LADY FREETHINKER.

ANNUAL REPORT 2025



Your Impact on Animals

A MESSAGE FROM THE FOUNDER:



Dear Friends,

Thanks to your support and generosity, Lady Freethinker made major strides in ending cruelty to dogs, cats, primates, farmed animals, and many other species in 2025. Together, we are creating a more compassionate world for animals through investigations, petitions, and direct aid.

We achieved a groundbreaking win in the fight to end the cruel dog and cat meat trade in Indonesia, where I visited the live animal markets on the ground and witnessed heartbreaking cruelty. Following this trip, I'm thrilled to say we negotiated an end to dog and cat meat sales and transport in the Gorontalo Province, as part of a rabies elimination plan that will save both animal and human lives.

Our efforts to stop online animal torture also grew stronger, as our team tracked abusive videos across all major platforms as well as encrypted chats. After years of advocacy, at least 19 baby monkey torturers around the world were arrested, indicted, or sentenced.

Our impactful investigations knew no borders in 2025. We exposed captive wildlife facilities in Thailand, puppy mills in Pennsylvania, and tiger farms in South Africa, where big cats are bred for profit and the bone trade. We also protested dog slaughter in Morocco and spoke out for cats targeted by torture networks, joining dozens of organizations urging Congress to act.

Supporters like you helped us provide direct rescue aid to animals in dire need. We sponsored food, veterinary care, safe housing, and even an animal ambulance to save animals in emergencies.

With your support, animals around the world are now safer. Thank you for making an extraordinary difference for those who cannot speak for themselves.

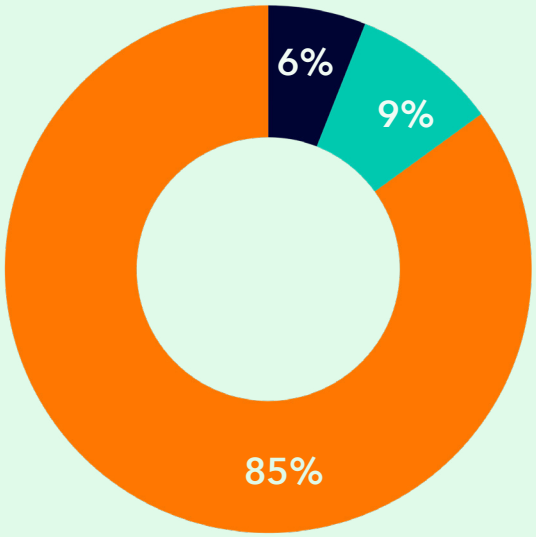
With gratitude,

Nina Jackel

Nina Jackel

Founder, Lady Freethinker (LFT)

Your Donations Went Toward What Matters Most: Helping Animals



- Programs
- Fundraising
- Administration

4,101,335
Petition signatures

7.1 million
Website visits

8 million+
People reached on social media

25,000+
Individual animals helped

15,000+
Vaccinations funded*

2,600+
Animals spayed/neutered*

*Some vaccinations/sterilizations were funded in 2025 and completed in 2026

LFT Achieved a Major Victory Against the Dog and Cat Meat Trade

In a historic victory, Lady Freethinker negotiated a ban on dog and cat meat sales and transport in Gorontalo, Indonesia. After LFT's feasibility study laid the groundwork, local officials took decisive action on Christmas Eve to end the slaughter and spare countless animals from brutal transport, cramped cages, and violent deaths.



This win followed an LFT investigation in which we documented dogs packed tightly into cages in North Sulawesi, trembling with fear as they were hauled toward slaughter. These images, paired with a global petition, helped turn public outrage into meaningful policy change that will save thousands of lives.



In Bali, LFT and partner org. Bali Animal Welfare Association posted striking banners reminding the public that animal cruelty and dog meat trading are crimes under local law – and those responsible will be held accountable.



We sponsored a program in Vietnam to provide dogs with harnesses, vaccines, and sterilization, and education to their guardians on theft prevention. This program helps protect dogs and families from thieves who target companion animals to sell for meat.



LFT Led the Charge in Ending Animal Cruelty Content on Social Media

- After months of investigative research, LFT released its newest report on the state of animal cruelty online, "Scrolling Through Cruelty," in December, exposing the staggering scale of social media animal abuse for "entertainment" and profit. We uncovered more than a billion views of animal torture in 2025.



- Visible to anyone, including children, horrific videos show kittens crushed, baby monkeys beaten, and dogs kicked unconscious, along with fake rescue content which, despite the abuse being more subtle, involves significant suffering behind the screen. LFT continues to demand an end to this cruelty and to push platforms to take meaningful action.



- Throughout 2025, LFT deepened its work with the Social Media Animal Cruelty Coalition and other partners to combat online abuse. We presented in the first-ever global summit to address social media cruelty, participated in Report-It Week to encourage global reporting of harmful content, and developed law enforcement training materials to help officers identify "crush" videos and organized torture networks.



- LFT also launched a legislative resource guide to help educate lawmakers and empower advocates to pass stronger laws that hold platforms accountable for hosting animal torture. These tools support a growing movement to close legal gaps and protect animals from exploitation online.



LFT Provided Life-Saving Shelter and Care to Animals Impacted by War in Ukraine

- In war-torn Ukraine, LFT sponsored sturdy doghouses to keep animals protected through harsh winter months. Hand-built in the region, the doghouses also contributed to the local economy. This program was run by our local partner org., Dobri Vchynky Razom ("Good Deeds Together").



- The LFT-sponsored Fluffy Pants shelter provided safety, comfort, and care to dogs and cats displaced by conflict. Some of the rescued animals came directly from the front lines of war and to the caring hands of our local partners on the ground.



- Outside the shelter, LFT supplied crucial grant funding to provide rabies vaccines for countless street animals in the region, an initiative to protect the health of dogs and the entire community.





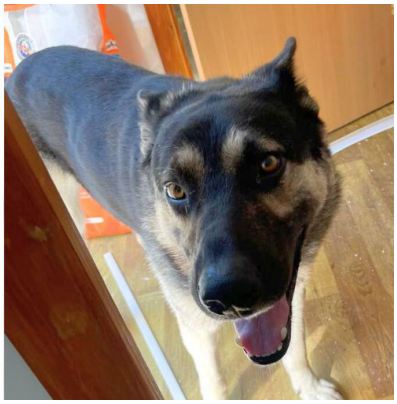




Photo Credit: Dobri Vchynky Razom

LFT Exposed Thai Zoo Cruelty and Demanded Change

- "Bachelorette" star Blake Moynes and his wildlife conservation organization Save Our Species Alliance (SOSA) teamed up with LFT to investigate tourist zoos in Thailand, where wild animals are routinely exploited for entertainment, with tigers chained tightly to the ground, forced to pose for photos with tourists.





- Investigators at these venues found elephants in chains, crocodiles yanked by their tails to "perform," and orangutans dressed in costumes for humiliating "entertainment" as they were made to beg for cash from the audience. The heartbreaking footage captured the toll of this system: animals stripped of autonomy, denied natural behaviors, and treated as props for tourist photos.



- After releasing the investigation, LFT launched a petition urging Thai authorities and zoo operators to end these practices and overhaul standards so no wild animal is forced to perform for visitors. By partnering with SOSA and sharing these findings widely, LFT helped elevate a simple but urgent truth: wildlife are not attractions. They are sentient beings who deserve safety, dignity, and lives free from suffering.



Photo Credit: LFT Investigation/Blake Moynes & Scott Bradley of SOSA

LFT Helped Bring Justice to Victims of Monkey Torture Worldwide

- Lady Freethinker first exposed the underground world of online baby monkey torture in 2021, and our years of monitoring horrific videos helped build the case files that authorities needed. In 2025, law enforcement around the world took decisive action.

- A Scottish monkey torturer was sentenced to more than two years in prison. In the United States, an Alabama woman received a three year sentence and a New Jersey man will spend four years in prison for his involvement in creating and distributing monkey torture content. These are just a few of the 19 prosecutions around the world for participation in this sickening phenomenon, with over a dozen case outcomes still pending.

- These prosecutions show that relentless documentation by animal advocates, combined with dedicated law enforcement work focused on animals, can dismantle torture networks and deliver justice for tortured baby monkeys. LFT will continue tracking this cruelty in 2026, reporting abuses to authorities, and pushing platforms to remove torture content permanently.



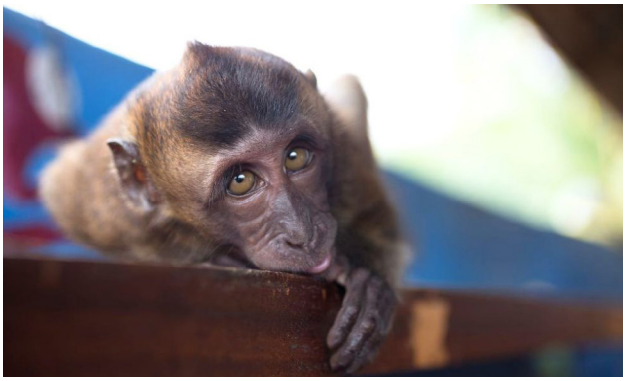






Photo Credit: Representative Images from Shutterstock - Berit Kessler, aldarinho, fontoknak, and Kamal Hari Menon

LFT Investigated the Appalling Big Cat Farming Industry in South Africa

- Continuing a year of major investigations, Lady Freethinker released an in-depth exposé on South Africa's lion and tiger farming industry, where big cats are treated as commodities from birth to death. Our team documented facilities that breed lions and tigers for profit, funnel cubs into tourist photo ops, supply adolescents for canned hunts, and ultimately sell the animals' bones into the international trade for so-called traditional products.

- The cubs were torn from their mothers shortly after birth and bottle-fed so they could be hand-raised for petting sessions and photo packages. Older juveniles were kept in barren, overcrowded enclosures, pacing in tight circles from stress and boredom.

- In response to these findings, LFT launched a petition urging South African officials to end lion and tiger farming and protect big cats from being bred, used, and killed for profit. The investigation sparked significant international attention. In early 2026, Daily Maverick published an in-depth interview with LFT Founder and President Nina Jackel, highlighting the investigation's findings and exposing the broader industry to a global audience. The coverage helped amplify the urgency of reform and brought the issue to readers across South Africa and beyond.









Photo Credit: LFT Investigation/Aaron Gekoski

LFT Revealed Cruelty at Pennsylvania's Puppy Mills

- Lady Freethinker conducted an FOI-based investigation of Pennsylvania breeders and uncovered immense suffering. Pennsylvania is often referred to as the "puppy mill capital of the United States" and for good reason: Our investigators uncovered hundreds of animal welfare violations. Our report exposed breeders failing to provide basic medical care or grooming, resulting in major health concerns including painfully matted coats, urine-soaked paws, and dogs with visible injuries.

- Records revealed dogs confined to windowless sheds in stacked wire cages, forced to stand on painful grates and compacted feces, and left without protection from extreme heat or cold. A litter of nine puppies was left out in 103 degree temperatures without shelter and many dogs went without clean water, if they had water at all. These conditions show a system where dogs are treated as inventory rather than sentient beings who feel pain, fear, and isolation.

- To help end this cycle of neglect, LFT created a petition urging lawmakers to pass Victoria's Law, legislation that would curb the cruel puppy trade by limiting the retail sale of dogs, cats, and rabbits from commercial breeding operations. Our campaign presents policymakers with a clear choice: protect animals, or protect a system built on their suffering.









Photo Credit: Courtesy of the Pennsylvania Department of Agriculture via FOI Request

LFT Exposed the Horrors of the Gadhimai Festival

- Lady Freethinker released an in-depth investigation into the Gadhimai Festival in Nepal, one of the world's largest mass animal sacrifices. The findings documented the terror and suffering endured by tens of thousands of buffalo, goats, and other animals forced into the chaotic, blood-soaked event.

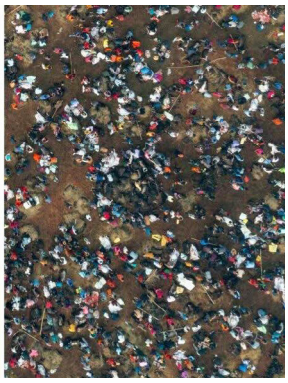


- For two days, investigators recorded animals packed tightly into holding areas, led to their death by humans they trusted to care for them. Many showed visible fear and distress as they were dragged to slaughter in front of large crowds.



- The investigation revealed brutal practices, including repeated blows and botched beheadings that left animals to die slowly and painfully. Animals watched helplessly as others were hacked to death in front of them before it was their turn to be butchered.





- By sharing these findings through our petition, media outreach, and social channels, LFT helped raise global awareness of the rampant cruelty at Gadhimai and increased pressure on authorities and religious leaders to end mass animal sacrifice and adopt more compassionate traditions.



Photo Credit: Aaron Gekoski for Lady Freethinker & Karmagawa

LFT Protested Fur in the Heart of Paris

- After releasing an investigation into fur farms in China that documented foxes writhing in agony as they were skinned alive, Lady Freethinker brought the fight against fur to one of the world's most influential fashion capitals by protesting outside the Berluti flagship store in Paris.



- Activists gathered at the luxury retailer's entrance to call on the brand to stop selling fur products sourced from animals who endure extreme confinement, painful handling, and violent deaths.



- The demonstration featured powerful signs and visuals that reminded shoppers and passersby that fur comes from living beings, not fabric, and that cruelty should never be considered a luxury.



- By putting public pressure on Berluti in a major fashion hub, LFT helped amplify the growing global demand for fur-free fashion and encouraged designers and retailers to choose compassionate alternatives.

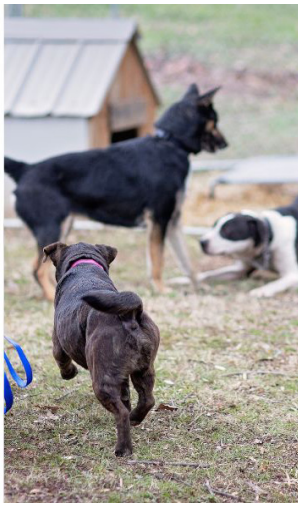


Photo Credit: Lady Freethinker/Joe Jukes, Lady Freethinker and Paws of China Investigation

LFT Brought Needed Relief to Outdoor Dogs Around the Globe

- Lady Freethinker continued the Break the Chain/Bring Them Inside campaign to help dogs who spend their days and nights tethered and exposed to harsh weather. In freezing winters, supporters helped fill bare yards with warm straw, doghouses, and other essentials so outdoor dogs could curl up out of the wind instead of shivering on frozen ground.





- In the southern United States, where many dogs are left tethered year round, LFT helped replace heavy chains with safe, fenced yards. Dogs who once could only pace in circles finally had space to move, stretch, and play, and abandoned dogs received food, veterinary care, and human attention many had never known before.



- In Detroit, Michigan, where winter temperatures can plunge into the single digits, a powerful billboard urged guardians to bring their dogs indoors and reminded countless people that “outside” is never a safe option in severe cold.



Photo Credit: Brooke Arnold Photography

LFT Helped Care for Animal Testing Survivors

- We sent aid to Chinese rescuers caring for dogs saved from testing facilities, helping ensure the traumatized animals would receive the shelter, food, and medical care they deserved.



- Hailey the Horse, whose years confined in a pharmaceutical laboratory left her with a chronic disorder requiring special food and medication received rehabilitation and sanctuary thanks to LFT's support. While once every step was filled with pain, Hailey's specialized treatments now allow her to enjoy frequent walks and relaxing with animal friends – safe and loved for the rest of her life at a peaceful ranch.



- We sponsored an emergency rescue of six malnourished macaque monkeys from a government research facility, carried out by Jakarta Animal Aid Network (JAAN). With LFT's help, JAAN relocated the macaques to their Sumatra Wildlife Centre to receive veterinary treatment, appropriate enclosures, and proper nutrition for their recovery.





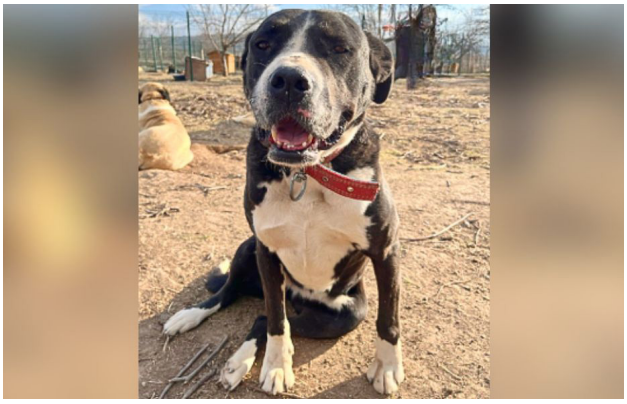




Photo Credit: Kindness Ranch, Jakarta Animal Aid Network

LFT Stepped Up Amid the Turkish Dog "Massacre Law"

- Turkey's street dogs, once free to roam neighborhoods and receive scraps from kind shopkeepers, now face roundups under a "massacre law" – with heartbreaking reports of dogs being beaten, found in mass graves, and even fed to zoo animals.



- Working with several local rescue groups, LFT supported the care of dogs rescued from the dangers on the street, bringing critical food, medical treatment, and shelter to vulnerable animals.



- Collaborating with other animal protection organizations, LFT is a member of the Save Turkish Strays coalition, working to bring critical international attention to the crisis, while advocating for policy change and governmental intervention.



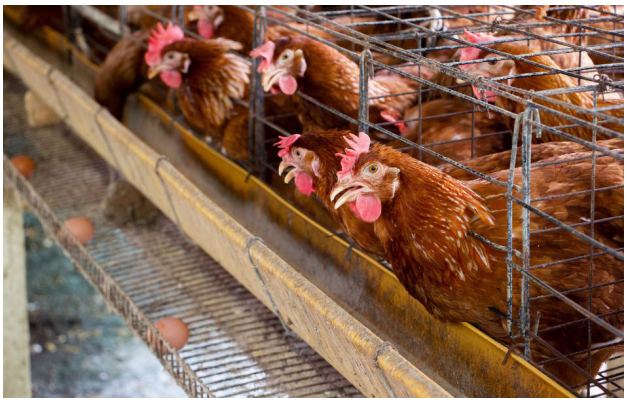
- Participating in UnchainedTV's Global Emergency Town Hall, we helped show the world the harsh realities on the ground and highlight local efforts to save as many dogs as possible.



Photo Credit: Diren Tekir Doğa ve Hayvanları Koruma Derneği, Doğa Dostu ve Hayvanları Koruma Derneği

LFT Advocated for Farmed Animals

- Lady Freethinker joined The Humane League in urging major restaurant chains to end the use of eggs from battery-caged hens. The joint petition called on companies to honor their public commitments and move away from one of the most extreme forms of confinement in the food system, where hens spend their lives unable to spread their wings or engage in natural behaviors.



- Goats who survived a devastating barn fire, some severely emaciated from neglect, received medical treatment, nourishment, and lifelong sanctuary, thanks to support from LFT. With recovery and attentive care, the goats are romping in their sunny pasture and napping together in their warm barn, where they will never know hunger again.



- Farmed animals with special needs are receiving the care they need at the LFT-sponsored medical center at Misfits of Oz, an Oklahoma sanctuary. With both quarantine space and a surgical suite, the facility expanded access to essential treatment for animals with chronic conditions, mobility challenges, and injuries from past abuse, strengthening the sanctuary's capacity to provide ongoing help and enabling the organization to rescue additional animals needing urgent care.





Photo Credit: Representative Image from Shutterstock, Goats of Anarchy, Heartwood Haven, Misfits of Oz

LFT Drew Attention to the Plight of America's Wild Horses

- Lady Freethinker's Week of Action for wild horses in April urged the public to speak out against cruel helicopter roundups conducted by the Bureau of Land Management. These operations terrorize wild horse families, separating foals from their mothers and driving panicked herds across rough terrain toward crowded holding pens.



- During the arid summer, LFT investigated and documented a disturbing roundup in Wyoming, home to one of the nation's largest wild horse populations. Our footage captured peaceful herds shattered by thundering helicopters and showed the fear in their eyes as their freedom gave way to confinement. At least eight horses lost their lives, including two foals who died in the trap from capture myopathy, often caused by severe stress.





- By exposing the suffering caused by these operations, we are bringing international attention to the need for humane, non-lethal management solutions that respect wild horses' right to live free.

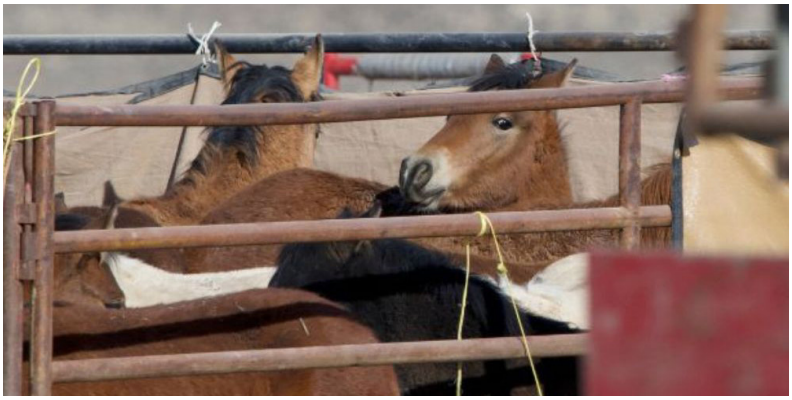




Photo Credit: Lady Freethinker Investigation/Scott Henderson

LFT Exposed Global Cat Torture

- Shining a spotlight on gruesome cat torture videos, in which cats and kittens are mutilated, suffocated, and shocked with electric prongs on camera so that viewers around the world can watch them suffer, Lady Freethinker demanded an end to this abuse. Many of these videos originate in China, where animal protection legislation is severely lacking.

- On the Global Day of Protest against cat torture, LFT demonstrated at the Chinese Embassy in Los Angeles, delivering a petition with more than 175,000 signatures.

- In August, LFT sent a letter signed by 43 organizations urging Congress to take action to stop cat torture videos and strengthen enforcement against these crimes. The coalition called on lawmakers to hold tech companies accountable for hosting and profiting from sadistic content, and to close the regulatory gaps in the U.S. and beyond that allow this abuse to spread online.

- On International Cat Day, LFT co-hosted the Rally to Protect Cats, a virtual event to highlight the scale of the cruelty and raise awareness of this hidden atrocity.









Photo Credit: Carmen Gulotta/Lady Freethinker

LFT Protested the Slaughter of Dogs in Morocco

- During the FIFA World Cup match in Philadelphia, LFT and partner organizations protested the mass killing of dogs in Morocco, bringing global attention to the "control" and "clean-up" campaigns resulting in dogs being poisoned, shot, or rounded up and killed on the streets. Amid cheering crowds and team colors, our signs and leaflets told the story that too often goes unseen.



- LFT also launched a petition garnering nearly 40,000 signatures to urge officials to adopt humane, non-lethal population management instead of widespread killing. By raising this issue on the international stage, we helped amplify the call for compassionate solutions and encouraged more people to speak out.







Photo Credit: In Defense of Animals

LFT's Animal Aid Fund Helped Animals in Crisis Year-Round

Lady Freethinker's Animal Aid Fund provided critical support to animals in crisis throughout 2025, transforming supporters' generosity into lifesaving care for those with nowhere else to turn. From disaster zones to overcrowded shelters, animals received urgent treatment, full meals, and safe places to rest because LFT was there when emergencies struck.



When wildfires swept through Los Angeles and floods and fires devastated parts of Greece and Turkey, frightened dogs and cats were carried out of smoke-filled neighborhoods, gently treated for horrific burns, and given safe shelter, clean water, and pain relief. Donkeys in Tanzania were treated for injuries and illnesses contracted during devastating floods, given new shelters, water troughs, and plentiful food.









Photo Credit: E.L.I.E. (Elephant Livelihood Initiative Environment), VERITAS (Voluntary Education and Relief Initiative for Tanzanian Society), Dobri Vchynky Razom

- For animals living in perilous locations, due to conflict, poverty, or few animal protection policies, LFT's support meant the difference between survival and slipping through the cracks. Haiti's rescued street animals received vaccines and critical veterinary care thanks to LFT supporters. And, in Egypt, dogs paralyzed by abuse and vehicle accidents received life-saving rehabilitation, giving them a second chance at life.

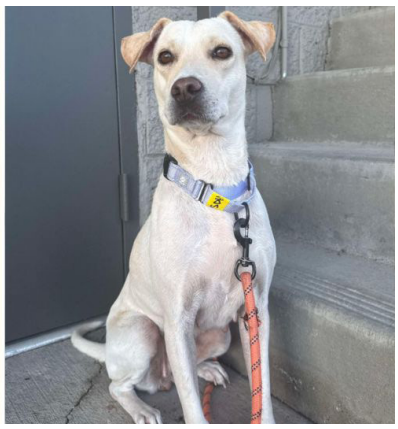


- Throughout the U.S. and in Mexico, Indonesia, India, China, Cambodia, and beyond, aid filled the bowls of hungry dogs and cats, treated open sores on forest elephants, and enabled mobile medical care in rural locations, reaching animals who otherwise could never receive veterinary treatment.









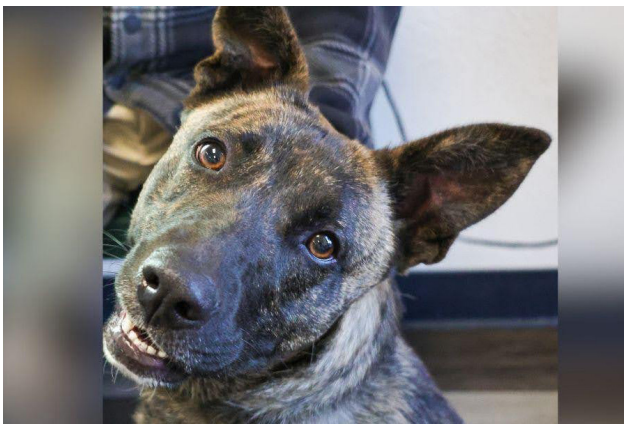










Photo Credit: Three Little Pitties, FurryTail Endings, Bubbles Dog Rescue, Tracie Rodriguez/LFT, Rescue Fenix, Law N Paws, Beach Dog Rescue of Costa Maya Mexico

LFT's Urgent Need Fund Made a Record-Breaking Impact

- In 2025, LFT's Urgent Need Fund issued more than $100,000 in grants to power 11 projects across the globe, making this the fund's largest year yet and pushing total aid since 2021 past $360,000. From communities facing street-dog culling to regions overwhelmed by poverty and displacement, the fund ensured that animals who needed help right now didn't have to wait for "someday."



- In the U.S., emergency food, medical care, and essential supplies were provided to families in crisis allowing them to keep their animal companions, helping cats and dogs stay in their forever homes and out of shelters.



- An Arizona donkey sanctuary was able to provide shade structures and additional space for wild burros and donkeys rescued from BLM round-ups and slaughter, keeping animal families together for life.



- In Albania, where stray animals are routinely poisoned, rescuers launched an educational campaign to shift public understanding of humane solutions, including spay/neuter and free veterinary care.



Photo Credit: Chloe's Fund

- Farmed animals in Ohio received a new shelter and fencing so that more animals can be offered sanctuary from abuse and slaughter.

- A new animal ambulance changed the lives of street dogs in rural India, bringing vaccinations and sterilizations to the large stray dog population.

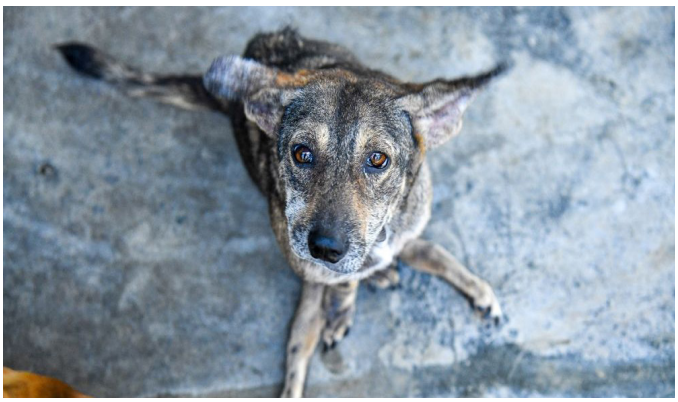
- Animals with nowhere to turn for veterinary care – in areas of Sri Lanka, Liberia, and South Africa – benefited from mobile clinics providing spay/neuter surgeries, treatment for illness and injury, and community education to ensure long-term support.











THANK **YOU!**



Your support makes every investigation, every rescue effort, and every act of advocacy possible. Because of your compassion, dogs, cats, monkeys, farmed animals, and so many others had someone fighting for them when they had no one else. You helped expose cruelty, push for stronger protections, and bring lifesaving care to animals in crisis. Thank you for standing with Lady Freethinker and helping build a kinder, more compassionate world for animals — not only in 2025, but for the years ahead.