

WE ANIMALS



**ANNUAL
REPORT**

2024

HELPING ANIMALS & SHIFTING CULTURES IN 2024

In 2024, our collective commitment to animal advocacy made significant strides forward.

Through powerful photojournalism and strategic partnerships, we brought the realities animals face into the public eye, inspiring change and fostering a more compassionate world. The past year was marked by a period of evolution, growth, and impact for our organization. We strengthened our ability to advocate for animals globally by introducing a refreshed We Animals brand and continued the expansion of our stock platform. We could not have achieved this without our dedicated supporters, whose generosity fuels our work.

Impact at a Glance

- 22 assignments conducted in 11 countries, shedding light on critical animal welfare issues.
- 4,545 registered stock platform users, 29% growth from 2023.
- Over 38,000 visuals downloaded from our stock site, contributing to advocacy campaigns worldwide.
- 350+ media publications featured our work, including *The Guardian*, *Vox*, and *The Dodo*.
- Two Animal Photojournalism Fellows mentored, focusing on underreported regions and intersectional advocacy.

OUR 2024 YEAR-IN-REVIEW VIDEO

Like you, we envision a world where animals live free from human harm. In 2024, you helped us advocate for animals through photojournalism. Here is a look at the individuals we met and the stories we uncovered in 2024: [We Animals: 2024 in the Field.](#)



Jo-Anne McArthur / We Animals



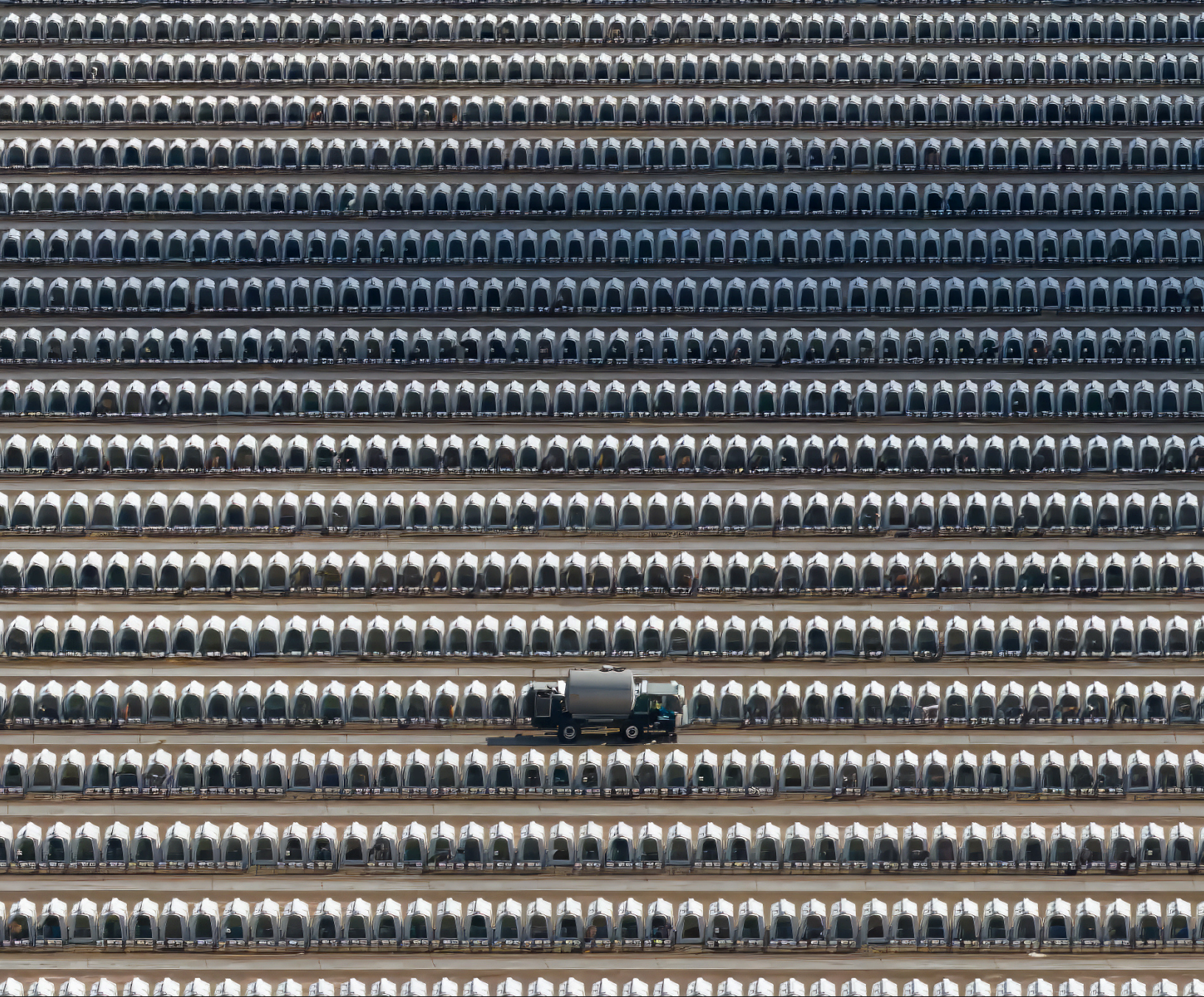
Andrew Skowron / We Animals

ASSIGNMENTS

In 2024, We Animals continued its global advocacy efforts despite mounting challenges like ag-gag laws and avian influenza. Through strategic partnerships with animal advocacy NGOs and local photojournalists, we conducted assignments in Brazil, Canada, Czechia, India, Indonesia, Italy, Mexico, Slovakia, the UK, the USA, and Vietnam. These projects documented factory farms, zoos, and animal transport while highlighting stories of compassion and shifts toward plant-based eating. By prioritizing collaboration and impactful visual storytelling, We Animals aims to support campaigns that drive meaningful change for animals worldwide.



Tom Woollard / We Animals



“We Animals is making some of the most powerful images and videos in the animal rights space today. Their work consistently provides a view into what generally remains invisible in our food system, showing people what's happening right beneath their eyes. By using We Animals footage, we are able to make our own advocacy that much more effective and impactful in a way that would not be possible otherwise.”

- Sarah Johnson, Vegan FTA



Ram Daya / We Animals



Partnership Assignments:

- Big Cats in Captivity in Canada with Humane World for Animals Canada
- Farmed Animals in Brazil with WAP Brazil (embargoed)
- Intense Confinement in India with Humane World for Animals India Foundation (embargoed)
- Live Horse Export in Canada with Humane World for Animals Canada
- Lobster & Crab Fishing & Transport in the UK with Viva! (embargoed)
- NY State Fair & Live Births in the USA with Woodstock Farm Sanctuary

Service Assignments:

- Cowtainers in the USA for Compassion in World Farming USA
- Humane Education in the USA for LEAP (in post-production)
- Impact of Seed Grants in Brazil for The Pollination Project (proprietary content, not on stock)
- Impact of Seed Grants in Mexico for The Pollination Project (proprietary content, not on stock)

Independent Assignments:

- Battery Cages in Vietnam
- Buffalo Mozzarella Production in Italy (in post-production)
- Fish Farming in Czechia (in post-production)
- Grasshoppers & Crickets in Indonesia
- Horsemeat Production in Indonesia
- JAAN & Working Horses in Indonesia
- Lambs in Slovakia
- Microplastics in Fish in Indonesia
- Snowmass Rodeo in the USA
- Vegan Chef Gauthier in the UK
- Vegan Night Market & Food Scene in AZ, USA
- Vets Helping Farmed Animals in Czechia

COMMUNICATIONS & MARKETING

In 2024 our evolving brand and strategic communication efforts expanded our reach, bringing animal stories to new audiences.

Media & Public Recognition

- **Jo-Anne McArthur, our founder, was shortlisted** for the Prince Albert II of Monaco Foundation's Environmental Photography Award.
- Jo-Anne was named one of the **45 artists to be featured at the 2025 PhotoVogue Festival in Milan**.
- Jo-Anne championed Animal Photojournalism in presentations to *National Geographic*, *Science Magazine*, and *The Washington Post*.
- In 2024, Jo-Anne received a **"2023 Women in Media" award** from The Women's Institute for Freedom of the Press.
- Our book, *HIDDEN: Animals in the Anthropocene*, continued to gain global recognition for its stark depiction of animal lives. In 2024, its photography was **featured in European and US exhibits**, inspiring viewers far beyond the animal advocacy space.
- Through jurying photography competitions each year, Jo-Anne has helped bring visibility to We Animals and animal photojournalism. In 2024 she was a **judge at the Humans and Animals awards**.

Enhanced Storytelling

- **15 independent editorials published**, tackling pressing issues such as avian flu and sanctuary rescues.
- **48K+ views on our Stories of Compassion & Change series**, successfully engaged a broader audience beyond the animal advocacy space.
- **11 speaking engagements**, including keynotes at the Animal Justice conference, Animal Grantmakers annual retreat, and a panel at the CARE conference, reached audiences in China, the USA, Canada, Poland, India, New Zealand, Estonia, and more.

Read our Top Stories from 2024:

- Documenting Dairy Farming in India
- Horse Meat Production in Indonesia
- Fear, Determination, and Relief: My Night on a Fur Farm

We Animals Brand Evolution

We launched the new We Animals brand! It was an absolute team effort with many lessons learned along the way. We now have a powerful and long-lasting visual brand to help bolster our work on behalf of animals.



STOCK PLATFORM

Our first basic stock site, the We Animal Archive, was built in 2017. We quickly saw the need for a professional, high-performance platform to serve our users best. Now in its fourth year, our world-class [stock platform](#) has become an invaluable resource for advocates, media, and researchers. Our investment in the platform has not stopped: we understand the importance of continuous improvement to deliver high-quality visuals and a top-notch user experience.

Stock Highlights

- 119,000 total downloads since 2021, with a milestone of 100,000 downloads reached in mid-2024.
- 35,000 visuals from 85+ countries, contributed by 130+ dedicated animal photojournalists.
- 17 new content categories introduced, expanding coverage to include barn fires, camel milk farming, and exotic pet trade.
- Introduced a comprehensive [Ethics and Authenticity](#) policy to guide our work and reinforce our commitment to truthful, respectful, and responsible storytelling.



Resha Juhari / We Animals

“We Animals has been an incredible partner in visualizing not only the pain and horror experienced by animals on factory farms but also the joy of animals capable of experiencing their natural lives. We rely on We Animals to speak for the animals by documenting their myriad of experiences. Undoubtedly, We Animals plays an integral role to the success of our campaigns with their stunning selection of impactful visuals. We are so appreciative of the wonderful We Animals team and the value they bring to the animal protection movement.”

- Sydney South, The Humane League

EDUCATION & ENGAGEMENT

Building capacity within the field of animal photojournalism remains a core mission. Our Fellowship program and mentorship initiatives continue to cultivate emerging talents dedicated to ethical storytelling.

2024 Fellowship Recipients

- **Bogna Wiltowska**, the Director of Investigations at the Polish non-profit Otwarte Klatki, created an impressive collection of work documenting farmed animals in Central Asia (Kyrgyzstan and Kazakhstan) – regions experiencing gradual industrialization of animal agriculture that remain under-researched from an animal advocacy standpoint. This project will broaden awareness and provide advocates in the area with strong images to use in their campaigns.
- **Ira Moon** is an undercover investigator and animal photojournalist. Their project explores the intersection between human workers and farmed animals, highlighting the story of the liberatory struggle shared by human and nonhuman labourers in animal agriculture.

Exhibitions

- University of Valencia – Tarongers Campus | Feb 8 – Apr 10, 2024 – Valencia, Spain
- HSI South Africa | Jul 19 to 27, 2024 - Cape Town and Johannesburg, South Africa
- University of Łódź – Wozownia 1/5 Gallery, Biedermann’s Palace | Sep 12 to Oct 20, 2024 – Łódź, Poland
- United Sea-change for Animals | Sep 28 to Nov 2, 2024 – Pennsylvania, USA

Workshops

- How to Tell Better Animal Stories – Photo Story Critiques with Kathy Moran & Jo-Anne McArthur | January 2024 livestream, now available on YouTube
- Animal Photograph Critiques with Kathy Moran and Jo-Anne McArthur | March 2024 livestream, now available on YouTube
- 1-on-1 coaching with Jo-Anne McArthur helped photographers refine their ideas, skills, and projects.
- An in-person session at the Direct Action Everywhere headquarters focused on improving the attendees’ animal photojournalism through group discussions and critiques.



Havva Zorlu / We Animals



Havva Zorlu / We Animals

ORGANIZATIONAL DEVELOPMENT

In our fifth year, the operations team made significant strides in strengthening internal procedures and policies, enabling our colleagues to focus more effectively on their impactful work.

In addition to streamlining internal operations, we prioritized optimizing We Animals' size and structure. In 2024, we experienced the strain of limited personnel resources. To address this, we brought on a Communications Manager, Fundraising Campaign Specialist, part-time Data and Impact Analyst, and additional photo and video editing support, improving capacity for outreach, donor engagement, measurement and evaluation, and image processing.

We also welcomed three new members to our Board of Directors: Deep Dhillon, Nicole Fich, and Adam Veenendaal. These individuals bring expertise in their respective fields and a shared passion for advancing animal advocacy. Their combined experience in strategic planning, finance, and human resources strengthens our leadership team and positions us to navigate the opportunities and challenges that lie ahead.

These strategic hiring and leadership decisions aim to reduce staff burnout, increase retention, and ultimately enhance our ability to deliver impactful work for animals.



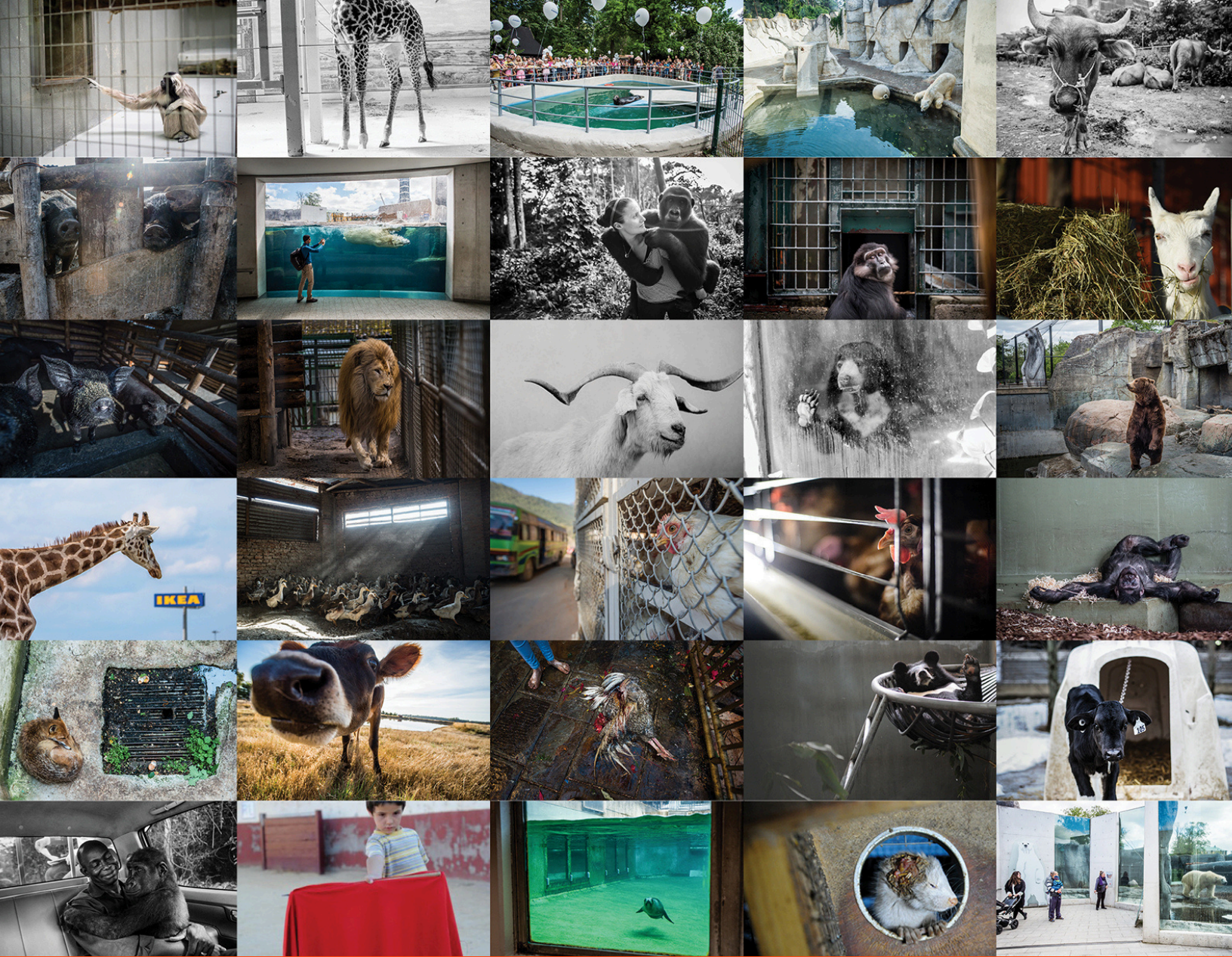
LESSONS LEARNED

We Can't Control Everything: In late 2024, rising geopolitical tensions between the Canadian and Indian governments led us to cancel Jo-Anne's much-anticipated trip to India. This visit was intended to include mentoring, workshops, and collaboration with FIAPO, but ultimately, external factors were beyond our control. We pivoted by engaging our contributing photographer, Shatabdi Chakrabarti, who lives in India, to deliver the workshops in 2025. Jo-Anne attended virtually to provide insight on specific topics and photo critiques.

Better Together: We've learned the importance of intentional collaboration to maximize our resources and create meaningful impact. Moving forward, we will focus on strategic assignments that consider species, issues, and regional priorities, shifting toward more deliberate storytelling. In 2025, we will continue refining our partnership approach, prioritizing long-term collaborations that align with our values, goals, and brand.

Time Zones are Tricky: While our workshops and mentorship programs have been well received, participation has been limited by scheduling conflicts and time zone differences. We offered recorded sessions to mitigate that challenge and increase viewership. Additionally, balancing personalized guidance with participants' diverse needs and experience levels proved difficult in group settings. To address this, we plan to explore asynchronous learning options and refine our approach to make these opportunities more accessible and impactful.





THE YEAR AHEAD

We Animals continues to advance its vision of a world where all animals live free from human harm. As the latter half of our [2024-25 strategic plan](#) unfolds, we are focused on deepening our storytelling, expanding the reach of animal photojournalism, and strengthening our global network of contributors.

This year, we are particularly excited to collaborate with external facilitators and our exceptional board of directors to articulate our Theory of Change. This pivotal document will serve as a compass as we grow as an organization, guiding our decisions on how to best support animals. We eagerly anticipate sharing this work with you!

THANK YOU

We are a part of a larger movement made up of passionate advocates.

Thank you to everyone who made our work possible in 2024 through assignments, using our stock site, funding our projects, or contributing individual donations. Your support fuels our mission to document and expose the realities animals face and helps the global movement to end animal suffering.

We are grateful to the organizations we worked with this year, including Compassion in World Farming USA, Federation of Indian Animal Protection Organisations (FIAPO), Humane World for Animals Canada, Humane World for Animals India Foundation, Leaders for Ethics, Animals, and the Planet (LEAP), the Reductarian Fellowship, The Pollination Project, World Animal Protection Brazil, Viva!, and Woodstock Farm Sanctuary, and to every organization and advocate who used our images to create change—your work is invaluable. We will continue to serve you in 2025 and beyond.

A shout-out to those who welcomed us into their worlds to tell their stories: Chef Gauthier, ExoCare Veterinary Clinic, Fenix Veterinary Clinic, Hannah Hernandez, Karin Franken & the Jakarta Animal Aid Network (JAAN), and NA HRADKU Veterinary Clinic.

Thank you to our grantors: Animal Charity Evaluators, Craigslist Charitable Fund, Mobius, Navigation Fund, Niagara Action for Animals, Phauna Foundation, Stray Dog Institute, Vegan Grants, Voiceless, and those who wished to remain anonymous for their steadfast support of our operations and projects.

Finally, thank you to our individual donors, without whom these stories would go untold. The dedication of advocates like you drives our commitment to building a more compassionate world. Your belief in our mission pushes us forward—thank you for being part of this journey. We couldn't do it without you.

GET INVOLVED

USE OUR VISUALS

Visit our [collection](#) of 35,000+ stock photos and videos of animals.

CONNECT

Sign up for our [monthly newsletter](#) to receive updates about our assignments, editorials, additions to our stock site, and more.

WORK WITH US

[Collaborate](#) with us on an assignment to directly support your animal advocacy.

SUPPORT

[Help us](#) expose the truth and drive change for animals.



Hava Zorlu / We Animals



**WE
ANIMALS**

www.weanimals.org