2020 marked Farm Sanctuary’s 34th year of operation as America’s founding rescue and refuge for farmed animals. In the decades since our formation, we have provided lifelong Sanctuary to thousands of animals at our renowned New York and California shelters. As the organization responsible for bringing farm animal protection into mainstream consciousness, Farm Sanctuary has also set a number of significant precedents within the farm animal movement. We were instrumental in securing passage of the first U.S. laws to protect animals on factory farms; initiated the first cruelty investigations at stockyards and slaughterhouses; and established the largest farm animal rescue and placement network in North America. Today, through our comprehensive Rescue & Refuge, Education & Research, Advocacy, and Public Awareness initiatives, Farm Sanctuary remains more committed than ever to fulfilling our vision for a world where Sanctuary replaces exploitation for all animals, human and nonhuman.
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Dear Friends and Partners,

When the sun rose to illuminate the first day of a new decade last January, none of us could have imagined what 2020 had in store. Indeed, it was a year unlike any other in various ways — one that few of us will ever forget.

As Farm Sanctuary reflects on times both surreal and unprecedented, there is one certainty to be drawn from a year wherein nothing seemed assured: We sustained our work in spite of it all. Indeed, with resilience and resolve and the benefit of your partnership — we did more, not less — ultimately furthering our mission and lifesaving impact for farm animals.

While the pandemic dominated headlines in 2020, issues including heightened racism, widespread violence, and political division also plagued our country. The pandemic, however, focused a spotlight on the oppression and abuse central to our food system. Deemed essential, meatpacking, processing plant, and farm workers became ill at an alarming rate due to a lack of personal protective equipment and the inability to social distance, among other things. And as plants slowed or temporarily shut down, we watched, in disbelief, the mass destruction of millions of animals due to system failure.

Farm Sanctuary's purpose may be grounded in advancing the protection of farm animals, but it is intricately connected to many other pressing issues of our time, including social injustice, environmental destruction, and urgent threats to public health. As we embarked on an initiative to evolve our Mission and Vision, we recognized that it is more important than ever for our efforts to reflect the scope and gravity of these connections to animal agriculture and a commitment to unraveling the underpinning system. Critical to this work was the contribution of the different perspectives and diverse experiences that collectively inform, enrich, and strengthen our team and our shared commitment to forging a just and compassionate world for all beings. We closed the year having affirmed a set of bold new Strategic Priorities and adopting the Values and principled Approach that will guide our progress going forward.

Farm Sanctuary's 2020 Impact Report highlights many of the obstacles overcome and feats accomplished during this year made for the history books. We hope you are as inspired by all we've been able to achieve together, as we are inspired by you for making it all possible.

In solidarity,

Megan Watkins
Chief Executive Officer
That which has drawn so many people to Farm Sanctuary over the decades is the pursuit of a kinder world — one wherein every life is respected and free from harm. Our approach to sanctuary work is informed by the awareness that the story of a single farm animal survivor is not the exception but rather a reflection of a pattern of harm, oppression, and injustice throughout our food system and larger society as a whole. We believe that ending the harm farm animals experience requires that we consistently challenge the system of oppression that supports and allows for animal agriculture and the social and environmental destruction it causes.

As Farm Sanctuary transitioned into 2020, we envisioned how equity and social justice would take hold in our new Strategic Agenda, and how we would lay the groundwork for a more inclusive process to shape our organization’s future and strengthen our ability to address the systemic issues we face.

We began by confirming our organizations’ strategic priorities with equity and inclusion principles throughout; and a commitment to the cultural transformation that would follow. Our newly established Equity and Social Justice planning committee identified various virtual learning paths for leaders and teams, and we created community spaces for discussion and reflection. We expanded our Leadership Team to elevate additional staff voices, aid in communication, and increase transparency with regard to organizational decision-making. These efforts resulted in a stronger, more connected, resilient, and nimble organization, plus the creation of our first organizational statement against racial injustice.

We are taking actionable steps to protect against bias in our recruitment efforts and developing a compensation philosophy for a more transparent and equitable compensation process going forward. Our Board of Directors confirmed new priorities for 2020 – 2021 Board development with the goal of broadening the candidate recruitment pool and designing a more inclusive Board experience.

We will continue to evolve our organization from the inside, deepening our knowledge and putting into practice the very ideals necessary to move our mission forward. To this end we engaged an external group to do an all staff internal audit of equity and belonging and provide ongoing education, training, and coaching for our team on equity and inclusion culture and alignment.

Programmatically we used our platforms to amplify BIPOC voices, produced programs to elevate issues of workers’ rights and access to healthy food, and developed new Humane Education presentations examining the
interrelated issues of farmworker justice and farm animal protection. We also distributed $50,000 in grants to organizations doing critical work to feed and empower communities and support workers in our food system.

Details of many of these initiatives you will read about in this Report and many more are works in progress that we look forward to sharing in the year ahead. And all are dedicated to elevating and embracing the diverse communities that together comprise — and that united will lead — the farm animal movement.

Farm Sanctuary recognizes that there is a societal cost in not voicing our opposition to racism and injustice. And that we cannot achieve our mission without addressing these systemic issues in our food system and ensuring a safe and equitable work experience. Silence in the face of oppression runs counter to those very Values we hold dear: Freedom. Understanding. Compassion. Transformation. Integrity. These Values must be constants, grounded in truth and, above all, demonstrated through action against all that is unjust.

2020 may have represented Farm Sanctuary’s first year operating in the midst of a global pandemic, but that did not diminish the plight of farm animals, nor our commitment to helping them whenever and wherever necessary.
Finding Forever Homes for Farm Animals

Farm Sanctuary founded and now oversees the largest farm animal rescue and placement network in North America. There is never a day that goes by that we do not receive calls about farm animals in need of assistance, often from dire situations, and 2020 was no different in that respect. In spite of the extraordinary challenges of this past year, the partnership of our supporters, Sanctuary colleagues, and compassionate citizens at large made it possible for us to respond to many of the most urgent cases. It allowed us to find permanent placement for numerous animals across the country. And it enabled us to welcome many others as new members of the Farm Sanctuary family.

Farm Animal Adoption Network (FAAN) Impact:

- 1,362 Placement requests addressed for animals
- 67 Animals adopted into loving FAAN homes
- 50 Animals connected with permanent placement

Eventually, the pandemic will one day be behind us, a part of our past. But all of the animals who Farm Sanctuary has been able to help this year nonetheless will remain forever blessed with the peace and comfort of lifelong sanctuary.

Rescue Against All Odds

Rescue operations are part and parcel of not only what we do, but who we are at Farm Sanctuary. They are urgent missions of compassion and perseverance upon which so many deserving lives depend. Yet, they can also be complicated and costly even under normal circumstances.

Add the heightened logistical difficulties posed by a global pandemic in 2020. Nevertheless, with the help of our sanctuary partners, we brought several significant rescue operations to fruition this year, serving as life-affirming, lifesaving beacons of hope even in the darkest of times.

Finding Common Ground in Compassion: Our most high-profile rescue of 2020 came in February when, a day after winning the Academy Award for Best Actor, Joaquin Phoenix helped to liberate a mother cow and her newborn calf from a Los Angeles slaughterhouse and bring them to Farm Sanctuary.

Phoenix named the mother Liberty and her daughter Indigo. “I never thought I’d find friendship in a slaughterhouse, but meeting Anthony (President of the operation) and opening my heart to his, I realize we might have more in common than we do differences,” the actor noted. “My hope is, as we watch baby Indigo grow up, we’ll always remember that friendships can emerge in the most unexpected places; and no matter our differences, kindness and compassion should rule everything around us.” Phoenix’s poignant words could not more perfectly embody Farm Sanctuary’s values of understanding and transformation, reflecting the importance of meeting people on common ground to achieve a higher purpose, and recognizing empathy as a vital catalyst for change.

Mother and daughter cow will now enjoy every moment of life as too few of their kind can — together, as a permanent part of our Acton Sanctuary family.
No Distance Too Far: Our largest — and farthest — rescue of the year came at the height of quarantine in April when our partners at the Animal Legal Defense Fund received a court order permitting the seizure of animals in desperate need of help from an illegal backyard butcher in Florida. Farm Sanctuary stepped in without hesitation, working with five of our Florida-based sanctuary partners — Critter Creek Farm Sanctuary, Kindred Spirits Sanctuary, Peacefield, Shelter Farm Sanctuary, and Yesahcan Sanctuary — in a massive rescue effort to free 113 starved and neglected animals. Several weeks after the operation, our team covered over 1,300 miles in just under 24 hours, arriving in Fort Myers to retrieve the rescued animals still in need of placement. The team arrived back in Watkins Glen with 14 hens, 11 roosters, 5 goats, and 1 pig in tow. Here, they would begin their long road to recovery. While some of those rescued have been placed in new homes through our Farm Animal Adoption Network, and others remain with us permanently, each and every animal will live out the rest of their days in freedom, and surrounded by the respect and kindness all beings deserve.

Phoenix From the Flames: Our most urgent rescue came in July, when a massive fire engulfed a factory egg farm in Salem County, New Jersey. Sadly, of the nearly 300,000 birds inside the facility, only 230 made it out alive; 200,000 died in the fire, while the remainder perished when another building lost power and its ventilation units shut down. Our sanctuary partners at Rancho Relaxo were able to secure safety for those that remained, and we welcomed 40 of the survivors to our Watkins Glen shelter. It is unlikely that any of the hens ever even breathed fresh air before they emerged from the flames. These resilient birds have now healed from the burns on their combs and wattles, and are reveling in the warmth of sun on their backs, fresh air in their lungs, and soft earth beneath their feet.

Essential Workers

We would be remiss not to give special mention to our shelter teams in reflecting on this unprecedented year. While our New York and California Sanctuaries have remained closed to the public and many of our staff have worked from home throughout the health crisis, our dedicated shelter teams have remained onsite day in and day out — welcoming new residents, tending to the needs of our sick and elderly, and providing all of our animals the same individualized attention. They were obliged to change many of their operating procedures and protocols overnight in an effort to safeguard their own health while maintaining an optimal level of care for our animals.

The work of our shelter teams is at the heart of all Farm Sanctuary does. Yet, it is work all too often undervalued. Farm Sanctuary embarked upon a deliberate process to improve upon that fact as part of our internal efforts to evolve and grow as a team and organization this past year.

In line with our first Strategic Priority — achieving and maintaining organizational excellence — our Shelter Development Initiative focused on elevating the value of the work involved in caring for our sanctuaries and animal residents. It calls for an investment in the physical, emotional, and financial well-being of our shelter teams in a way that respects their contributions more equitably. An investment in our shelter teams is likewise an investment in our efforts to achieve our second Strategic Priority by supporting those on the front lines who are working to change the way society views and treats farm animals. As Farm Sanctuary continues to expand our efforts to forge a more just and compassionate world, we will also continue to work toward creating our own internal sanctuary — a healthy, sustainable, and equitable work environment.
Education & Research:
EXPANDING REACH, ENSURING RELEVANCE

Reaching Young Hearts & Minds From Afar

When the pandemic compelled Farm Sanctuary’s departure from classrooms in spring 2020, our humane educators quickly and adeptly pivoted to a virtual program format — learning and implementing new technologies, and creatively adapting to effective methods of remote teaching that have enabled us to engage broad audiences of learners across the country. As a result, our 2020 Humane Education Program achieved our greatest annual reach since its inception.

Humane Education Program Impact

- **236** Schools, summer camps, and organizations served
- **21,940** Students engaged
- **1,564** Teachers nationwide downloaded our curriculum resources in 2020
- **852** Presentations delivered
- **34** States hosted our programs (plus Washington, DC, and Puerto Rico)
While Farm Sanctuary is eager to resume our in-classroom presence post-pandemic, we also understand that the ways in which our society learns are rapidly evolving, and we are equally excited to deepen our program strategy by incorporating online education as a core offering going forward. No matter where a classroom of students is located, Farm Sanctuary educators will be ready, willing, and able to teach.

In a continuing effort to add to the value and breadth of our program, while further engaging teachers as partners and allies in our mission, Farm Sanctuary also focused on the development and dissemination of educational resources, freely accessible as downloadable curricula to educators nationwide. In 2020, we launched our new Animals & Art: The Story Behind a Portrait curriculum, complete with a Virtual Learning adaptation and lesson plans for elementary, middle, and high school grades aligned to National Art and Common Core Standards. Our Animals & Art curriculum engages students in learning about the lives of sanctuary animals and representing them as individuals through the creation of original animal portraits. We also continued distributing our Sustainable Future: Exploring the Environmental Impacts of our Food curriculum, including middle and high school lesson plans aligned to Next Generation Science Standards.

**Timely and Topical Programming**

In addition to welcoming many new teachers to the Farm Sanctuary community in 2020, we also worked to expand our educational offerings to impact students at younger grade levels, as well as to begin critically engaging more high school and college-age students in our mission through advanced lessons.

2020 Students Per Grade Level

- 8.5% Pre-K
- 57.6% K-Elementary
- 28.4% Middle School
- 8.5% High School
- 1% College

Focused on developing relevant programming aligned with our Strategic Priorities and mindful of our commitment to advancing the cause of justice through our work, we began offering two new presentations in 2020 that directly addressed critical issues of our time.
COVID-19 and Our Food System, targeted to college students, explores the risks of industrialized animal agriculture as a breeding ground for zoonotic disease, as well as how the COVID-19 pandemic has exposed and exacerbated systemic injustice in the U.S. food system, from the mass “depopulation” of farm animals to the disproportionate impacts on low-income communities and people of color.

INSIGHTFUL STUDENT FEEDBACK

“The connection between human, animal, and environmental well-being is key for our survival.”

“I can’t turn a blind eye to where my meat comes from.”

“A large-scale shift from meat to plant-based can dramatically help prevent the next pandemic.”

Factory Farming through a Social Justice Lens, developed for middle-school students, examines the impacts of our food system on workers, communities, and animals by employing a social justice approach to understand how these issues are interrelated, while empowering students with skills and resources for mobilizing social change.

INSIGHTFUL STUDENT FEEDBACK

“My main takeaway ... is how much animal social justice affects every single thing in my life.”

“It taught me a lot about the reality of our food system, including the working conditions for those in the food industry. It’s brutal for the animals AND the people, and sad to see how much support the industry has.”

In addition to our youth education programs, Farm Sanctuary also prioritized both new and existing initiatives aimed at inspiring our movement’s leaders of tomorrow, while also engaging adult learners who want to make a difference in their communities starting now:

Farm Sanctuary’s Youth Leadership Council, designed to support and empower teens interested in farm animal advocacy, boasted the greatest level of engagement and diversity since its inception with 53 student activists in 2020. Our facilitators provided new virtual programming on Farm Animals and the Law, Impacts of our Food System on the Environment and Workers, and Food Insecurity. Like-minded peers from across the country came together to develop the Vegan Challenge advocacy project and engage in critical discourse on topics including how sanctuaries model a different relationship between humans and farm animals and inspire people to become vegan, as well as the various social factors that may impact people’s access to vegan living.

Farm Sanctuary’s Community Learning Program will launch virtually in 2021, following many months of planning this past year, as our first structured adult education program. Facilitated by Farm Sanctuary’s Manager of Social Justice Programs, Social Justice & Our Food System will comprise our first learning opportunity. Dialogue and lesson plans will be focused on the treatment of farm animals and patterns of oppression and injustice in the U.S. food system and society at large.
The goals of the program are aimed at developing skill sets among participants for critical thinking around social change, as well as engaging in collaborative, effective action to facilitate that change.

**Furthering Our Work Through Research**

Farm Sanctuary added a new capacity to our education initiatives in the third quarter of 2020 with our first staff Research Director. As part of our research initiatives, we will create an internal animal welfare program that elevates our caregiving practices, engages our caregiving staff, and gives us the expertise necessary to position Farm Sanctuary as a leader in animal care and welfare in the sanctuary movement. In doing so, this new capacity directly addresses our first Strategic Priority to achieve and maintain organizational excellence. Research will also endeavor to expose problems in animals caused by the animal agriculture industry, identify who farmed animals are at both the species and individual levels, and how humans are impacted by animals and vice versa, thus addressing our second Strategic Priority by aiming to change the way society views and treats farm animals. Finally, our work will investigate what food system reform looks like and support collaborative efforts for large-scale transition from animal to plant-based agriculture, tackling Farm Sanctuary’s third Strategic Priority by helping to shift agriculture to a just and sustainable system.

Farm Sanctuary recognizes education as indispensable to creating real change in the world. We thus embraced the challenges of 2020 as opportunities to expand our educational efforts in meaningful ways. Whether old or new, young or aged, from near or afar, each student is part and parcel of our work. Only together, with full minds and open hearts, can we move closer towards our vision for a more equitable world for one and all.
Advocacy & Action: OUR FIGHT FOR FARM ANIMALS

Legislation has the potential to ease the suffering of millions of farm animals with the passage of just one bill, and our fight for the billions suffering in our unjust food system only intensified during this year for the ages.

The pandemic-related disruption in supply chains this past year tragically resulted in the mass “depopulation” of millions of farm animals backlogged in our cruel food system. Forced to work even amidst the threat of active COVID-19 outbreaks, thousands of slaughterhouse workers fell ill and hundreds died, casualties of an industry that prioritizes profits over life. The horror and tragedy of these events only underscored the interrelated issues of oppression in our food system and the importance of Farm Sanctuary’s work — strengthening our efforts to prevent such events from ever happening again.

Farm Sanctuary engaged in multiple campaigns, lawsuits, and policy actions focused on advancing the protection of farmed animals and workers. Much of our work is built on the collaboration and power of coalitions, plus the support of our members.

Here are some of the actions taken and active efforts we are involved in:

Coalition Lawsuits

Downed Pigs (Farm Sanctuary v. Vilsack)
In February 2020, Farm Sanctuary and a coalition of animal protection groups sued former Secretary of Agriculture Sonny Perdue and the USDA for failing to protect pigs who are too sick or injured to walk at slaughterhouses. The lawsuit challenges the agency’s denial of Farm Sanctuary’s petition to ban the slaughter of “downed” pigs as well as the agency’s failure to follow Congress’s mandates regarding these animals under the Humane Methods of Slaughter Act. The slaughter of downed pigs presents serious risks to animals and to food safety. Downed pigs are more likely to be inhumanely handled, including being excessively electro-shocked, prodded, kicked, shoved, and dragged by workers attempting to force them to move, and they are at a heightened risk of carrying a host of human-transmissible pathogens, including Listeria, Campylobacter, Salmonella, swine flu, and Yersinia. The USDA moved to dismiss the case, we opposed the motion, and oral argument was held in February 2021. We await the judge’s decision. The other plaintiffs in the lawsuit are Animal Legal Defense Fund, Animal Outlook, Animal Welfare Institute, Compassion in World Farming, Farm Forward, and Mercy For Animals. We are represented by the Animal Law Litigation Clinic at the Center for Animal Law Studies at Lewis & Clark Law School.

Avian Flu (HSUS v. USDA)
Farm Sanctuary is suing the United States Department of Agriculture (USDA) to challenge its irresponsible bird flu response plan that incentivizes the cruel confinement of birds in factory farms and increases the risk of disease outbreaks.

Farm Sanctuary and Mercy for Animals joined the federal lawsuit, which was originally brought by the Humane Society of the United States, filing an amended complaint in Los Angeles on July 27, 2020. During a 2015 outbreak of Highly Infectious Avian Influenza (“bird flu”), approximately 50 million chickens and turkeys in 15 U.S. states were killed in an effort to contain the disease, and USDA spent approximately $200 million to reimburse companies for the mass killing (the final bill to taxpayers was roughly $850 million). Rather than developing a plan to prevent future outbreaks, the USDA encourages factory farms to confine animals in stressful, overcrowded conditions that are ideal for the spread of disease. When infections proliferate, taxpayer funds are used for the “depopulation” (mass killing) of birds through grossly inhumane methods, and their bodies are buried in unlined pits or incinerated.

This lawsuit seeks to require the USDA to consider a plan to prevent another bird flu outbreak by tying federal funds to the adoption...
USDA inspectors have documented numerous examples of slaughterhouse cruelty on a massive scale, including almost 10,000 birds freezing to death on trucks left unprotected for 22 hours during extreme cold at a Butterfield Foods slaughterhouse in Minnesota; birds suffering from hemorrhaging and muscle mutilation as a result of malfunctioning equipment at a Jennie-O slaughter plant in Minnesota; and workers tossing crates of live birds on multiple occasions at a Southern Hens facility in Mississippi. Birds in slaughter plants have also been subjected to intentional acts of cruelty by workers, including being kicked, hit, mutilated, driven over, or dumped onto conveyor belts with visibly broken legs and wings.

Despite the clear need for action to prevent cruelty to birds and the agency’s own evidence demonstrating that mistreating birds is a cause of adulteration under the PPIA, the USDA denied Farm Sanctuary and AWI’s petition for humane handling standards. Our lawsuit seeks to require the agency to stop letting the agriculture industry regulate themselves and prevent the callous abuse and irresponsible killing methods that threaten our health and humanity.

The lawsuit was filed by Harvard Law School’s Animal Law & Policy Clinic, which is representing us in the suit.

Poultry Humane Handling (AWI v. Vilsack)

Every year, more than 9 billion chickens and other birds are slaughtered in the United States. On August 13, 2020, Farm Sanctuary and the Animal Welfare Institute (AWI) sued the USDA in federal court for refusing to protect birds from systemic mistreatment and callous abuse, which results in the sale of “adulterated” (damaged or contaminated) products that violate the Poultry Products Inspection Act (PPIA). These birds suffer egregious cruelty at slaughterhouses, and the USDA has failed to provide them basic humane consideration.
increase the speed at which they slaughter pigs, chickens, and cows.

Chicken Line Speeds: We met with officials at the Office of Management and Budget to express our opposition to the USDA’s proposed rule that would reduce chicken slaughter oversight and allow the industry to kill chickens at the dizzying speed of 175 birds per minute. This rule was successfully stopped from moving forward.

**Pandemic and COVID-Related Efforts**

- **April**
  - Letter to then Secretary of Agriculture Sonny Perdue: Farm Sanctuary wrote to Secretary Perdue urging him to use COVID-19 stimulus funding to reform our dysfunctional food system. Instead of bailing out factory farms that have “depopulated” millions of animals during the pandemic, we asked the secretary to allocate funding to support plant-based agriculture and local and independent enterprises.

- **May**
  - Coalition Letter to Congress: We joined a coalition of 50+ groups asking Congress to direct COVID-19 relief funding to support independent and small to mid-sized farmers producing climate-friendly plant-based foods, and to invest in a just and equitable transition to a plant-based agriculture system.

- **June**
  - Coalition Letter to Congress: We joined a coalition of 176 groups asking Congress to increase federal funding for fruits and vegetables in schools and increase community access to healthy foods during the COVID-19 pandemic.

- **July**
  - Coalition Letter to Congress: We joined a coalition of animal protection, food justice, labor, and environmental groups asking Congress to direct the USDA to reduce slaughter speeds during the COVID-19 pandemic to protect animals and workers, and promote food safety.

- **August**
  - Comments to the Los Angeles City Council: Farm Sanctuary submitted comments in support of a measure to regulate or prohibit live animal markets. The Council passed a measure on June 10, 2020, to investigate and report on the feasibility of prohibiting live animal markets in the city of Los Angeles amid growing concerns about the transmission of zoonotic diseases like COVID-19 from animals to people at live animal markets. The required report was produced in November 2020, and we are eager to see the City implement the report’s recommendations which call for prohibiting or restricting live animal markets.

- **September**
  - Coalition Letter to Tyson Institutional Shareholders: We wrote to Tyson’s 10 largest institutional investors and asked them to hold Tyson accountable during the COVID crisis, to protect animals and workers, and promote food safety. Our requests included that Tyson stop lobbying the USDA for higher line speeds. The letter was signed by more than 120 workers’ rights, food justice, animal welfare, racial justice, farmer, health, consumer safety, and environmental protection organizations.

  - Coalition Petition for Rulemaking: We joined a coalition of 15 groups submitting an emergency petition requesting USDA rulemaking to prevent COVID-19 relief funds from facilitating or compensating for the costs of ventilation shutdown or water-based foam “depopulation” of animals caught in the system.

  - Letter to then Secretary of Agriculture Sonny Perdue: We sent a letter to Secretary Perdue urging him to direct the Coronavirus Food Assistance Program (CFAP) funding to support the production of healthy food and a sustainable agricultural system instead of propping up industrialized animal agriculture.
Public Awareness: Engaging the World in Our Work

Through our media and engagement campaigns, we cast a glaring public spotlight on factory farming as a known breeding ground for zoonotic diseases like coronavirus and leveraged our social platforms, website, and signature publication to uplift the diverse voices and issues that comprise our movement. We brought new awareness to the urgently growing threat that animal agriculture poses to human health and the sustainability of our planet. And we have helped expose the evils of an industry where slaughterhouse workers, small farmers, and communities of color suffer alongside animals as victims of its deeply entrenched injustices and cruelties.

Farm Sanctuary Members Act
Advocacy Actions by the Numbers:

15,995  |  Messages sent to Postmaster General Louis DeJoy urging him to stop allowing the shipment of live animals through USPS.

30,759  |  Actions taken to call for equitable federal COVID relief funding and remove factory farm bailout money from the HEROES Act and instead direct resources to encourage a healthier, more diversified food system — one that helps farmers and producers transition to plant-based agriculture.

26,328  |  Messages sent calling on lawmakers to support the Safe Line Speeds in COVID-19 Act (H.R.7521 / S.4338), to protect animals, workers, and the safety of our food system by prohibiting increased slaughter line speeds during the pandemic.

28,883  |  Messages sent to then USDA Secretary Sonny Perdue calling for an end to cruel factory farming practices, including cruelty to sick and downed animals and inhumane methods of killing live birds.

The Power of Reach
Our Global Community

Farm Sanctuary is committed to reaching as many people as possible with our message of compassion, and 2020 presented us with unprecedented opportunities to forge a greater public awareness of the issues that drive our mission forward. In doing so, we engaged vast new and existing communities of supporters and friends from all corners of the globe:

- **354,674** | Followers joined our robust community of over **1.5 million active social subscribers**
- **872,653** | Unique website visitors informed and inspired by our original content and resources
- **127,783** | Email subscribers actively engaged in our work and progress through meaningful communications
- **85,192** | Citizens took action by joining our advocacy campaigns and signing our petitions for farm animals
- **12,723** | Individual minds and hearts were impacted through our mission-based Sanctuary events

Our op-eds and news articles reached an aggregate audience of **1,053,531,786 people** across the country and around the world.

**People**

- **Rescue Turkeys Get ‘a Seat at the Table, Not on it’ to Enjoy Their Own Thanksgiving Dinner**
  - 7,157,563 Potential Reach
- **DAILY@NEWS**
  - America’s food system exacerbates injustice
    - 5,065,172 Potential Reach
- **The Guardian**
  - It’s time to dismantle factory farms and get used to eating less meat
    - 31,717,429 Potential Reach
- **The New York Times**
  - Treehouses, Glass Igloos and Other Out-of-This-World Spots to Lay Your Head
    - 33,484,705 Potential Reach
- **The Hill**
  - Coronavirus and the karmic interconnectedness of humans, animals
    - 24K+ Shares, 340+ Comments
    - 11,697,605 Potential Reach

**Media Relations**

- **Alicia Silverstone and Alec Baldwin Among Stars Pledging to Go Turkey-Free This Thanksgiving**
  - 149,324,782 Potential Reach
- **Goats get us. Or at least, our hand gestures.**
  - 1,195,566 Potential Reach
- **Joaquin Phoenix rescued a calf and its mother from a slaughterhouse days after Oscar speech**
  - 24K+ Shares, 340+ Comments
  - 20,531,730 Potential Reach
- **America’s food system exacerbates injustice**
  - 5,065,172 Potential Reach
- **Pressure builds on China as calls to close wet markets grow**
  - #2 Highest-rated morning show in cable news.
  - 1,000,000 people Potential Reach
Meet the New FarmSanctuary.org

As an organization we have raised awareness of farm animals as individuals for 35 years. With farmsanctuary.org we go even deeper into the natural history and ethology of each species; their unnatural lives in our food system; and the lives they live at Sanctuary.

The site is educational and full of hard truths about animal agriculture and the issues that fuel our mission everyday. But it is also inspiring and loaded with the stories we all love of the survivors who make it to Sanctuary.

Through the new FarmSanctuary.org, we’re giving more people access to the information and tools necessary to take action and keep our mission going and growing, including:

1950 Photographs

510 Blog posts and pages including:

- 280 Rescue stories
- 27 Adopt a Farm Animal profile pages representing our revamped program
- 6 Species pages (brand new!)
- 7 Issues pages (brand new!)

The new website brings farm animals front and center — celebrating their beauty and honoring their sentence. But it also tells the hard truth of the animal agriculture industry; ground zero for some of the biggest issues of our time including human rights violations, climate change, and public health crises.
Social Community

Across Facebook, Instagram, and Twitter, our posts received 19,916,379 likes, comments, and shares, amplifying our message of compassion more than ever before. Countless comments share personal messages of awakening and change.

kathleenbmason I really feel as though social media is helping raise awareness about farm animals. They are like us. They feel and are individuals who need to be treated kindly.

murphel1104 Everyday I moved nearer making the decision to eat Plant based only and have a meal plan advisor! This poor baby has made my mind up it’s today! He’s so beautiful so glad you saved him.

geronimojlo I love this so much! This is our first year adopting a turkey (Tutu) and I couldn’t be more grateful that my husband and kids decided to go turkey free with me. So grateful for all Farm Sanctuary does to spread compassion and celebration of life!

berthabeephotography I did not know they transported animals like this! It brings a new awareness to what I eat and how to change this (to a more compassionate way). Thank you for sharing this as I would never have learnt it otherwise.

Briannasnextchapter My heart! I started following your page about a year ago and decided it was time to go vegan. I thought being a vegetarian was good enough but I’m glad I can do more to help these amazing animals. Again, thanks for all you do for them!!!

Guess I can cross eggs off my list. I won’t contribute to this cruelty.

abesquared I’ve been trying to believe what I eat is okay because cage free or free range. Now I see that’s not necessarily the case. Thanks for sharing this.

2020 Engagement Highlights

Farm Sanctuary teamed up with celebrity partners including Billie Eilish, John Lewis, Alicia Silverstone, Joaquin Phoenix, Alec Baldwin, Sia, Daisy Fuentes, Sadie Sink, and more to help us bring to fruition our most successful Adopt a Turkey Campaign to date.

Our rescue collaboration with Joaquin Phoenix and LA Animal Save made global headlines, reaching hundreds of millions of people as far as the U.K., Germany, Singapore, India, and Russia. In the U.S., it was covered by countless top-tier news outlets including CBS, ABC, CNN, Good Morning America, Vanity Fair, Newsweek, and People.

Farm Sanctuary President and Co-founder Gene Baur spoke out on Morning Joe — the #2 highest-rated morning show in cable news — in a segment titled “Pressure builds on China as calls to close wet markets grow.”
Events for a New Era

We used the pandemic-related suspension of our onsite visitation and tours this past year as an opportunity to reimagine our public programming, resulting in the strategic creation of a brand-new “Events and Experience” team at Farm Sanctuary. In support of our commitment to equity and inclusion, our team is charged with the design of inclusive visitor experiences and events that will help ensure all who visit Farm Sanctuary, whether in person or virtually, feel a true sense of belonging.

In close collaboration with the Communications team, events were reimagined for digital spaces, ultimately expanding our reach and accessibility. We brought together audiences old and new in 2020 for significant virtual exchanges of insights and inspiration, and poignant explorations of social justice issues.

Our Sanctuary Weekend and our exclusive live Leadership Member Events brought visitors virtually onto the farm through guided tours with our caregivers. Sanctuary Weekend also featured a special panel discussion on community-building featuring guest speakers.

In August, Farm Sanctuary hosted a virtual symposium Exploring the Health of Our Modern Food System that brought together a group of experts to discuss the interconnected social justice issues stemming from our modern food system and the industry’s negative effects on workers, communities, animals, and the environment — particularly in the midst of a global pandemic.

We launched our new Sanctuary Speaker Series: inspiring discussions with the changemakers and thought leaders whose ideas and actions move our mission forward. 2020 events included discussions with Dr. Breeze Harper, who explored Antiracist Vegan Praxis, and Dr. Michael Greger, who broke down the connection between animal agriculture and the spread of infectious disease.

People from across the country came together for our first-ever virtual Celebration for the Turkeys, which featured cooking demos by plant-based chefs and the culminating moment when our rescued turkeys enjoyed their holiday feast. An integral and significant part of this year’s event involved our partnership with the Fernandeño Tataviam Band of Mission Indians, the ancestral tribe who occupied the land upon which our Acton shelter sits. We worked with the tribe to install a land acknowledgement at our Sanctuary, honoring their ancestors and descendants, and carrying out our commitment to support greater recognition of Indigenous peoples’ presence, sovereignty, and rights.
Looking Ahead:

You. Us. We are together part of a pivotal time in history, living through and experiencing firsthand a social turning point likely to be read about in textbooks for generations to come. For as many painful challenges this time in our social evolution presents, it also provides us with unparalleled opportunity for change. It is an opportunity that Farm Sanctuary is ardently committed to seizing.

2021 now marks our 35th year of operation as America’s founding rescue and refuge for farmed animals. However, we won’t just be celebrating our anniversary this year. We will be forging the foundation upon which the farmed animal protection movement will thrive for the next 35 years, and beyond.

The time to make strides towards our vision for a just and compassionate future has already begun. This vision can become reality. We are certain that, together with your partnership, it will.

Thank You
FOR YOUR COMPASSION AND COMMITMENT.