



**LADY
FREETHINKER**



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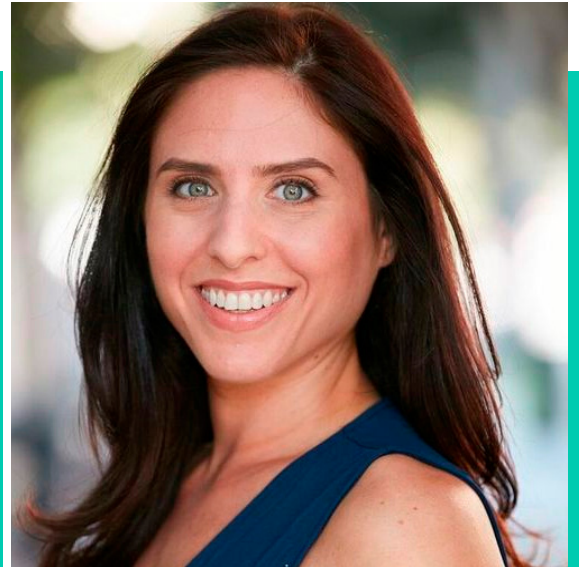
ANNUAL REPORT

Your Impact on Animals



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A MESSAGE FROM THE FOUNDER:



Dear Friends,

Lady Freethinker's work in 2023 ignited global change for dogs, cats, monkeys, and countless other animals. With your support, we are truly building a more compassionate and hopeful world for all beings.

Our investigations and reports of online animal torture videos received international attention and led to numerous removals of social media groups, pages, and posts. Our work even helped lead to the inclusion of animal cruelty in the UK's Online Safety Act 2023. Social media cruelty is a massive, global problem, but we are making real progress and continue to push for change.

Our investigations and campaigns brought global attention to animal welfare issues as we worked to end the global dog and cat meat trade and to free dogs from chains. Our undercover investigations exposed the cruelty tigers, elephants, and orangutans suffer in captivity when they are exploited for profit, as well as cruelty in wild horse roundups, pet stores, and live markets. We protested animal experimentation, issued urgent grants to help animal victims of natural disasters, and sponsored desperately needed food and medical treatment for animals around the globe.

In 2023, Lady Freethinker published 146 petitions and collected over 5.3 million petition signatures to let decision-makers know we won't stay silent as animals suffer. And for the fourth consecutive year, LFT was the top-rated animal charity on Great Nonprofits. We could not do this without you. **Your unwavering support has made an extraordinary impact for animals.**

On behalf of Lady Freethinker, thank you for being a true changemaker for animals in 2023. We - and the animals - are so grateful to have you on our side.

Sincerely,

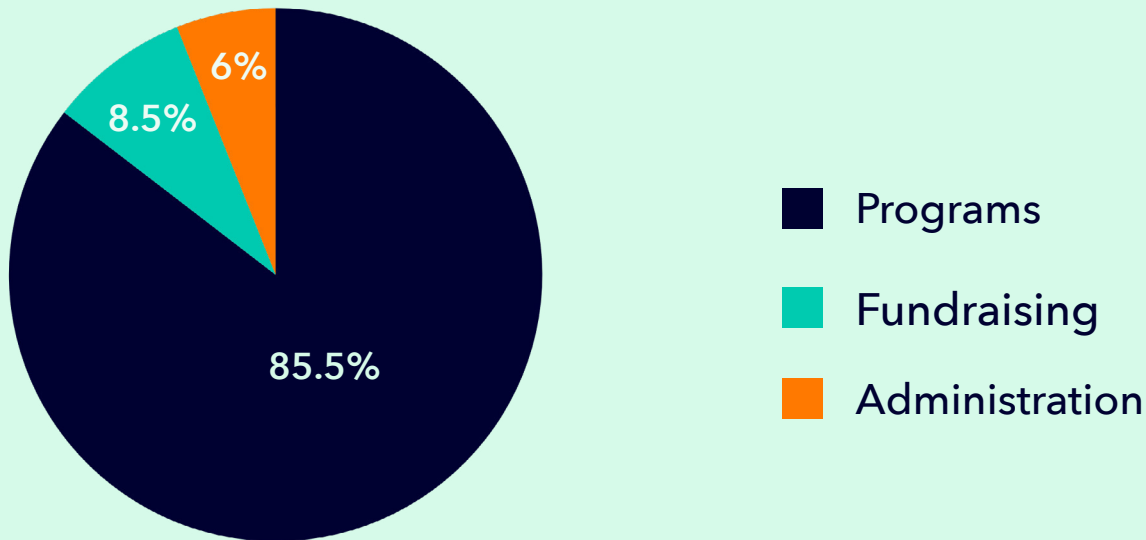
Nina Jackel

Nina Jackel

Founder, Lady Freethinker



Your Donations Went Toward What Matters Most: **Helping Animals**



*Financials as of March 2024; some adjustments are possible during audit/tax preparation later in the year.

2023 Numbers:



459

Articles & petitions published



8,698,203

Website visits



650K

People reached on social media



\$227,600

Sent to on-the-ground rescuers



LFT Worked to Expose and End the Cruel Dog Meat Trade

- 🌍 Lady Freethinker investigated the Sumatran dog meat trade, exposing the brutal treatment of dogs in live markets and illegal transport of dogs for slaughter.
- 🌍 LFT sponsored ads in Sumatra, and collaborated with local activists to push the Sumatran government to ban the trade.
- 🌍 We sponsored urgently needed food and medical care for dogs and cats saved from the meat trade in Indonesia and China.



LFT Brought Attention to Baby Monkey Torture





- 🌿 Lady Freethinker investigations into monkey torture provided intelligence that aided in the creation of the BBC's documentary "The Monkey Haters."
- 🌿 We released a report about how macaques in Cambodia's Angkor Wat temple have been mistreated by unscrupulous social media channels.
- 🌿 We tracked hundreds of instances of monkey torture and worked with law enforcement to end the cruelty.
- 🌿 Our investigations into monkey torture have led to the arrest and prosecution of individuals contributing to the abuse.
- 🌿 LFT investigations into monkey torture were covered by Newsweek.




LFT Worked to End Animal Cruelty on Social Media



 Lady Freethinker maintained pressure on social media platforms to take animal cruelty seriously.

 Our work helped lead to the inclusion of animal cruelty in a UK law that will hold social media platforms accountable.

 LFT tracked and logged animal cruelty on social media platforms which led to the successful removal of hundreds of cruel posts.



LFT Pressured Social Media Platforms to **Take Action**

- 🌍 Lady Freethinker released a report called “Monkey Abuse on Social Media” in collaboration with Action for Primates bringing attention to the severity of animal cruelty on Meta’s platforms.
- 🌍 LFT published a report in collaboration with the Social Media Animal Cruelty Coalition raising awareness about hidden cruelty monkeys in the “exotic pet trade” endure.
- 🌍 LFT persisted in pressuring Meta to remove monkey torture groups from its social media platforms.
- 🌍 We delivered a dossier of information about monkey torture on Meta to the company which led to the removal of over 30 groups/profiles responsible for promoting the torture/killing of baby monkeys.

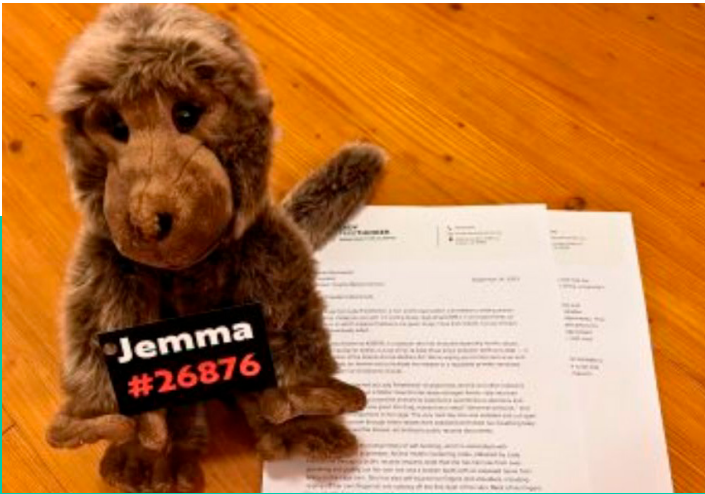


LFT Helped Keep Dogs Warm

- 🐾 Lady Freethinker continued our “Break the Chain/Keep Them Warm” campaign to help stop cruel dog chaining and bring dogs indoors.
- 🐾 LFT helped dogs forced to live outdoors by providing warm bedding, shelters, and community outreach.
- 🐾 We sponsored a billboard in Detroit, where dog chaining is a major problem, to spread the message that dogs belong indoors with the family.



LFT Protested Animal Experimentation




🌱 Lady Freethinker uncovered the suffering of kittens killed in experiments at the University of Minnesota, sponsored a protest at the school with local activists, and delivered a petition to the president calling for an end to the cruelty.


🌱 Our unrelenting campaign to stop cruel baboon experiments at Eastern Virginia Medical School (EVMS) revealed detailed reports of horrific suffering by a mother baboon and her son.

🌱 LFT published a petition calling on EVMS to end the brutality and delivered a letter and plush baboon to the school president advocating for the baboons to be allowed to live.



LFT Showed Puppies Suffer When Bred for Profit


 An LFT investigation into pet stores in New Jersey exposed massive breeding operations in the midwest. Our video and petition brought light to the sad conditions dogs suffer when they are bred and sold for profit.


 Our investigation of “Dog Alley” - a flea market in Texas - showed countless species of animals being bred and sold for profit - including sick puppies. We urged officials to take action to prevent animal suffering.




LFT Documented Abuse at BLM Helicopter Horse Roundups



 Lady Freethinker sent observers to Bureau of Land Management roundups to document the suffering of wild horses.

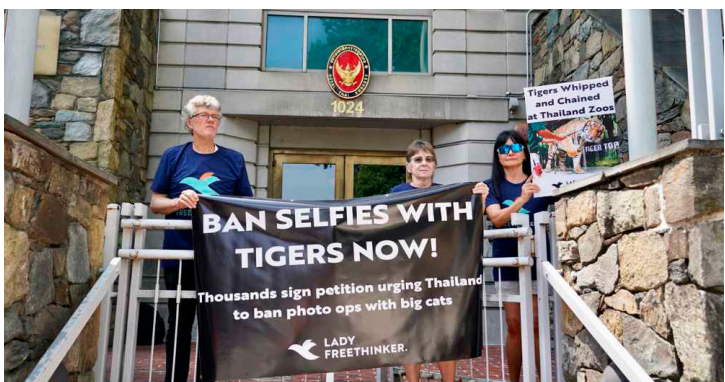
 We published a petition to stop the helicopter roundups and led a week of action for supporters to call on the BLM to end the cruelty.

 LFT spoke at the National Wild Horse Advisory board meeting on two separate occasions, filed an amicus brief in support of legal action to stop the roundups, and partnered with actress and activist Alexandra Paul to submit a letter to the BLM.



LFT Exposed **Animals** Suffering in Zoos in Thailand

- 🌿 Lady Freethinker investigations into several zoos in Thailand showed tigers chained and whipped into submission, as well as miserable orangutans kept in barren concrete cages, forced to interact with tourists.
- 🌿 We published petitions and called for a boycott of facilities that exploit wild animals.
- 🌿 Lady Freethinker investigated elephant exploitation in India, showed wounded and chained elephants forced to interact with tourists, and called for a boycott of facilities that exploit wild animals.
- 🌿 We held protests and petition deliveries at the Thai Embassy in Washington, DC urging officials to protect captive tigers and elephants.
- 🌿 An LFT investigation into tiger exploitation in Thailand has been covered by The Independent.



LFT Exposed **Animal Cruelty** in Live Markets in NY




Lady Freethinker shared footage of live animal market abuses in New York and submitted complaints to authorities to advocate for an end to the cruelty.



We funded the care of two turkeys rescued from the horrors of a live market so they could live at a farmed animal sanctuary.




LFT Protested Rodeo Cruelty

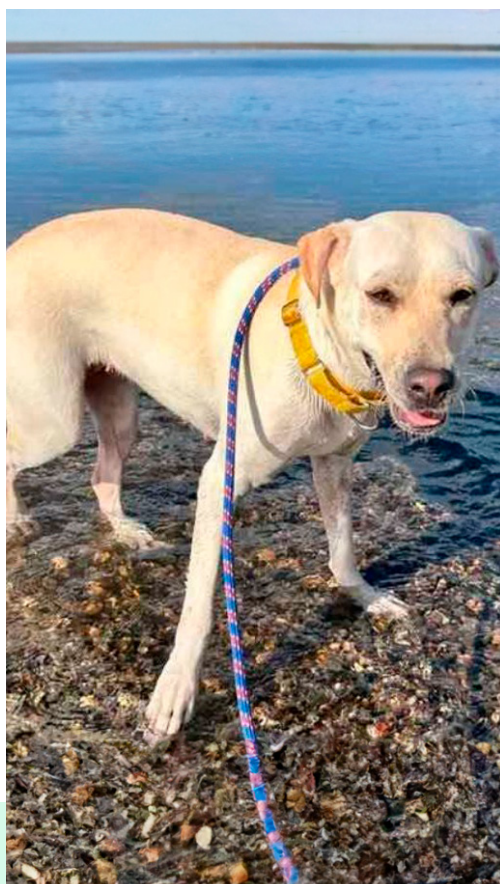
 Lady Freethinker campaigned against a new rodeo in San Diego and raised awareness about the ways cows, horses, and other animals are injured at these cruel events.

 We provided public comment protesting the rodeo and continue to campaign to end it.



LFT Funded **Animal Rescue Efforts**

 Lady Freethinker's Animal Aid program provides rescue aid in real-time when funds are desperately needed. In 2023, this program helped dogs and cats rescued from the meat trade, monkeys rescued from the "pet" trade, dogs and cats displaced by the war in Ukraine and rescued from the earthquakes in Turkey, animals impacted by wildfires in Greece, and abused & neglected dogs rescued from Mexico, Malaysia, and Egypt.



LFT's Urgent Need Fund Grant Programs Helped Rescued Animals Get Medical Care

Each year, local rescuers around the world apply to our Urgent Need Fund for help with long-term projects that help care for animals in need.

- 🌍 LFT's Urgent Need Fund grant program helped a variety of species, including dogs and cats, alpacas, and a sheep and miniature horse.
- 🌍 LFT provided medical care for street cats in Morocco, stray dogs in Malaysia, rescued dogs and cats in Barbados, and dogs and cats in Puerto Rico.
- 🌍 Our grants also helped feed hungry animals.
- 🌍 One of LFT's grants has contributed to a life-saving program helping stray dogs in Malaysia. We funded sterilizations and vaccinations for 200 dogs who would have been at risk of euthanasia before the Penang Island Project initiative.





THANK YOU!

As a Lady Freethinker supporter, you help save the lives of dogs, cats, monkeys, and many more animals. With your support, we'll keep working toward a more compassionate and just world for all beings in 2024 and beyond.

Thank you for your kindness!