



**LADY  
FREETHINKER.**



**2  
0  
2  
4**

**ANNUAL  
REPORT**

Impact for Animals



# A MESSAGE FROM THE FOUNDER:



## Dear Friends,

Thanks to your support and generosity, Lady Freethinker (LFT) made great strides in stopping cruelty to dogs, cats, primates, and scores of other animals in 2024. Together, we are creating a fairer and more compassionate world for all species.

A ban on dog meat in South Korea got 2024 off to a great start! The measure follows years of work by activists around the world - including multiple investigations and dog auction closures by Lady Freethinker and our partners - and has the potential to spare up to a million dogs from the horror of slaughter every year. And the victories didn't stop coming in the months that followed. Thanks to YOUR support, LFT helped monkeys who had been tortured for social media views, saw an unprecedented number of successful prosecutions of animal abusers, and even attended the Department of Homeland Security's first-ever summit on wildlife and environmental crimes.

LFT's impact spread throughout the world. In 2024, we sponsored two large-scale international projects to directly aid animals in need: a transportable shelter in Ukraine to house animals displaced by the war; and the only animal shelter in the island nation of Dominica. We provided vital funds to rescues in many other countries for urgent veterinary care, spay/neuter programs, humane education, and more. And we worked with alliances around the globe, including the Social Media Animal Cruelty Coalition, the World Federation for Animals, and the Coalition to End Factory Farming to help change the world for all species.

In 2024, Lady Freethinker published 130 petitions, collected over 5.5 million petition signatures, and secured a 100% rating on Charity Navigator.

We have YOU to thank for making an exceptional impact for animals and giving a voice to the billions who cannot advocate for themselves.

With gratitude,

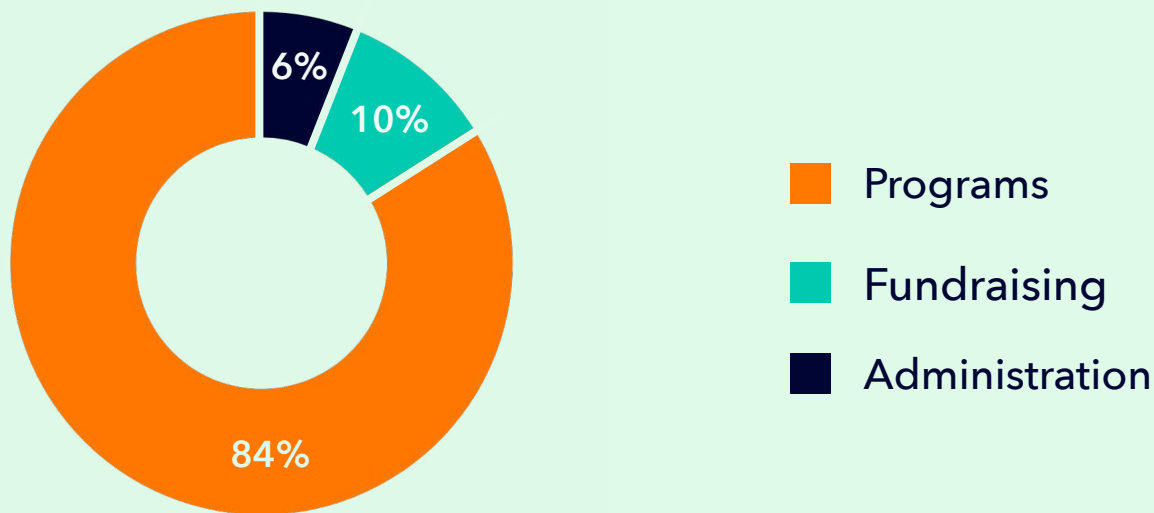
*Nina Jackel*

Nina Jackel

Founder, Lady Freethinker (LFT)



# Your Donations Went Toward What Matters Most: Helping Animals



## 2024 Numbers:



**412**

Articles & petitions published



**9,078,857**

Website visits



**255,989**

People reached on Facebook



**249,360**

People reached on Instagram



# Lady Freethinker Fights Against **Baby Monkey Torture**



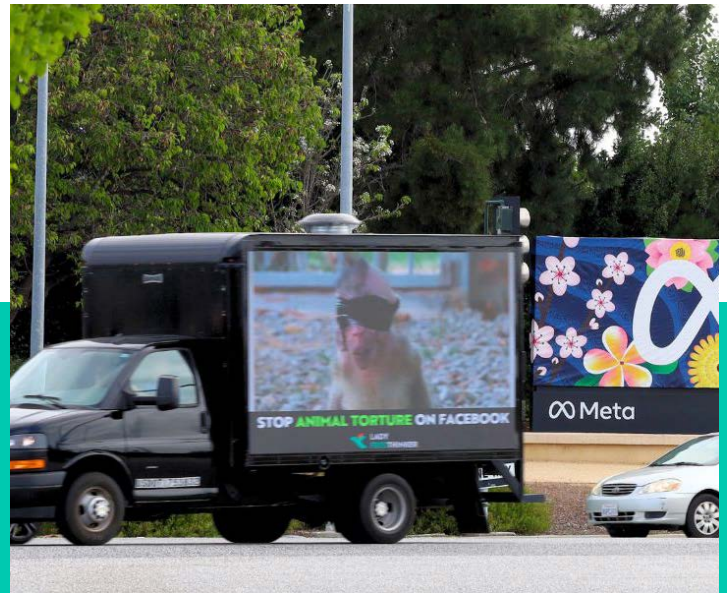
🌍 We sponsored the release of Mini - a monkey who became “famous” as a victim of heartbreaking torture on YouTube videos - into the wild. After Mini recovered for two years at the Jakarta Animal Aid Network (JAAN) sanctuary, she was released along with 40 other macaques - funded by Lady Freethinker. The release was documented by BBC News.


🌍 Lady Freethinker, in partnership with Action for Primates (AfP), constantly monitored, tracked, and reported videos depicting horrific monkey torture content and will continue to work to end this phenomenon through 2025 and beyond.


🌍 2024 saw a long-awaited spike in arrests and prosecutions of suspects involved in underground monkey torture rings, including a prison sentence of 40 months for a man known as “Torture King” as well as a sentence of more than four years for a man who co-created the first private baby monkey torture group, “Million Tears” - which was exposed by LFT and AfP in 2021. In Indonesia, an individual known as BlackPearl was arrested when police discovered torture apparatus as well as 58 sadistic videos on his mobile device.




# LFT Fought Cat Torture and Social Media Cruelty




 Our team tracked and reported abusive videos proliferating across all major social media platforms showing deliberate cruelty to baby monkeys, puppies, and other animals.


 Lady Freethinker sent a message to Meta CEO Mark Zuckerberg on his 40th birthday in May with a billboard truck that circled company headquarters.

 We again took the issue to Meta headquarters in a peaceful protest in June to urge the company to stop all animal torture on the platform.





 LFT hosted a demonstration at the Chinese Embassy in Washington, D.C., in partnership with Feline Guardians, to speak out about gruesome videos depicting cat torture and death created in China and shared by a global audience on encrypted chats.

 We contributed significantly to a Social Media Animal Cruelty Coalition Report exposing fake rescue videos - in which creators place animals in dangerous situations for financial gain.



# LFT Worked to Expose and End the **Cruel Dog Meat Trade**




-  We released a shocking investigation of the dog and cat meat trade in Hanoi, Vietnam, exposing the horrors of the industry. Cats were observed with collars - suggesting they could potentially be stolen pets - and blood from the slaughtered bodies of animals dripped into the cages of those waiting to be killed.
-  We sponsored a program to provide free sterilization and vaccinations to family animals in Vietnam, helping to curb theft of dogs for the meat trade.
-  We sponsored urgently needed food for dogs and cats saved from slaughter in multiple countries, helping ensure their health and well-being after surviving the trauma of the meat industry.
-  We sponsored a billboard in Medan, Indonesia urging residents to leave dogs off of their plates during the holiday season and beyond.
-  In a monumental victory, South Korea banned the dog meat trade and began phasing out the last remaining dog farms. This legislation followed years of action from animal protection groups across the globe, including multiple investigations and campaign efforts by LFT.



# LFT Exposed Suffering At Fur Farms in China




-  We released a chilling investigation revealing horrific cruelty to animals farmed for their fur in China. Foxes were skinned alive, ripped from their enclosures by their sensitive tails, and shoved into cages with other terrified animals.
-  LFT posted a billboard in the heart of New York's Times Square in December to let holiday shoppers know that Fur isn't Fashion - it's cruelty.
-  We hosted a week of action to pressure fashion giant LVMH to finally stop selling fur.





# LFT's Urgent Need Fund Secured Medical Care for Rescued Animals



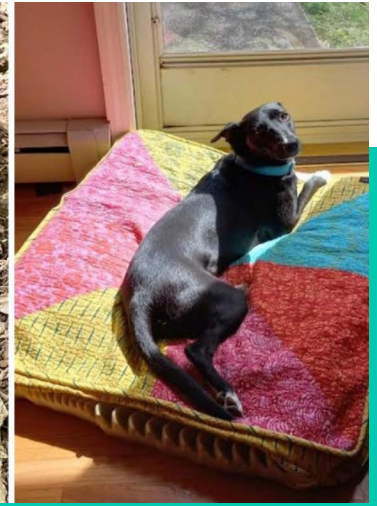
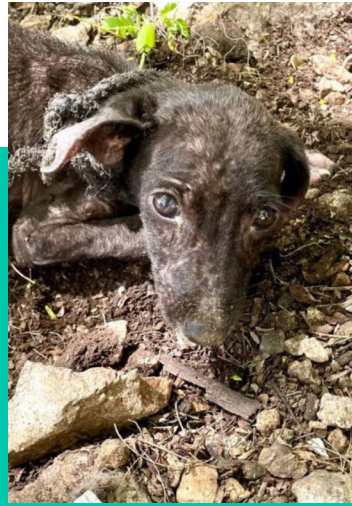
 Our Urgent Need fund - which assists organizations that rescue, feed, house, or provide medical care to animals in need - granted a total of nearly \$75,000 to eight organizations.


 LFT provided funding for:


- **Medical Aid Efforts:** We sponsored spay and neuter programs and provided veterinary care to animals on Colorado Navajo and South Dakota reservations, in Mexico, and in South Africa. We also funded an ambulance service for street animals and provided food for shelter animals in India.
- **Human-Animal Welfare:** LFT provided pet food, supplies, and care to animals belonging to homeless individuals in Florida.
- **Shelter Expansion and Provisions:** We supplied funds for an enclosure to house nine foster pigs rescued from a hoarding case in North Carolina and sponsored new kennels, "catios" (cat patios), food, vaccinations, and spay-and neuter services for Haiti's first animal shelter.



# LFT Funded **Animal Rescue** Efforts



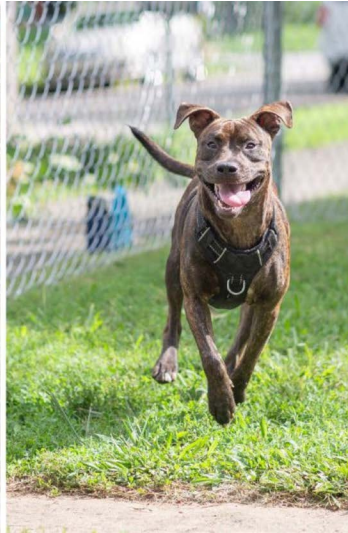
 Our Animal Aid Fund, which distributes animal aid in emergencies, awarded almost \$270,000 in funds throughout the year.





 Here are a few ways that LFT provided aid:

- **Vital Medical Care:** We provided veterinary care for animals rescued from abuse, including those saved from research facilities, and sponsored critical programs for microchipping, spay-neuter, and more across the globe.
- **Shelter and Housing:** LFT helped expand kennel space for rescue dogs in Egypt; rebuilt a crumbling barn for rescued farmed animals; and provided shelter and food for donkeys rescued from the ejiao trade (which slaughters them for their hides to use in “traditional medicines”).
- **Rescue and Adoption:** We funded a rescue flight from Mexico to the U.S. for dogs to be adopted; sponsored a spay-neuter campaign; and provided aid to rescued street dogs in Turkey following a law that stray animals would be rounded up and either killed or left to languish in abominable shelters.



# LFT Helped Chained and Outdoor Dogs





-  Lady Freethinker continued our campaign to help stop cruel dog chaining and encourage guardians to bring dogs indoors.
-  We sponsored a billboard in Houston, Texas - where temperatures reach an average near 100 in the summer - to spread the message that dogs belong indoors with their families and out of the sweltering heat.
-  LFT collaborated with Chainfree USA in Tennessee and funded fence builds, allowing dogs to be freed from their chains and finally run, play, and frolic in their yards.
-  We provided warm straw bedding, water buckets, insulated dog houses, and toys through a partnership with Off the Chain in Georgia, keeping dogs left outdoors safe and happy.




# LFT Revealed the Exploitation Behind **Selfies With Wild Animals** in Captivity



 LFT released a report titled “The Truth Behind Wild Animal Selfies,” detailing how exotic animals in the Philippines, Thailand, India, and the U.S. are chained, whipped, yelled at, and roughly handled at tourist photo ops.

 We launched an online pledge asking people to never participate in wild animal selfies, reaching over 24,000 signatures.


 LFT ran a social media campaign reminding everyone that forced pictures with wild animals are #CruelNotCute.




# LFT Protested Rodeo Cruelty



 Horses, baby cows, and bulls used in rodeos often suffer horrific injuries, and despite a horse being taken away by an ambulance at the 2024 San Diego Rodeo - the first such rodeo in decades in San Diego - Petco Park brought the cruel "entertainment" activity back for 2025.


 A Lady Freethinker team member spoke at two city council meetings and urged local supporters to contact council members about a ban on the cruel event.


 Lady Freethinker sponsored a billboard on the 5 Freeway urging a rodeo ban and hired a billboard truck to display the message to over 350,000 visitors to San Diego's December Nights event at Balboa Park.




# LFT Documented Abuse at BLM Helicopter **Horse** **Roundups**



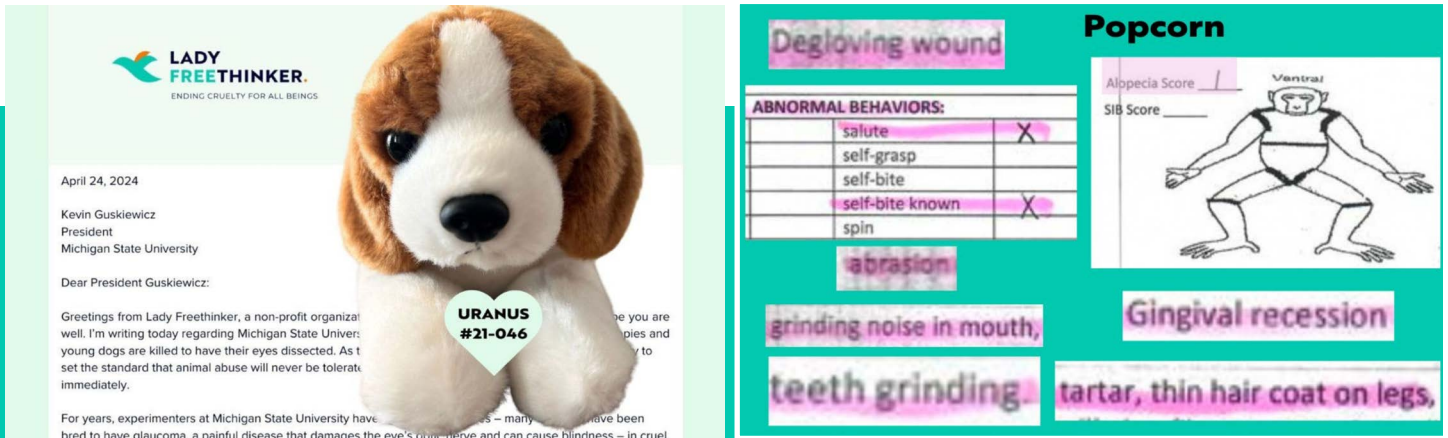
 LFT sent an observer to a Wyoming wild horse roundup conducted by the Bureau of Land Management (BLM), in which we documented wild horse families peacefully relaxing and playing together before helicopters thundered in and the horses fled in fear for their lives. Records show that 13 horses were killed in this initiative.

 LFT hosted a wild horse week of action in which supporters voiced their opposition to BLM's deadly roundups.

 An LFT team member testified at a United States Forest Service (USFS) public hearing to oppose the use of helicopters in wild horse roundups in the Modoc and Inyo National Forests.



# LFT Shed Light on Cruel Animal Experimentation



Using documentation obtained through Freedom of Information Act requests, LFT exposed brutal animal research at two major institutions:

- University of Mississippi Medical Center, where experimenters forced Rhesus macaques to drink excessive amounts of alcohol
- Michigan State University (MSU), where experimenters painfully removed beagles' eyes




We sent a plush dog and letter to the president of MSU to urge him to shut down the torturous beagle lab.



LFT hosted petitions against both institutions, amassing 66,000 signatures, showing we won't stay silent while animals suffer behind closed laboratory doors.



# LFT Hosted the 2024 Hope for Animals Event

 Lady Freethinker awarded three celebrity animal advocates at our Hope for Animals Event hosted by renowned reporter and activist Jane Velez-Mitchell:

- **Compassionate Changemaker Of The Year, Kristin Bauer:** *Film and television actress*

Nature and animals are her greatest passion. As she stated, they “have always given selflessly to me, so much more than I ever could have dreamed or given back. Mother nature is the greatest, most magical artist I have ever seen.” She works with many groups that work to make life more fulfilling and fair for other species.

- **Compassionate Voice Of The Year, Blake Moynes:** *Reality TV star and passionate wildlife conservationist*

He founded the Save Our Species Alliance (SOSA), is dedicated to protecting endangered species and preserving the natural world, and has leveraged his platform to raise awareness about the importance of conservation and inspire action.

- **Compassionate Activist Of The Year, Simone Reyes:** *Country singer, author, and renowned animal welfare champion*

She has used her platform to inspire better treatment of all living species, from negotiating the rescue and provision of sanctuary for cows who escaped from a slaughterhouse in Los Angeles to documenting firsthand the atrocities of dolphin hunts in Japan. She also spearheaded a Tedx talk about using our voices to speak up for animals.







# THANK YOU!

As a Lady Freethinker supporter, you help save the lives of dogs, cats, monkeys, farmed animals and other precious species. With you by our side, we'll keep working toward a more compassionate and just world for all beings in 2025 and beyond.

**Thank you for your kindness!**