

**STICHTING PETA NEDERLAND  
(PEOPLE FOR ETHICAL  
TREATMENT OF ANIMALS)**

at Amsterdam

Annual report 2019/2020

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To the Board of Directors  
of STICHTING PETA NEDERLAND  
AMSTERDAM

Amstelveen, May 7, 2020

Dear Members of the Board,

In accordance with your request we have compiled the accounts for the year 2019/2020 of Stichting PETA Nederland at Amsterdam. We herewith submit our report.

#### Balance

In the fiscal year ended July 31, 2020 Stichting PETA Nederland realized a balance of € 285.885. Compared to fiscal year 2019 the balance has increased with € 363.616.

<i>in Euro's</i>	<i>Index 2019 = 100</i>	<i>FY 2020</i>	<i>FY 2019</i>
<b>Revenues</b>			
Total donations	115	581.354	505.449
Interest and royalty income	0	-	-
Total revenues	115	581.354	505.449
	===	=====	=====
<b>Expenses</b>			
Program expenses	46	228.551	492.335
Fundraising expenses	62	41.870	67.010
General and administrative expenses	105	25.048	23.835
Total expenses	51	295.469	583.180
	===	=====	=====
Balance		285.885	-77.731
		=====	=====

We trust to have been of your service. If you have any questions or comments, please do not hesitate to contact us.

Registered office Eindhoven, The Netherlands. Chamber of Commerce registration number 17171188.

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## Accountant's compilation report

To: the Annual General Meeting and the Management Board of Stichting Peta Nederland

The financial statements of Stichting Peta Nederland have been compiled by us using the information provided by you. The financial statements comprise the balance sheet as at 31 July 2020 and the profit and loss account for the period from 1 August 2019 to 31 July 2020 with the accompanying explanatory notes. These notes include a summary of the accounting policies which have been applied.

This compilation engagement has been performed by us in accordance with Dutch law, including Standard 4410, "Compilation engagements", which is applicable to accountants. The standard requires us to assist you with the preparation and presentation of the financial statements in accordance with Part 9 of Book 2 of the Dutch Civil Code. To this end we have applied our professional expertise in the fields of accounting and financial reporting.

In a compilation engagement, you are responsible for ensuring that the information you give us is correct and that you provide us with all relevant information. Therefore, we have conducted our work in accordance with the applicable regulations and on the assumption that you have fulfilled your responsibility. To conclude our work, we have read the financial statements as a whole and are satisfied that they present a picture in line with our broad understanding of Stichting Peta Nederland.

During this engagement we have complied with the relevant ethical requirements prescribed by the "Verordening Gedrags- en Beroepsregels Accountants" (VGBA). You and other users of these financial statements may therefore assume that we have conducted the engagement in a professional, competent and objective manner and with due care and integrity and that we will treat all information provided to us as confidential.

Amstelveen, May 7, 2020

For and on behalf of BDO Accountants,

A handwritten signature in blue ink, appearing to read 'D.C.M. Koppes', followed by a horizontal line.

D.C.M. Koppes AA

## Stichting PETA Nederland at Amsterdam

### *Management report*

#### Organization

Stichting PETA Nederland, a non-profit organization under Dutch law, was founded in 1993 to disseminate information concerning animal rights, abuse, protection and related subjects. Stichting PETA Nederland is registered in the Trade Register of the Chamber of Commerce in The Netherlands. The Chamber of Commerce number is 41226289 and the RSIN number (identification code for legal entities) is 803438904. The organization seeks to accomplish this mission by educating the public and seeking the public's involvement via various campaigns.

To assure the continuation of the operation, Stichting PETA Nederland entered into an agreement with People for the Ethical Treatment of Animals, Inc. a U.S.A. non-profit entity (PETA-US). Under the terms of the agreement PETA-US agreed to make donations to Stichting PETA Nederland when necessary. PETA-US also agreed to provide technical assistance and advice in the continuing operations with regard to campaigns and management of Stichting PETA Nederland. However, the timing and nature of operations of Stichting PETA Nederland are solely determined by the management or Board of Stichting PETA Nederland.

COVID-19 presented a major new risk to Stichting PETA Nederland. We strongly encouraged staff to take every precaution to protect their own health and successfully made the transition to working from home. During the lockdown, PETA was unable to conduct creative direct outreach events, which are usually an opportunity to disseminate animal rights literature while also generating media coverage that takes our message to countless more people. Fundraising was at risk not only because of the wider economic impact of the pandemic and its effect on donors' ability to donate but also because people couldn't get to the bank to respond to mail appeals. PETA met these challenges through the use of online outreach, the promotion of online giving in mail appeals, and e-mails and social media posts urging our supporters to remember that animals still need our help during crises primarily affecting humans.

The following is a short description of the educational programs and campaigns conducted by Stichting PETA Nederland during the fiscal year 2019/2020.

#### - Educational Mailings

In order to inform the general public in Holland of the existence of animal abuse and the possibilities for every consumer to become a caring consumer, Stichting PETA Nederland designed, produced, and mailed extensive educational materials to the public in Holland. These mailings are not only intended to educate and inform the public but also to seek the involvement of the public.

#### - Animal Times

Stichting PETA Nederland distributed to the public in Holland a quarterly magazine entitled "PETA's Animal Times". Through a series of articles, the magazine seeks to educate the public and donors on issues concerning animal rights. The magazine also provides cruelty-free lifestyle suggestions.

#### - Educational Leaflets

In order to inform the general public in Holland of the existence of animal abuse and rights Stichting PETA Nederland designed, produced and distributed, on a large scale, educational materials such as leaflets, flyers and brochures to the public in Holland.

## Stichting PETA Nederland at Amsterdam

### Campaigns

PETA organised many campaigns this year to help end the suffering of animals who are abused in the experimentation, food, clothing, and entertainment industries. Some highlights are below.

As part of the campaign to end animal experimentation, PETA has been informing the public about animal testing issues through regular blog posts on its website.

PETA wrote to the Netherlands Institute for Neuroscience, NCad and the Central Committee for animal testing to address the animal suffering in irrelevant studies on rats, in which they had electrodes implanted into their brain and received painful shocks, taking place at the Netherlands Institute for Neuroscience in a fruitless attempt to understand human empathy. A letter to the Minister of Education, Culture and Science, who funds this institute, in which we use the above research as an example of basic research using animals that should not be funded, is in preparation.

PETA wrote a constructive and friendly letter to the Biomedical Primate Research Centre (BPRC) to invite them to a meeting to discuss the possibilities for the BPRC to reduce testing on primates. The BPRC has been ordered by the Dutch government to reduce the number of tests on primates by 40% in 2025, following motions filed in the House of Representatives to phase-out primate testing that is not needed for life-threatening diseases. The BPRC has so far ignored our letter. Our next step will be for PETA and its European affiliates to submit their petition on 14 December (World Monkey Day) asking the government to help the BPRC devise a plan to phase-out primate testing and rehome primates to reputable sanctuaries, to make the BPRC report on their progress in an open and transparent way, to end all primate testing in the Netherlands and to invest more funding in animal-free research methods. There are now more than 100,000 signatures from members and supporters of PETA, PETA Germany, PETA UK and PETA France.

PETA wrote to the Dutch Medicines Evaluation Board (College ter Beoordeling van Geneesmiddelen) to urge them to take from the coronavirus pandemic that animal testing is not needed to develop safe and effective treatments and vaccines and to push for animal-free ways of developing drugs in the future.

PETA and our international affiliates are informing ejiao buyers in China and around the world about the rampant cruelty to donkeys in the industry and persuading many retailers to stop selling products that contain the ingredient.

In response to reports that meat consumption in the Netherlands increased in 2019, for the second year in a row - and amid a deadly pandemic that originated in a live-animal market - PETA placed a billboard in Amsterdam's city centre making the case that raising and killing animals for food is the source of a litany of deadly diseases, including COVID-19, avian flu, swine flu, SARS, and MERS. The ad quoted the animals it features stating "eating us got you into this mess, going vegan will get you out of it", urges people to stay safe by going vegan and letting animals live.

The European Citizens' Initiative Stop the Cages (which includes PETA and other groups), presented the European Commission with petitions signed by 1,397,113 people across Europe calling on the EU to end the use of cages in livestock farming.

Our "PETA-Approved Vegan" logo makes it easy for shoppers to identify animal-friendly clothing, shoes, and accessories. The number of companies on the list - which includes Dutch designers as well as

## Stichting PETA Nederland at Amsterdam

international brands that sell in the Netherlands - continues to grow. Every company has signed a statement of assurance verifying that the items bearing the logo are vegan.

PETA held a protest in Amsterdam against mink farming.

After PETA action, Egypt's Ministry of Tourism announced plans to ban camel, donkey and horse rides in Giza around the pyramids and in the archaeological areas. Instead, tourists will be able to use electric cars and buses, as recommended by PETA. The decision came after more than a year of pressure from PETA and our sister organizations, including our report showing scandalous animal cruelty, prompting more than 250,000 compassionate supporters to send letters to the Department of Tourism.

<https://www.peta.nl/blog/fantastisch-nieuws-dierenrittenworden-verboden-bij-de-piramides-van-gizeh-na-peta-campagne/>

PETA and our affiliates also held demonstrations in The Hague, Berlin, London, and Washington, DC to draw attention to the suffering of donkeys forced to taxi tourists. Our online campaigns call on the Greek government to replace the animals with electric vehicles, and encourage tourists to shun all animal rides.

### Online Activity

Thousands of consumers view PETA's online resources, including our Vegan Starter Kit, to help them live a more compassionate life. Tips and resources are at PETA.nl, our Facebook page, our YouTube channel, and our Twitter account.

We released a South African trophy hunting exposé, which includes a Dutch hunter, with an action alert targeting UPS to stop shipping "trophies" <https://www.peta.nl/blog/trofeejacht/>

After a PETA exposé revealing suffering monkeys forced to pick coconuts, large Dutch supermarkets Coop, Vomar, and Jumbo turned away from Thai coconut brands. <https://www.peta.nl/media/grote-nederlandse-supermarkten-keren-zich-af-van-thaiekokosmerken-na-reportage-apenmishandeling/>

PETA released a first-of-its-kind exposé showed crying alpacas being roughly shorn and left bleeding. After hearing from PETA's affiliates Uniqlo, Valentino Fashion House, Next, Ted Baker and more ditched alpaca fleece! <https://www.peta.nl/media/uniqlo-doet-alpacawol-in-de-ban-na-oproep-van-peta-us/>

PETA posted anti-fur videos, called for an immediate ban on mink farms, and let the public know about the subsequent acceleration of the ban on mink farms. <https://www.peta.nl/blog/petaaanhangers-gekleed-in-beschermende-pakken-eisen-de-sluiting-van-nederlandse-bontfokkerijen/>

After online campaigns by PETA and our international affiliates cosmetics retailers Sephora and MECCA announced bans on all fur eyelashes.

We released an exposé showing how Asian palm civet cats suffer for kopi luwak coffee. <https://www.peta.nl/media/laatste-nieuws-is-s-werelds-duurste-koffie-een-pandemierisico/>

### Thank You!

We're grateful for all the members, supporters, and volunteers who help animals by informing the public and working to bring about positive change.

## **Stichting PETA Nederland at Amsterdam**

### **ANNUAL ACCOUNTS**

#### **Principles of financial reporting**

##### **General accounting policies**

The financial statements have been prepared in accordance with Guideline 640 of the Dutch Board for Accounting Standards.

The general accounting principle for the valuation of assets and liabilities as well as the determination of results is the historical purchase price. For financial reporting purposes, the organization utilizes the accrual basis method of accounting, whereby revenue is recognized when earned and expenses are recognized when incurred.

##### **Going concern**

At the time of preparation of these financial statements the global COVID-19 (Coronavirus) pandemic is ongoing. The Board of Directors of Stichting PETA Nederland does currently not believe that the consequences of the Corona crisis will have a material negative effect on the financial position of the company. Therefore the accounting principles applied to the valuation of assets and liabilities and the determination of results in these financial statements are based on the assumption of going concern of the company.

##### **Accounts receivable**

Accounts receivable are shown after deduction of provision for bad and doubtful debts where appropriate.

##### **Foreign currency translation**

Assets and liabilities are translated at the official rates of exchange in effect at the end of the fiscal year. Statement of Revenue and Expense accounts is translated at the official rates of exchange in effect at the transaction date.

##### **Cash and bank**

Cash and bank represents unrestricted cash in banks which is available for use by the organization in furtherance of its charitable purposes.

##### **Donated Services**

The organization records value of donated services received if the services received required specialized skills and would typically be purchased by the organization if they were not donated.



## Stichting PETA Nederland at Amsterdam

## BALANCE SHEET AS OF JULY 31, 2020

in Euro's

ASSETS	July 31, 2020	July 31, 2019
<b>Current assets</b>		
Prepaid expenses	8.750	10.691
Other receivables	75.675	-
	<hr/>	<hr/>
	84.425	10.691
Bank		
Triodos 21.21.73.391	491.314	411.497
Triodos 523.0401414.06	26.711	25.638
Triodos 21.24.87.221	32.640	32.640
Pay pal	2.307	1.416
	<hr/>	<hr/>
	552.972	471.191
	<hr/>	<hr/>
Total	637.397	481.882
	<hr/>	<hr/>
<b>LIABILITIES</b>		
<b>Current liabilities</b>		
Accounts payable	12.747	143.208
Accounting fees	5.900	5.809
	<hr/>	<hr/>
Total	18.647	149.017
	<hr/>	<hr/>
Fund Balance	618.750	332.865
	=====	=====

## Stichting PETA Nederland at Amsterdam

## STATEMENT OF REVENUES AND EXPENSES FOR THE YEAR ENDED JULY 31, 2020

In Euro's

	<i>Realized</i> <i>July 31, 2020</i>	<i>Budget</i> <i>July 31, 2020</i>	<i>Realized</i> <i>July 31, 2019</i>
<b>Revenues</b>			
Donations from public	499.866	510.103	514.292
Legacies & bequests	81.488	30.000	-8.843
	<hr/>	<hr/>	<hr/>
Total donations	581.354	540.103	505.449
Interest income	-	-	-
	<hr/>	<hr/>	<hr/>
Total revenues	581.354 =====	540.103 =====	505.449 =====
<b>Expenses</b>			
General operating	122.015	302.717	197.372
Direct mail	76.091	118.290	199.685
Printing	748	5.865	13.279
Professional services and consultants	81.355	79.242	136.205
General expenses	43.391	108.488	47.793
Donation from FSAP	-28.131	-17.145	-11.154
	<hr/>	<hr/>	<hr/>
Total expenses	295.469 =====	597.457 =====	583.180 =====
Result	285.885 =====	-57.354 =====	-77.731 =====

Stichting PETA Nederland at Amsterdam

NOTES TO THE BALANCE SHEET AS OF JULY 31, 2020  
In Euro's

Fund balance

Balance represents the excess of all revenues over all expenses relating to previous periods. The Board of Directors of Stichting PETA Nederland has designated the balance for use in conducting future charitable programs and in meeting future operational needs.

Movements Fund balance

Fund balance as at August 1, 2019	332.865
Movements:	
Result 2019/2020	<u>285.885</u>
Fund balance as at July 31, 2020	<u>618.750</u> =====

## Stichting PETA Nederland at Amsterdam

NOTES TO THE STATEMENT OF REVENUES AND EXPENSES FOR THE YEAR ENDED JULY 31, 2020  
in Euro'sRelated party transactions

A member of the Board of Directors of Stichting PETA Nederland also serves on the Board of Directors of PETA US. During fiscal year 1994, Stichting PETA Nederland entered into a licensing agreement permitting Stichting PETA Nederland to use, royalty-free, various trademarks authorized by PETA US.

During fiscal year 2020, Stichting PETA Nederland continued into distribution and funding agreements with Foundation to Support Animal Protection. Under the terms of those agreements, FSAP will from time to time make donations to Stichting PETA Nederland and will also provide technical assistance in the continuing of operations of Stichting PETA Nederland.

Remuneration of the board members

During the year no remuneration was paid to the board members.

Expenses

Of the total costs incurred for the year ended, July 31, 2020, Stichting PETA Nederland incurred 76% (FY 2019: 83%) for program activities, 13% (FY 2019: 11%) for fundraising activities and 11% (FY 2019: 6%) for general and management expenses. These percentages are exclusive of the received free services for a total amount of € 28.131. This amount is classified as a donation from FSAP in the statement of revenues and expenses. If we deduct this amount from the expenses Stichting PETA Nederland incurred 77% (FY 2019: 84%) for program activities, 14% (FY 2019: 12%) for fundraising activities and 9% (FY 2019: 4%) for general and management expenses.

	July 31, 2020	July 31, 2019
<b>Expenses</b>		
<u>Program expenses</u>		
Public outreach and education	12.983	77.581
Campaigns and demonstrations	68.033	111.358
Donations to Peta partners abroad	106.123	184.779
Postage/ telephone	13.954	21.320
Professional fees	43.258	95.736
Less: Services provided by FSAP	-15.800	1.561
Total program expenses	228.551	492.335
<u>Fundraising expenses</u>		
Membership development and maintenance	15.218	39.937
Office equipment and supplies	17.437	8.812
Professional fees	1.243	12.899
Bank charges	7.450	2.725
Postage/ telephone	550	2.872
General	665	842
Less: Services provided by FSAP	-693	-1.077
Total fundraising expenses	41.870	67.010

## Stichting PETA Nederland at Amsterdam

	July 31, 2020	July 31, 2019
<u>General and management expenses</u>		
Office equipment and supplies	1.452	-
Professional fees	35.234	26 234
Bank charges	-	9.238
Postage/ telephone	-	-
Less: Services provided by FSAP	-11.638	-11.638
	<hr/>	<hr/>
Total general and administrative expenses	25.048	23.834
	<hr/>	<hr/>
Total expenses	295.469	583.179
	=====	=====

## OTHER INFORMATION

## Average number of employees

During the year under review, Stichting PETA Nederland utilized independent contractors to conduct its operations in Holland.

Amsterdam, May 7, 2020

The Board of directors

DocuSigned by:

Ingrid E. Newkirk

188118131BC7412...

Ms. I.E. Newkirk residing in Norfolk, Virginia, USA

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Gerhard Ullmann

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ELIZABETH SWART

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