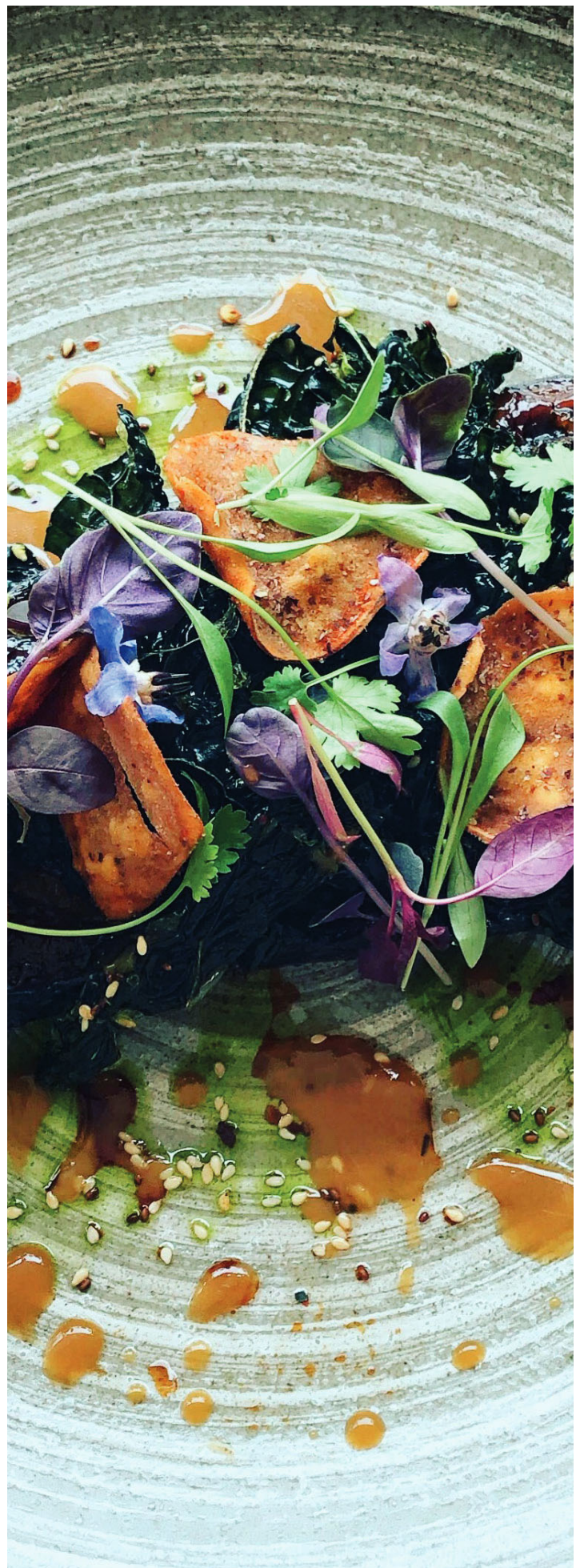
Musician Moby calls for subsidies on meat production to be cut, so that 'takeaway burger would 'really' cost \$100.

attended by over 150 delegates at the first European Plant Based World trade show, bringing together food manufacturers and suppliers from across the industry.

To engage the public in our EatKind campaign and highlight the impact of our Food choices we conducted a Greenhouse Gas Assessment on the House of Commons catering³⁴, highlighting the opportunity and need for government to lead by example and serve more climate friendly food across its parliamentary estate, this was covered in the media including the Daily Mail.

Impact

- Government-commissioned National Food Strategy³⁵, to which we had submitted evidence and input, published, including recommendation for 30% national meat reduction by 2032.
- Helped ensure that the #EndTheCageAge petition reached 100,000 signatures, meaning it will now be formally debated in Parliament in 2022.
- Our #TheCowInTheRoom campaign for COP26 achieved widespread media and social media coverage and educated a large and diverse audience, including via our video campaign with Moby³⁶, which was viewed over 30,000 times.
- We mobilised MPs to table 8 Written Questions and send 3 letters to the COP26 President endorsing our policy asks. Our COP26 feature piece in PoliticsHome received 572 views and 55,560 Twitter impressions.
- Launched virtual culinary toolkits reaching almost 100 chefs and catering managers.
- Delivery of two virtual culinary sessions and three greenhouse gas assessments with UK universities, with one university committing to a 20 percent reduction in procurement of animal products by 2023.





HSI is working with companies and governments around the globe to replace cruel and obsolete animal-poisoning tests with modern alternatives that better protect human and environmental safety.

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

Need and scope

Great Britain has always been one of the top users of animals in research across the European Union, with an annual average of more than 3.5 million uses of animals for the last decade. Animal use for research and testing shows no decline, despite mounting scientific evidence that animals poorly predict human responses for safety testing or for disease modelling and drug development, and animal ‘models’ are being rapidly outpaced by newer technologies. The vast majority of these animals are rodents but the other animals used in procedures in Great Britain in 2021 included dogs, cats, horses, sheep, rabbits, fish, birds, monkeys and other non-human primates. These animals are used in experimental testing of compounds, to ascertain chemical safety, and for biomedical research. Most of the animals are killed at the end of the experimental procedure.

There is mounting evidence that animals are not the best model with which to investigate human disease processes, evaluate possible treatments and to assess chemical safety. 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. There are many non-animal methods that can predict chemical safety as well or better than the corresponding animal test.

Our UK Research and Toxicology team works closely with relevant stakeholders both in the UK and internationally - the scientific researchers, regulators and industrial partners – to promote the development and use of more human-relevant non-animal methods for testing and research.

Goals

- a) Redirect research funding away from support of animal models of human disease and towards the more human-relevant, non-animal research methods.
- b) Promote further uptake of non-animal methods for toxicology (chemical safety) testing.

Key activities and outputs

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:

- Animals in Science Regulatory Unit of the Home Office.
- The CIAO (Modelling the Pathogenesis of COVID-19 using the Adverse Outcome Pathway Framework) project (<https://www.ciao-covid.net/>).
- European Commission Cosmetics working group.
- The European Partnership for Alternative Approaches to Animal Testing.
- The European Chemical Agency Member State Committee.
- The European Chemical Agency Expert Group on Endocrine Disruptors.
- The European Commission CARACAL.
- The European Centre for Validation of Alternative Methods stakeholders forum (ESTAF).
- The International Council on Animal Protection in Pharmaceuticals Products (ICAPPP).
- The International Council on Animal Protection in OECD programmes (ICAPO).
- Organisation for Economic Co-operation and Development (OECD) Advisory and Expert groups.

In 2021 HSI/UK submitted scientifically-justified, evidence-based comments in response to the following consultations:

- Classification and Labeling Regulation Inception Impact Assessment.
- Classification and Labeling Regulation Public Consultation.
- Cosmetics Product Regulation Inception Impact Assessment.
- REACH Regulation Inception Impact Assessment.
- REACH draft regulation: chemicals safety regulation – clarification of unclear/inconsistent wording in REACH information requirements.
- Strategic Research and Innovation Plan for Chemicals in the Green Deal Era Survey.
- Pact for Research and Innovation in Europe.

We maintain two science industry-facing websites and social media platforms (Twitter and LinkedIn) – AFSA (<http://www.afsacollaboration.org>) has a toxicity testing focus and Biomed21 (www.biomed21.org) is designed for biomedical science and life science researchers. AFSA brings together corporate and nonprofit 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.

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.

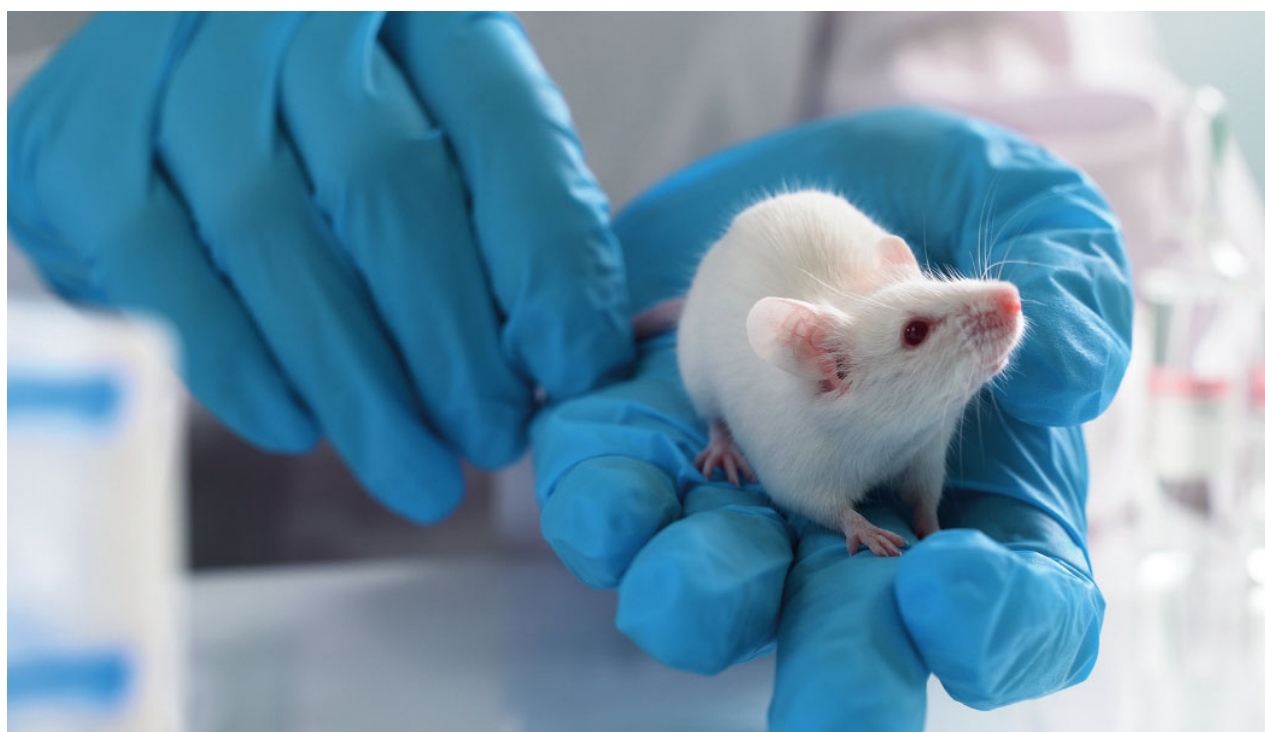
We engaged positive media interest in animal use for scientific research and testing in the UK, including an in-depth interview in the Metro newspaper.

Impact

- Increased membership of the Animal-Free Safety Assessment (AFSA) Collaboration by 33.3% compared to 2020. These organisations work in collaboration with HSI to showcase the utility of non-animal methods instead of animal-based tests. Members include Unilever, Procter and Gamble, and L'Oréal.

As membership increases, it emphasises the desire for the replacement of animal tests in industry.

- Contributed to the European Parliament's Resolution on Plans and actions to accelerate a transition to innovation without the use of animals in research, regulatory testing and education. Our contribution helped the Resolution to be passed almost unanimously by the European Parliament.
- Co-organised an Intergroup on the Welfare and Conservation of Animals Side Event on 'Accelerating the transition to animal-free innovation: Measures for an action plan to phase-out experiments on animals' with Eurogroup for Animals to bring non-animal methods in research & testing to the top of the agenda in Europe.
- Presented HSI's vision of animal-free education to over 200 international delegates to the European Commission conference on 'Towards replacement of animals for scientific purposes'.
- Presented to an audience of over 100 stakeholders from different industries at the joint British Toxicology Society-Interdepartmental Group on Health Risks from Chemicals 'Public Health England Virtual Workshop 1: Current status of NAMs for regulatory purposes'. This provided an arena for the discussion of the new landscape of NAMs in the UK.
- Provided an overview of HSI/AFSA's new educational material to over 150 scientists from the Association of Southeast Asian Nations (ASEAN) Cosmetic Association's Safety Assessment Workshop on Cosmetics. This module describes the utility of computational models to replace animal tests.





General

We continued our involvement with, and contributions to, several umbrella bodies during 2021, 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. Our executive director remained Chair of Link's Animal Welfare Strategy Group for a fifth year, and HSI/UK's Senior Campaign Consultant continues to hold a seat on the Fur Free Alliance's Executive Committee.

Media communications, celebrity engagement and online support engagement

During 2021, we continued to achieve high levels of international and national media coverage for both our UK and global campaigns. We recorded hundreds of media hits reaching wide and diverse audiences to support our UK and global campaigns. We offered expert opinions on a wide range of high profile animal issues discussed in the media. Our press releases secured quotes in outlets across the political spectrum from the Guardian³⁷ to the Telegraph³⁸, including Sky News, GB News, VICE, Daily Mail, Metro, Daily Mirror, and Reuters.

2021 saw HSI/UK continue to strengthen existing celebrity relationships with projects with Stella McCartney, Dame Judi Dench and Leona Lewis, as well as grow its celebrity support portfolio with engagement from Dr. Amir Khan, Moby, James Arthur and Mollie King.

We continued to grow our network of supporters on social media. Our (@HSIUKorg) twitter following rose to almost 10,000, with 4.9million impressions registered throughout the year. 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 17,000 followers, and HSI/UK's Instagram account has gone from strength to strength, rising to almost 16,000 followers by the end of 2021.



Disaster response

During 2021 we granted funds to our affiliate in Australia to support a small infrastructure improvement project at a wildlife rescue and

rehabilitation organisation ('Wombat Stomp') in New South Wales, in an area badly hit by the 2020 bush fires. The funds allowed a wildlife rehabilitation unit to be built, which is used to house injured and orphaned wombats and kangaroo joeys. It extends into outdoor enclosures to facilitate soft-release and get wildlife in care accustomed to independent life. Though the land is now recovering from the devastating bushfires, the improved capacity of Wombat Stomp is still a critical asset, having been used most recently to assist wildlife affected by two severe flooding events. Tina Arena (pictured) was one of the first joeys to use the new enclosure, found after her mother was hit by a car and she was thrown from the pouch. Hand fed and gradually socialised with older roos, Tina was released and successfully joined a wild kangaroo mob.

Impact

- Increased capacity for wildlife rescue and rehabilitation in a part of Australia increasingly threatened by climate change-related disasters.



Governance

The Humane Society International (UK) is a charity registered in England and Wales (registration number 1098925) and a company limited by guarantee (registration number 04610194). The company was established under a Memorandum of Association which establishes the objects and powers of the charitable company and is governed under its Articles of Association as amended on 18 October 2016. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

Recruitment and appointment of the Trustees

As per the Articles of Association, the Trustees are empowered to replace and recruit new members or appoint additional members to their board. Trustees serve 3-year terms.

Trustees induction and training

Trustees are introduced to and kept up to date with developments within the charity's sphere of operations by the existing Trustees. Steps are taken to ensure that all Trustees are kept abreast of charity regulations with appropriate updates.

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

Cristobel Block

Alexandra Gabrielle Freidberg

Jeffrey Flocken

Michaelen Barsness
(Resigned 2nd June 2022)

Nina Pena
(Appointed 3rd June 2022)

Organisational structure

HSI/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 (the HSUS), a not-for-profit organisation, incorporated November 1954 in Delaware, USA. The primary purpose of HSUS is the worldwide advancement of humane treatment of animals through public education, awareness, and direct animal care programmes.

HSI/UK is also related to HSI and HSUS in that all current Trustees of HSI/UK are also Officers of HSI and HSUS.

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.

Statement of 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 charity and 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;
- 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.

Public benefit

The Trustees confirm that they have complied with the duty in the Charities Act 2011, Section 17, to have due regard to the Charity Commission's guidance on public benefit, which addresses the need for all charities' aims to be, demonstrably, for the public benefit.

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, we continued to support major food service and higher education institutions to serve up a greater proportion of healthy, affordable plant-based food.
- Our representation of the interests of the significant proportion of the British public and animal industries who wish to see animal welfare legislation passed (such as the Sentience Bill), 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, working with businesses and alerting the Advertising Standards Authority and trading standards to these problems.

- Securing public bans on glue traps as inhumane and ineffective methods of ‘pest control’ and promoting instead principles of ethical wildlife management to companies and the public.
- 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.

Remuneration policy

The Humane Society of the United States and its affiliates’ remuneration approach for employees is informed by regular reviews of both salary practices of like-minded organisations, and the external economic climate including inflation levels. In 2021 the Trustees approved a 3% salary increase for HSI/UK staff hired before October 1, 2020, effective April 1st, 2021. Salaries for all positions are managed through internal grading, to ensure equity and consistency. Our goal is to ensure that the total compensation

and benefit packages available to our employees are competitive, to attract and maintain a highly motivated staff that will ensure success in our efforts toward creating a humane society, while still offering the best value to the organisation.

Risk management

The Trustees are responsible for identifying and reviewing the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. The Trustees have put together a risk register identifying all current major risks. Each item has been scored according to its perceived potential impact together with actions that either have or will be taken in mitigation. The risk register is reviewed annually by management and by Trustees. One of the primary aims of the Board of Trustees is to provide assurance over the procedures in place to manage the identified risks.

The Trustees consider the principal risks to be as follows:

RISING INFLATION AND COST OF LIVING CRISIS – REVENUE DOWNTURN AND IMPACTS OF RISING POVERTY ON BENEFICIARIES	<p>Predicting a likely decline in donations coupled with a depreciation in real terms value of donations, we will track this change and revise income targets and adjust expenditure budgets as necessary. We will factor in the depreciation effect of rising inflation into long-term grant applications. The Trustees will review the investment strategy for reserves, to ensure the maximum return.</p> <p>The predicted sharp rise in the proportion of the UK population living in poverty will have an impact (via their care givers) on animals, such as inability to meet vet bills and food costs. We will liaise with other charities to assess need and where and how HSI/UK may be best placed to offer assistance.</p> <p>We will also continue to review and diversify our fundraising campaigns and activities, to include more engagement opportunities and build relationships with new and existing donors. We will continue to ensure that appropriate reserve levels are maintained.</p>
BUDGETARY SHORTFALL/ OVERSPENDING	<p>Budgets and cashflow statements are reviewed on a monthly basis, comparing actuals to the budget/forecast, with adjustments to cashflow being made as necessary. Monitoring foreign exchange exposure is also part of this process.</p>
HIGH STAFF TURNOVER/LOSS OF KEY SENIOR STAFF	<p>We offer competitive remuneration and hold regular salary and benefits package reviews. We promote opportunities for continuing professional development for staff. We consider succession planning as part of our performance management process. Regular reviews also ensure salaries can be adjusted as necessary with rising inflation, to reduce stress and prevent difficulties in replacing staff.</p>
REPUTATIONAL RISK THROUGH NEGATIVE COMMUNICATIONS	<p>Policies have been put in place to ensure senior staff sign off on external communications. There is regular media and social media training for communication staff. A system is in place for dealing appropriately and promptly with enquiries and complaints from the public.</p>
DATA AND INTELLECTUAL PROPERTY SECURITY	<p>We regularly review policies to ensure GDPR compliance and the standards set by the Code of Fundraising Practice. We seek external advice and run audits where necessary and have regular privacy and compliance training to ensure all staff are aware of their data responsibilities.</p>
CYBER SECURITY THREATS	<p>In 2021, HSUS made a significant investment to IT security which included hiring a director and an administrator. Other initiatives have included adopting the use of 2 factor authentication and regular staff training in online data security.</p>
FRAUD AND MISAPPROPRIATION OF FUNDS	<p>The Charity’s finances are audited by external accountants and auditors. Internal mechanisms are in place to prevent fund mismanagement, and collaborations with individuals or organisations are assessed for reputational risk, with agreements designed accordingly.</p>

Grant giving policy statement

HSI/UK disburses grants to other non-for-profit organisations. Each grant has specific eligibility requirements. The grant approval process includes several steps. Details of the approval process are described below:

- Grant templates, that were drafted and approved by the Office of General Counsel (OGC), must be used to draft the agreement.
- In the event that there is any change to the template language, approval must be obtained from OGC prior to submission.
- Further, special circumstances – in particular: grants that involve lobbying; to individuals; to non-profits – must receive additional approval from OGC, Accounting, and the HSI executive team.
- Full grantee identification, purpose, and banking information, as requested in the grant agreement, must be provided so that a background check on the grantee may be conducted.
- Budgets – and in particular restricted funds – must be fully verified for sufficient funds and purpose prior to submission of the grant.
- The grant agreement must be signed by an authorised representative of HSI/UK and the grantee.
- The grant must be submitted to Accounts Payable to ensure payment of the grant amount.

Approach to revenue generation

Our work for animals both in the UK and globally would not be possible without the generosity of our supporters. We offer many different opportunities for supporters to engage with us including: a range of fundraising activities and events, cash appeals, being a regular donor, corporate, trust and foundation giving, legacy giving, and community/sponsorship events.

Our aim in 2021 was to continue to invest in key income growth areas such as legacy and Individual giving, whilst ensuring we are mindful of our return on fundraising investments for our supporters. Our goal is to diversify and grow fundraising income in the coming years, ensuring we have a balanced income portfolio to reduce the risk to the charity by not being

reliant on a single source of income. This will require us to continue focusing on newer income streams such as community fundraising.

During a difficult year for the charity sector, our loyal and generous supporters ensured we were able to reach our charitable aims. Our heartfelt thanks from team HSI/UK who are incredibly grateful for the support.

Legacies:

In 2021 HSI/UK received £389,814 in legacy gifts from supporters who so kindly and generously remembered our work in their wills. HSI/UK works with Legacy Link to identify all legacy gifts to which HSI/UK are entitled and to ensure the efficient and lawful processing of all legacy gifts .

In 2021 HSI/UK recruited a Legacy Director, who will oversee the creation of a strong legacy promotions programme in the coming years. This programme will see increased investment in promotional activities to inspire more supporters to consider, and ultimately bequeath, legacy gifts to HSI/UK which will help to ensure the future financial stability of the charity.

Individual giving:

Our Individual Giving (IG) programme raised £627,638 (including gift aid) in 2021. This was generated by our loyal base of over 11,000 supporters responding to our direct mail appeals and making gifts through direct debits as well as agreeing to gift aid their donations to HSI/UK. The supporters responding to our appeal mailings are a solid base for the IG programme. They are engaged and responsive to our appeals with some segments of our file responding at 28%.

With a solid foundation, in 2021 we began testing the acquisition of new supporters through traditional channels. This provided valuable learning about the channels and propositions available within the UK market. This, alongside the ability to take paperless direct debits over the phone and online will be built into the programme going forward as we determine the best acquisition channels to increase our supporter base.

We continue to raise income through online campaigns, using both email and social media platforms such as Facebook. Our online email file at year-end consisted of almost 150,000 active UK supporters and we perform regular reviews of the database to ensure that we are communicating with an active, engaged supporter base. In 2021, this area of activity raised £1,299,975.



Community outreach:

HSI/UK established its community fundraising programme in 2021. With the set-up and processes in place, we now have a solid foundation to build and grow the programme, with solid projections for the years to come.

We were able to re-start our popular ‘Stand up for Animals’ fundraising evening at the Comedy Store in London, raising over £8,500 in revenue through ticket sales and a raffle of prizes generously donated by vegan and cruelty-free companies.

Our UK wide team of fantastic fundraisers raised £10,000 in aid of HSI/UK through activities and events.

Major donors, corporates and trusts:

HSI/UK was extremely grateful to receive over £450,000 in philanthropic donations from high-net-worth individuals, Trusts and Foundations and Corporate donors. Several of these donations were restricted to specific projects including HSI’s street dog programme, and our campaign to end the dog meat trade in South Korea.

Our portfolio of companies signing up to support HSI/UK through workplace giving also increased, with income quadrupling from the previous year to £176,000 in 2021.

Throughout 2021, the fundraising team focused on increasing their portfolio of high net-worth supporters, cultivating meaningful relationships with new networks of individuals, companies and Trusts and Foundations to advance our work within the UK and internationally. The success rate of applications increased to 20% through improved relationship management and cultivation, with several supporters pledging multi-year commitments to our work.

Commitment to responsible fundraising and personal data protection

HSI/UK is registered with the Fundraising Regulator and follows its Code of Fundraising Practice. In 2021 we received and actioned 11 requests to stop communications via the Fundraising Regulator’s Fundraising Preference Service, compared to 9 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 and abide 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 organisation to supporters, including for fundraising purposes.

HSI/UK receives enthusiastic and

positive responses to our communications with supporters. In 2021 only six complaints were officially made to HSI/UK relating to fundraising practices, and these complaints were addressed and concerns rectified within three working days of receipt, in line with our policy. HSI/UK considers all complaints very carefully and we will continue to adjust our fundraising approaches in order to provide a positive experience for donors and supporters both on and offline, including looking at where improvements could be made to enhance our website users’ experiences.

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 unaffiliated charities or companies.

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. This includes a procedure to ensure that such risks are appropriately flagged and recorded, and a policy to provide clear guidance for when donations should be queried or further investigated.

Our team

At year-end, our team consisted of 22 staff, including a number of staff performing international campaigns and programmatic roles. During 2021, we added 3 new positions to the HSI/UK team; two senior campaigners (focused on European campaigns) and a Legacy Director. We also recruited a Finance and Operations Director, a Supporter Care Co-ordinator, an Individual Giving Programme Manager and a Media and Communications Manager to replace staff who had departed from existing roles. We continued to provide training to all staff, including on the topics of diversity equity and inclusion, and disability awareness.



Financial Review

Overview of financial position

HSI/UK ended FY2021 with net income of £483,973 compared to a net income of £843,794 in FY2020.

The 2021 revenue of £2,794,014 (2020: £3,159,033) was comprised of donations and legacies by generous supporters through our various fundraising campaigns and events. Legacies accounted for £389,814 in 2021 (2020: £935,741, including one legacy of c.£450,000).

Spending for 2021 was £2,310,042 broken down as follows:

- Campaign costs for raising funds: £531,547 (2020: £446,257) – these costs relate to digital marketing campaigns and fundraising activities/events with the objective of attracting supporters and generating donations. These include agency fees, advertising publications and other materials. In 2021, the charity in partnership with HSI Europe, continued investing in its fundraising campaigns. Two additional professionals were hired to strengthen the fundraising team

and to further develop strategies across all income streams which resulted in a 5% increase in donations in 2021 (£2,217,532) compared to FY2020 (£2,108,273).

- Advocacy for animal welfare costs: £1,077,164 (2020: £1,125,095) – part of the campaign cost incurred in undertaking HSI/UK’s existing programmes is to promote animal welfare issues, undertaking research and disseminating education materials/newsletters, mailings, and other materials to policy makers, corporations, existing donors, and the general public.

- UK Support Costs: £408,715 (2020: £332,574) – these were costs incurred to deliver programme activities and run the HSI/UK office. These include staff costs, legal and professional fees, travel, office occupancy, utilities, communications, and other sundry expenses.

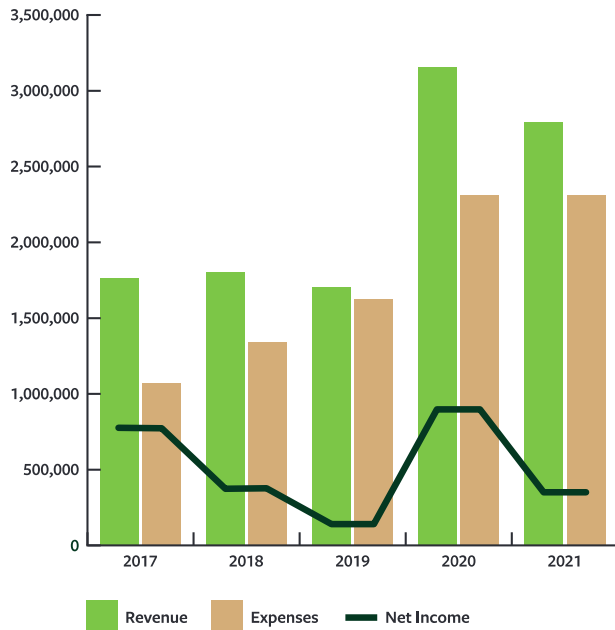
- Grants: £270,052 (2020: £392,845) – these were grants awarded to other charities in support of charitable, scientific, or educational activities designed to further the objectives of HSI/UK in promoting animal welfare by providing direct care and/or rehabilitation of animals.

- Governance costs: £22,563 (2020: £18,468) – these are the audit fees for statutory reporting requirements.

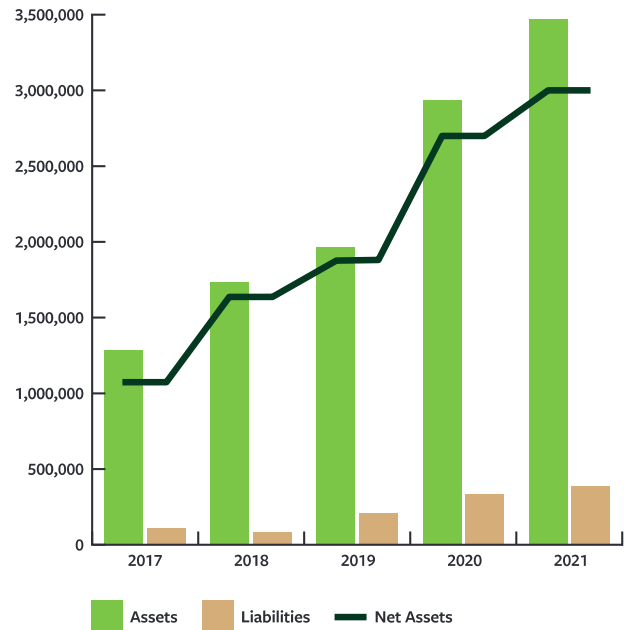
2017 – 2021

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

Statement of Financial Activities 2017-2021



Statement of Financial Positions 2017-2021



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 three months of operating expenditures are appropriate.

At 31 December 2021, free reserves measured as £2,846,525 (2020: £2,291,887) which exceeds the charity reserves policy (three months of operating costs = £577,511 during 2021). Excess of the reserves over the established level will be proactively used in 2022 and 2023 to further support animal protection work on HSI's priority campaigns via HSI/UK's affiliates overseas, as well as to cover unexpected expenses, such as response to the pandemic, natural disasters, etc. The Trustees intend to continue to work towards maintaining free reserves and financial results achieved during 2021.

Going concern

The Trustees reviewed HSI/UK's financial plans in December 2021, as part of their normal annual review, as well as our principal financial risks. At that time, they were satisfied that HSI/UK had sufficient resources to continue operating for the foreseeable future and the accounts have been prepared in the knowledge that HSI/UK is a financially viable organisation. Our parent organisations in the US, the Humane Society of the United States and Humane Society International, will continue supporting HSI/UK.





Plans for future periods

In 2022, the Trustees look forward to overseeing the charity to continue with its existing campaigns, as well as respond reactively to key opportunities or threats to animal welfare in the UK.

The Trustees also continue to encourage and support HSI/UK in its endeavours to assist, through both advocacy campaigns and financial provisions, HSI's programmes to improve animal welfare around the world.

We plan to expand HSI's work to protect animals in the UK and around the world, supported by our many friends and supporters in the UK. We thank our partners and supporters for their continued dedication to protecting the welfare of animals, and creating a more compassionate and humane society.

Thank you.

APPROVED BY THE TRUSTEES ON

21/09/2022

AND SIGNED ON THEIR BEHALF BY

A handwritten signature in blue ink, appearing to be 'Cristobel Block', is written over a horizontal line.

CRISTOBEL BLOCK, TRUSTEE

Independent Auditor's Report to the Members of The Humane Society International (United Kingdom)

Opinion on the financial statements

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 2021 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.

We have audited the financial statements of The Humane Society International (United Kingdom) ("the Charitable Company") for the year ended 31 December 2021 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).

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 believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We remain independent of the Charitable Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and the provisions available for small entities, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

Conclusions related to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charitable Company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our auditor's report thereon. 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

Other Companies Act 2006 reporting

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Annual 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 Annual Report, have been prepared in accordance with applicable legal requirements.

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 misstatement in the Annual 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.

Responsibilities of Trustees

As explained more fully in the Statement of Trustee's responsibilities, 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 determine 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.

Extent to which the audit was capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the industry in which it operates, we identified that the principal laws and regulations that directly affect the financial statements to be the Companies Act 2006 and the relevant charities' acts in the UK. We assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items.

In addition the charitable company is subject to many other laws and regulations where the consequences of non-compliance could have a material effect on amounts or disclosures in the financial statements, for instance through the imposition of fines or litigation. We identified the following areas as those most likely to have such an effect: Employment Law, Data Protection and Health and Safety Legislation. To identify non-compliance with these laws and regulations we performed inquiries of the Board and other management and inspection of regulatory and legal correspondence.

Audit procedures capable of detecting irregularities including fraud performed by the engagement team included:

- Performing analytical procedures to identify unusual or unexpected relationships that may indicate risks of material misstatement due to fraud. Areas of identified risk are then tested substantively;
- Discussions with management, including consideration of known or suspected instances of non-compliance with laws and regulations and fraud;
- Reading minutes of meetings of those charged with governance and reviewing correspondence with the Regulator to identify any actual or potential frauds or any potential weaknesses in internal control which could result in fraud susceptibility;

- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Reviewing items included in the fraud register;
- Challenging assumptions made by management in their significant accounting estimates in particular in relation to the legacy accrual as at year end;
- Carrying out detailed testing, on a sample basis, of transactions and balances agreeing to appropriate documentary evidence to verify the completeness, existence and accuracy of the reported financial statements; and
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments; assessed whether the judgements made in making accounting estimates are indicative of a potential bias; and evaluated the business rationale of any significant transactions that are unusual or outside the normal course of business.

Our audit procedures were designed to respond to risks of material misstatement in the financial statements, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, misrepresentations or through collusion. There are inherent limitations in the audit procedures performed and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it.


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>. This description forms part of our auditor's report.

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, UK

DocuSigned by:

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DATE

30 October 2022

BDO LLP IS A LIMITED LIABILITY PARTNERSHIP REGISTERED IN ENGLAND AND WALES (WITH REGISTERED NUMBER OC305127).

Statement of Financial Activities

The Humane Society International (UK) Statement of Financial Activities for the year ended 31 December 2021
(incorporating an income and expense account)

	Note	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	Unrestricted Funds (£)	Restricted Funds (£)	2020 (£)
INCOME FROM:							
Donations and legacies	2	2,552,817	241,197	2,794,014	2,617,023	542,010	3,159,032
Total income		2,552,817	241,197	2,794,014	2,617,023	542,010	3,159,032
EXPENDITURE ON:							
Raising funds	3	531,547	-	531,547	446,257	-	446,257
Charitable activity							
Promoting animal welfare	4	1,466,631	311,864	1,778,495	1,077,537	791,445	1,868,981
Total expenditure		1,998,178	311,864	2,310,042	1,523,794	791,445	2,315,238
Net income		554,639	(70,666)	483,972	1,093,230	(249,435)	843,793
RECONCILIATION OF FUNDS							
Fund balances brought forward at 1 January 2021		2,291,886	311,111	2,602,998	1,198,657	560,547	1,759,204
Fund balances carried forward at 31 December 2021		2,846,526	240,445	3,086,971	2,291,887	311,111	2,602,998

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 39 to 45 are an integral part of these financial statements.



Balance Sheet

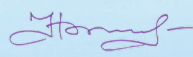
The Humane Society International (UK) Balance Sheet at 31 December 2021

Registration number 4610194 (England and Wales)

	Note	2021 (£)	2020 (£)
CURRENT ASSETS			
Debtors	10	417,843	668,601
Cash at bank and in hand		3,053,133	2,265,956
		3,470,976	2,934,557
CURRENT LIABILITIES			
Creditors: amounts falling due within one year	11	(384,005)	(331,559)
NET CURRENT ASSETS		3,086,971	2,602,998
NET ASSETS		3,086,971	2,602,998
FINANCED BY:			
Restricted funds	12	240,445	311,111
Unrestricted funds	12	2,846,526	2,291,887
TOTAL FUNDS		3,086,971	2,602,998

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 authorised for issue on 21 September, 2022. They were signed on its behalf by:



Nina Petrovna Pena

Treasurer

The notes on pages 39 to 45 are an integral part of these financial statements.

Statement of Cash Flows

The Humane Society International (UK) Statement of Cash Flows for the year ended 31 December 2021

	Note	2021 (£)	2020 (£)	
Cash from operating activities				
Net cash provided by operating activities	A	787,177	590,381	
Increase in cash and cash equivalents in the year		787,177	590,381	
Cash and cash equivalents at the beginning of the year		2,265,956	1,675,575	
Total cash and cash equivalents at the end of the year		3,053,133	2,265,956	
A) Reconciliation of net income to net cash flow from operating activities				
		2021 (£)	2020 (£)	
Net income for the reporting period (as per the statement of financing activities)		483,973	843,794	
(Increase) / Decrease in debtors		250,758	(379,591)	
Increase in creditors		52,446	126,178	
Net cash provided by operating activities		787,177	590,381	
Analysis of changes in net debt	At 1 Jan 2021 (£)	Cash flows (£)	Other changes (£)	At 31 Dec 2021 (£)
Cash at bank and in hand	2,265,956	787,177	-	3,053,133
TOTAL	2,265,956	787,177	-	3,053,133



Notes to the Financial Statements

The Humane Society International (UK) Notes to the Financial Statements for the year ended 31 December 2021

1. Legal Structure and Significant Accounting Policies

1.1 Legal Structure

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

1.2 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.

1.3 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.

1.4 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, International Animal Rescue, and Dog Meat Trade campaigns.

1.5 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 recognised 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 recognised 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 recognised 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.

1.6 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.

1.7 Financial instruments

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

The Humane Society International (UK) Notes to the Financial Statements for the year ended 31 December 2021

1.8 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 2021, 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 (the 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 HSI/UK's plans in June 2022 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 HSI/UK can continue its business-critical activities and remain a going concern.

Given the strength of the balance sheet and availability and liquidity of unrestricted Net Assets, totalling around £3.1M, 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.

1.9 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.

1.10 Concentration of credit risk

The Charity's assets that are exposed to credit risk consist primarily of 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.

1.11 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 finalised 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.

2. Donations and legacies

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Donations	1,986,335	231,197	2,217,532	2,108,273
Legacies	389,814	-	389,814	935,741
Royalty & License fees	165,800	10,000	175,800	112,993
Other income	10,868	-	10,868	2,026
	2,552,817	241,197	2,794,014	3,159,033

The donations and legacies income in 2020 was £3,159,033 of which £2,617,023 was unrestricted and £542,010 was restricted.

As at 31 December 2021 legacies where HSI/UK have entitlement but the remaining revenue recognition criteria have not been met, amount to £296,304 (2020: £9,000).

3. Raising funds

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Campaign costs	531,547	-	531,547	446,257
	531,547	-	531,547	446,257

The campaign costs in 2020 were £446,257 of which £446,257 was unrestricted and £Nil was restricted.

4. Promoting Animal Welfare

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Advocacy for animal welfare costs	1,025,490	51,675	1,077,165	1,125,095
Grants paid (note 5)	9,968	260,084	270,052	392,845
UK support costs (note 6)	408,610	105	408,715	332,574
Governance costs (note 7)	22,563	-	22,563	18,468
	1,466,631	311,864	1,778,495	1,868,982

Expenses for promoting animal welfare in 2020 were £1,868,982 of which £1,077,537 was unrestricted and £791,445 was restricted.

5. Grants paid

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Born Free USA	-	2,965	2,965	-
International Whaling Commission	2,000	-	2,000	-
Voice of Animal Nepal	-	4,500	4,500	-
Yayasan JAAN Kesejahteraan Hewan	-	18,500	18,500	-
Hopefield Animal Sanctuary	-	-	-	10,000
University of Oxford	-	-	-	20,000
Humane Society International	12,968	234,119	247,087	230,205
Humane Society International India	-	-	-	5,000
Humane Society International Australia	-	-	-	6,860
Future Labs Group Limited	-	-	-	2,500
Bardsey Bird and Field Observatory	-	-	-	800
Whale and Dolphin Conservation	-	-	-	2,600
Pan African Sanctuaries Alliance	-	-	-	79,735
Associazione Etica Antispecista "Jill Phipps"	-	-	-	5,145
Secret World Wildlife Rescue	-	-	-	10,000
Retreat Animal Rescue	-	-	-	10,000
Wild Justice (refund of unspent funds)	(5,000)	-	(5,000)	10,000
	9,968	260,084	270,052	392,845

Grants paid in 2020 were £392,845 of which £32,500 was unrestricted and £360,345 was restricted.

13 grants (2020:3) were paid to institutions in year and nil grants (2020: nil) were paid to individuals.



6. UK Support Costs

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Management overhead	255,017	-	255,017	165,884
Staff costs	54,732	-	54,732	42,236
Legal and professional fees	18,267	-	18,267	43,033
Rent	36,837	-	36,837	37,495
Bank charges	10,279	-	10,279	14,802
Insurance	2,682	-	2,682	688
Subscriptions	115	-	115	6,054
Accountancy	4,430	-	4,430	2,100
Printing, postage and stationery	19,705	-	19,705	10,902
Travel	3,888	-	3,888	5,520
Telecommunications	2,548	-	2,548	2,643
Sundry expenditure	35	-	35	694
Foreign exchange differences	74	105	179	523
	408,610	105	408,715	332,574

HSI/UK office costs in 2020 were £332,574 of which £331,798 was unrestricted and £776 was restricted.

7. Governance costs

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Audit fees: Current period	22,563	-	22,563	18,468

The governance costs in 2020 were £18,468 of which £18,468 was unrestricted and £Nil was restricted.



8. Wages and salaries

	Unrestricted Funds (£)	Restricted Funds (£)	2021 (£)	2020 (£)
Wages and salaries	705,101	126,095	831,196	643,954
Social security costs	70,369	12,986	83,355	51,313
Employee Benefits	24,968	-	24,968	14,865
	800,438	139,081	939,519	710,132

The wages and salaries costs in 2020 were £710,132 of which £710,132 was unrestricted and £Nil was restricted.

The average number of employees during the year was 20 (2020: 16).

The Trustees consider 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 £159,647 (2020: £74,572).

	2021 (£) Number	2020 (£) Number
£70,000 – £80,000	1	1
	1	1

No Trustees received remuneration for performance of their role as Trustee during the year. No (2020: Nil) expenses were reimbursed to Trustees during the year.

9. Taxation

HSI/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

	2021 (£)	2020 (£)
Other debtors:		
Other debtors	210,339	185,895
Prepayments and accrued income	207,504	482,706
	417,843	668,601

11. Creditors: amounts falling due within one year

	2021 (£)	2020 (£)
Trade creditors	294,281	268,158
Accruals	89,724	63,401
	384,005	331,559

12. Funds

Analysis of net assets between funds	Unrestricted (£)	Restricted (£)	2021 (£)
Cash at bank and in hand	2,812,689	240,445	3,053,134
Debtors	417,843	-	417,843
Current liabilities	(384,005)	-	(384,005)
At 31 December 2021	2,846,527	240,445	3,086,972

Analysis of net assets between funds	Unrestricted (£)	Restricted (£)	2020 (£)
Cash at bank and in hand	1,954,845	311,111	2,265,956
Debtors	668,601	-	668,601
Current liabilities	(331,559)	-	(331,559)
At 31 December 2020	2,291,887	311,111	2,602,998

13. Movement of Funds

Analysis of Fund movements	Balance 2020 (£) b/frw	Incoming resources (£)	Resources expended (£)	Balance 2021 (£) c/frw
Restricted	311,111	241,197	311,863	240,445
Unrestricted	2,291,887	2,552,817	1,998,178	2,846,526
Total	2,602,998	2,794,014	2,310,041	3,086,971

Analysis of Fund movements	Balance 2019 (£) b/frw	Incoming resources (£)	Resources expended (£)	Balance 2020 (£) c/frw
Restricted	560,547	542,010	791,445	311,111
Unrestricted	1,198,657	2,617,023	1,523,793	2,291,887
Total	1,759,204	3,159,033	2,315,238	2,602,998

14. Restricted Funds

Breakdown of Restricted Funds	Balance 2020 (£) b/frw	Incoming resources (£)	Resources expended (£)	Balance 2021 (£) c/frw
International Animal Rescue	96,268	8,327	-	104,595
Street Animal Welfare	94,529	2,870	3,488	93,911
Dog Meat Trade	59,654	58,051	101,817	15,888
Mauritius Program	45,989	-	32,654	13,335
Seals UK	12,672	45	-	12,717
Pets For Life	2,000	-	2,000	-
	311,111	69,293	137,959	240,445

15. Lease commitments

At 31 December 2021, the company had total commitments under non-cancellable operating leases as follows:

	2021 (£)	2020 (£)
Expiry date: Within one year	29,415	7,125

16. Related parties

During the year, the Charity received a grant of £Nil (2020: £6,303) 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 £Nil (2020: £Nil). Included within other creditors and falling due within one year is an amount due to the Humane Society International totalling £255,017 (2020: £165,884).

17. Post Balance Sheet Events

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.

18. Ultimate Controlling Party

The Charity's ultimate controlling party is the Humane Society of the United States (the HSUS), a not-for-profit organisation 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 <https://www.humanesociety.org>



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