



**WE
ANIMALS**

ANNUAL REPORT

2025

MISSION

We advocate for animals through photojournalism. Our global investigations and stories expose our complex relationships with animals, create ethical and cultural shifts in society, and empower human capacity for compassion and change.

2025 AT A GLANCE

- 19 global assignments documenting underreported animal stories
- 50,500+ visuals downloaded from our stock site
- 600+ organizations accessed our visuals to support advocacy and education
- 16 independent editorials published
- Featured in 250+ media outlets worldwide
- 6.2M social impressions amplifying animal photojournalism
- 30 presentations across North America, Europe, and Asia



EVIDENCE IN ACTION

In 2025, we clarified our unique position within the animal advocacy ecosystem: we are a central source of evidence and animal storytelling for the movement. Our mandate is to capture high-quality photos and videos and deliver them directly to those who turn that evidence into systemic change, sparking our own change along the way.

We leaned into a philosophy our founder has long championed: animal photojournalism is frontline documentation. We focused our efforts on being present where evidence is most urgently needed—on the ground, behind the camera, and in direct partnership with advocates advancing reform.

Our network of photographers undertook 19 global assignments, documenting animals affected by conflict, industrial agriculture, and laboratory testing, to capture the realities often hidden from public view. Among them, [The Real Cost of Eggs](#), the largest investigation of its kind, brought together evidence from industrial egg farms across six continents, providing the undeniable evidence that empowers coalitions, drives corporate change, and fuels legal victories.

Our [stock platform](#) further extended that impact. In 2025, more than 50,500 visuals were downloaded. We Animals visuals are now powering advocacy work in 97 countries.

Animal photojournalism is more than an art form; it's part of the essential infrastructure of advocacy. By capturing and distributing credible visuals, we ensure that the realities animals face are not hidden and that animal advocates have the evidence they need to act.

Watch Our 2025 Year-in-Review Video





ASSIGNMENTS

DOCUMENTING THE INVISIBLE

In 2025, our team and network of photographers documented the experiences of animals on farms, in hatcheries, at slaughterhouses, in labs, in entertainment venues, and in conflict zones. We balanced our coverage between supporting our partners' specific campaign needs and pursuing independent investigative journalism.

Partnership Assignments:

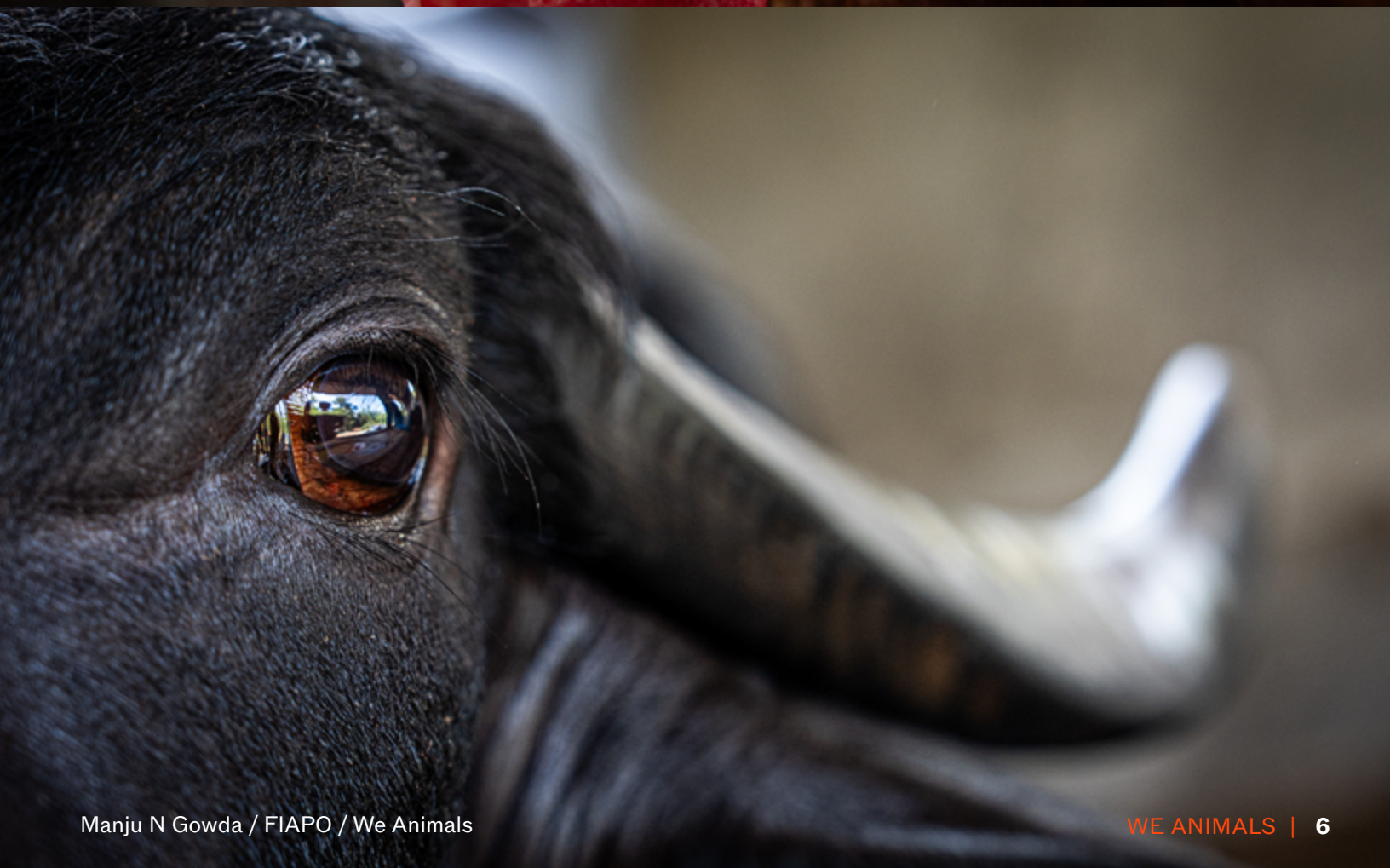
- **Animal Welfare Observatory:** A global investigation into the destructive practice of shrimp farming.
- **Evolve Our Prison Farms:** Exploring the ethics of [prison farms in Canada](#).
- **FIAPO:** Examining the cruelty behind the culture of [Kambala \(buffalo racing\) in India](#).
- **For All Animals Coalition:** Investigating dairy farming in the UK.
- **International Council for Animal Welfare:** Exposing black soldier fly larvae farming and production in Indonesia.
- **Samayu:** Documenting [egg-laying hens and Indian major carp in India](#).
- **Te Protejo:** Investigating [animals used for research in Mexico](#).

- **The Real Cost of Eggs (Global):** A flagship project and an unprecedented global collaboration with The Humane League (THL), the Open Wing Alliance (OWA), Reporters for Animals, and a worldwide network of investigators to expose [the global egg industry](#).
- **Undisclosed Partners:** Some collaborations cannot be named. In certain cases, investigations are still in progress or under embargo; in others, partners need to remain at arm's length for security or strategic reasons. We can provide discreet documentation support while protecting the people and work involved.

Independent Assignments:

- **Fish Markets & Hatcheries / Czechia:** Conclusion of a two-part series on [freshwater fish breeding and farming](#).
- **Lobsters — From Tank to Plate / Canada:** Confronting the disconnect between consumption and cruelty with rare [back-of-house access to a seafood restaurant](#).
- **Lomisoba Festival / Georgia:** Documenting [animal sacrifice](#) (graphic content).
- **Octopus Hunting / Indonesia:** Documenting the [extraction and sale of marine life](#).
- **Salmon Farming / Chile:** Using aerial drone footage to map the rapid expansion of industrial salmon farms along Chile's coastline.





THE WORLD'S LARGEST EGG INVESTIGATION

A sweeping exposé across 37 countries and six continents. In a landmark collaboration with the Open Wing Alliance and Reporters for Animals International, We Animals released the largest investigation of its kind. The shocking conditions that were exposed prove that the battery cage model isn't just a cruelty issue; it's a global liability.

The investigation generated coverage in 150+ media outlets and led to:

- **Farm Closures:** in Eastern Europe.
- **Policy Shifts:** The Bulgarian Food Safety Agency committed to inspecting every laying-hen farm in the country.
- **Corporate Action:** **The Cheesecake Factory** and **Groupe Holder** fulfilled their cage-free commitments early, sparing hundreds of thousands of birds from life behind bars. Major players such as Compass Group (a leading provider of contract food services operating in over 25 countries) and DO & CO (a “gourmet entertainment” company operating in 12 countries) reported progress toward their commitments to eliminate the use of battery cages.



Bogna Wiltowska / Anima International / Open Wing Alliance / We Animals

“It was a joy partnering with We Animals. We were able to pull off an ambitious project spanning 37 countries in only a matter of months. This was only possible because of We Animals’ high-quality videos/photos, their vast network, exceptional organizational skills, and remarkably dedicated staff. I’m pumped about how we can use investigations more in the future to change the world for chickens.”

— Ellie Ponders, Senior Associate Vice President Corporate Engagement
The Humane League



Bobby Sud / We Animals

STOCK PLATFORM PROVIDING VISUALS TO THE MOVEMENT

Our world-class stock platform is the backbone of our mission, offering high-quality visuals free to anyone advocating for animals. In 2025, we focused on filling gaps in our library and acquired images from 15 new categories of animal exploitation to ensure advocates have the tools they need to tell effective stories.

- **50,502** total downloads in 2025.
- **40,922** visuals are now available in the collection.
- **15+** new content categories introduced, including:
 - Trout farming in Finland
 - Mulesing in Australia
 - Angora rabbit farming in China
 - Cattle ranching & Amazon deforestation in Brazil
 - Octopus hunting in Indonesia
 - Anti-poaching actions in Cyprus & Malta
 - Lomisoba festival in Georgia
- **Downloads** spanned **97 countries**, demonstrating the global reach of our archive.

For a complete list of all the content we added to the platform in 2025, please refer to the [supplemental materials](#) at the end of this document.

TESTIMONIALS

We provide the world's advocates, journalists, and policymakers with the evidence they need to demand a kinder world.

Marcos Zegers / We Animals



The true value of our archive is found in how animal advocates use it. Whether it's a campaign that shifted a corporate policy, a news story that reached millions, or an educational tool that changed a student's perspective, these testimonials from our stock site users reflect the collective power of visual storytelling.

Here is how our visuals are helping organizations worldwide move the needle for animals:

Jo-Anne McArthur / We Animals



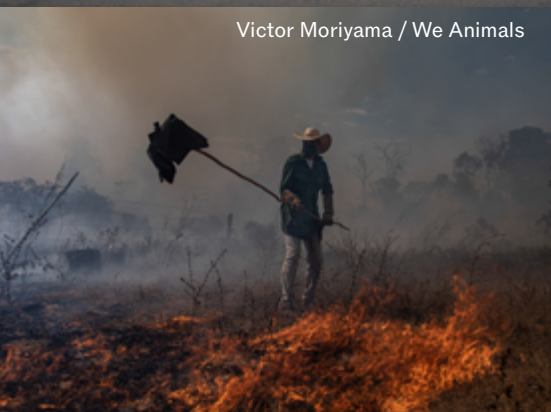
"We Animals is a phenomenal resource for fledgling and established advocate organizations alike. Their contributions have resulted in millions of impressions for my local activist campaigns, helping us to push animal advocacy and veganism into mainstream media and the public domain."

— John Di Leonardo, Humane Long Island

"I am very grateful to be able to use free visual resources to support our awareness work on the situation of animals exploited by industry and to promote a plant-based diet. For an organization with strong commitment but limited financial resources, this is a valuable way to make our goals more visual and impactful."

— Silvia Barquero, Asociación Empatía

Victor Moriyama / We Animals



"Incorporating WA visuals into our presentations have helped us secure numerous corporate animal welfare commitments across various industries over the years. Additionally, in our efforts to promote ethical and more sustainable dietary choices, the use of visuals on our Instagram posts and other communications has contributed to an increase in awareness and engagement among our followers."

— Leticia Lima, Corporate Relations Coordinator, Alianima

"We Animals images help us ground our academic work with vivid, real-world images. They allow us to make abstract concepts resonant and real and personal in a way that's difficult to achieve through textual descriptions alone. These images make our work more impactful and allow us to illustrate practices that are very difficult to document for a lot of reasons. We Animals fills a critical gap in providing these images, which serve as a tremendous resource for so many of us working in the field and allow our work to go further."

— Ann Linder, Associate Director of Policy and Research, Brooks McCormick Jr. Animal Law and Policy Program, Harvard Law School





“We Animals provides the visuals that help create impact for our campaigns. Fur farming occurs in dark corners, and putting a light on them allows us to advocate for the animals successfully.”

— Michael Howie
The Fur-Bearers

COMMUNICATIONS

AMPLIFYING THE NARRATIVE

Evidence is only the first step; effective storytelling ensures it reaches and resonates with audiences positioned to act. Through independent editorials and major media features, we brought underreported animal stories into mainstream conversations.



Jo-Anne McArthur / We Animals



Raffaele Petralla / We Animals

- **16** independent editorials published, reporting on the work our photo-journalists documented.
 - **A Rare Glimpse Inside Canada's Prison Farms:** An exposé challenging the rehabilitation narrative of prison agriculture.
 - **Behind the Label: An Investigation into Italy's Buffalo Mozzarella Industry:** An investigation into the "luxury" cheese industry in Italy.
 - **The Real Cost of Eggs:** Our flagship investigation with the Open Wing Alliance, which led to fulfilled cage-free commitments and media coverage in 150+ outlets.
 - **The Soul of Gaza: Animals Amid War:** A collaboration with Sanctuary Doc, highlighting the victims of conflict often overlooked.
- **Virtual Exhibit of Fellow's Work:** Our 2024 Fellow, Bogna Wiltowska, bore witness to the lives of farmed animals in Central Asia, a region where industrial agriculture is beginning to take hold. On World Farmed Animals Day (October 2), we published a [compelling visual journey](#) of her work, inviting viewers to witness the untold stories of the animals Bogna encountered while documenting in Kyrgyzstan and Kazakhstan. The virtual exhibit attracted nearly 2,500 visitors during its one-month promotion and received coverage in *The Times of Central Asia*.
- **HIDDEN's Fifth Anniversary:** November 2025 marked five years since the publication of our award-winning book, *HIDDEN: Animals in the Anthropocene*. Since its publication, *HIDDEN* has garnered global recognition for its poignant depiction of animal lives, including 19 international exhibitions. To mark the occasion, we reflected on the book's impact and on the changes that have occurred for animals since its publication.



“We Animals’ photojournalism is an invaluable resource for journalists and news consumers alike. Words can only go so far in communicating the enormous toll the meat, fur, entertainment, and vivisection industries have on animals, and We Animals’ striking, high-quality work provides a much-needed window into these otherwise secretive industries.”

— Kenny Torrella, Senior Reporter
Vox.com

READ OUR TOP STORIES FROM 2025:

[The Soul of Gaza: Animals Amid War](#) in collaboration with Diana Hulet and Mahmoud Abu Hamda / [Sanctuary Doc](#)

[Behind the Label: An Investigation into Italy’s Buffalo Mozzarella Industry](#) by Raffaele Petralla and Arianna Fraccon

[A Rare Glimpse Inside Canada’s Prison Farms](#) by Jo-Anne McArthur in collaboration with [Evolve Our Prison Farms](#)



A CROWN OF PETALS

DOCUMENTING THE INDIVIDUAL WITHIN THE INDUSTRY

“I will always remember her as a crown of petals that bloomed through the pain, and I will always be grateful to have had the chance to photograph her.”

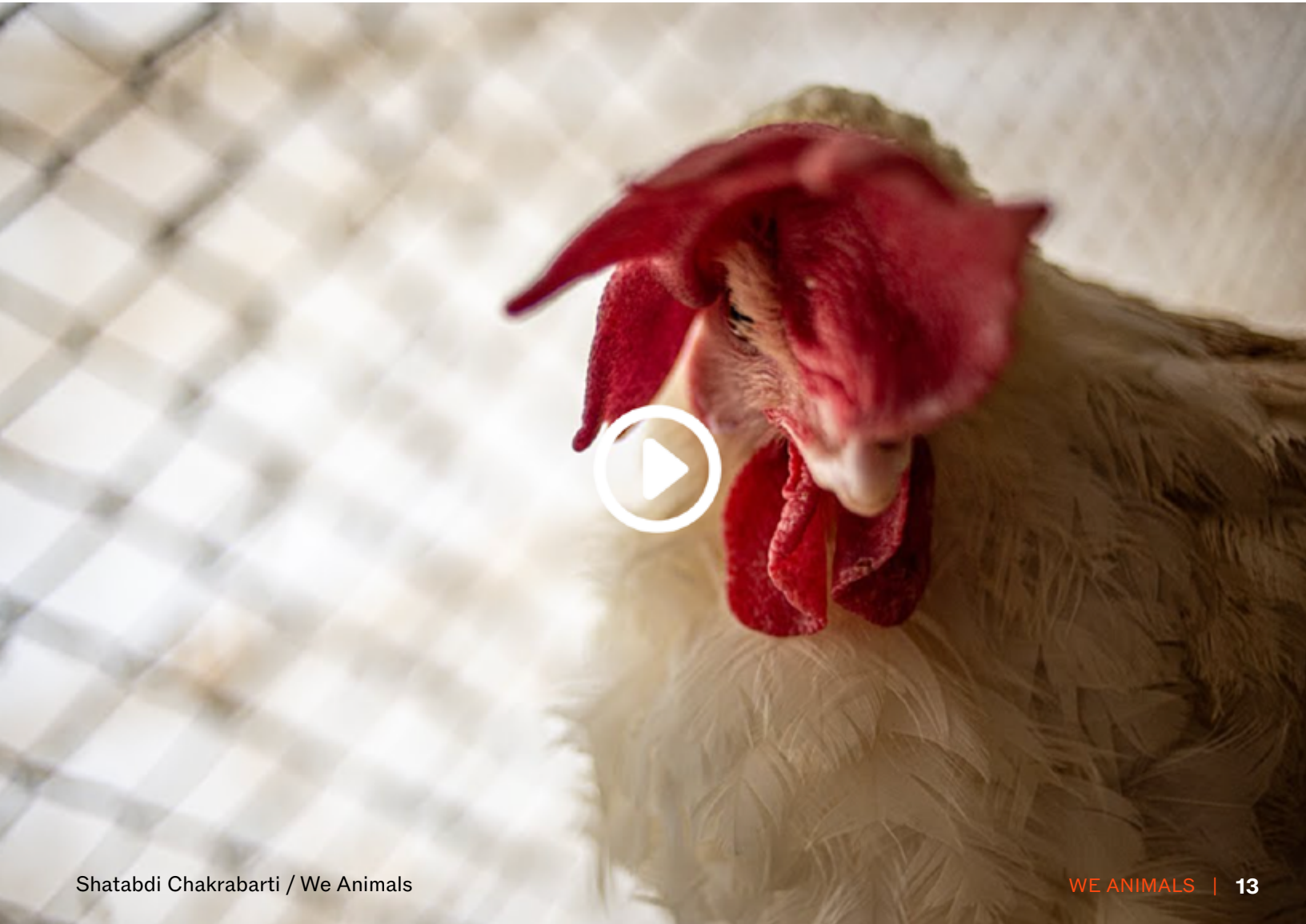
— Shatabdi Chakrabarti

Since 2013, India’s Animal Welfare Board has advocated for policy changes to phase out battery cages. While a 2019 draft of India’s Prevention of Cruelty to Animals Rules proposed a ban on battery cages, statistics for 2024 showed that an estimated 400 million hens still live in these cages. These birds are often confined in facilities housing between 8,000 and 18,000 individuals, with some industrial sheds containing upwards of 100,000 hens.

To bring visibility to the lives behind these statistics, photojournalist Shatabdi Chakrabarti documented the conditions inside these production facilities.

This fieldwork resulted in the short film *Crown of Petals*, a collaboration between Shatabdi, our communications team, and video editor Molly Condit.

By centring the individual perspective, the project provides a sobering visual record of the gap between proposed animal welfare rules and the daily reality for millions of animals.



Public Outreach

Highlights from a year of exhibits, presentations, public campaigns, and workshops.

- **European Parliament:** A multi-day engagement featuring a three-day exhibition of arresting photography alongside a keynote address by Jo-Anne McArthur to MEPs and policymakers about the hidden costs of factory farming.
- **Kyiv Vegan Festival:** A featured exhibition held in Ukraine to engage the local advocacy community, along with a virtual keynote from our founder.
- **Mexico City:** Our images are featured in Te Protejo's billboard campaign to reduce the suffering of animals in labs, shared across Mexico City's subway system, reaching over 4 million people.
- **Indiana Salon:** An intimate presentation and discussion hosted by Jo-Anne.
- **AVA Summit:** A collaborative session on the power of visual advocacy, presented by Jo-Anne and Victoria de Martigny in partnership with Animal Think Tank.
- **Federation of Indian Animal Protection Organisations (FIAPO):** A mentorship initiative for the FIAPO network led by Jo-Anne and photojournalist Shatabdi Chakrabarti (with generous support from Voiceless).
- **Welfare Matters, New Roots Institute, and Sentient:** We led movement-building workshops on animal photojournalism for advocacy fellowship programs across Asia and North America.
- **Cambridge Centre for Animal Rights:** A featured talk by Jo-Anne for the Talking Animals, Law & Philosophy series, celebrating the Centre's 10th anniversary.
- **Animal Think Tank:** A keynote presentation at their Narratives symposium, entitled How Can We Ensure Images Create Lasting Social Change?
- **Falmouth University:** Two days of presentations, discussions, and photo critiques between Jo-Anne and students at the Institute of Photography, whose focus is on environmental storytelling.

“Meeting Jo-Anne McArthur years ago during a talk she gave at Canisius University and watching *The Ghosts in Our Machine* (a documentary that features her and her work) was incredibly impactful. Her work, combined with several other influences over the years, have given me the courage to let myself really see and feel what was happening all around me. Not just to more-than-human animals but to other humans and the land we share.

Has it been incredibly painful? Yes.

But did it transform me in more ways than I could ever imagine? Do I feel empowered to live according to my values? Do I feel like I can actually make a difference? Absolutely. And so can you!”

— Emily Tronetti, Institute for Humane Education

“It was such a powerful and inspiring session. Jo-Anne's work really highlights the emotional depth of animal suffering, and it reminds me why visual narratives matter.”

— Fellow at Welfare Matters 2025



REFLECTIONS

Growth is rarely linear. In 2025, we gained valuable insights that reshaped our path forward. We believe transparency means sharing not only our wins, but also the challenges that helped us sharpen our focus.

Andrew Skowron / We Animals



“The work of We Animals is simply indispensable. Their broad and powerful imagery provides an unmatched resource that brings our client websites to life.”

— James Morgan
Vegan Hacktivists

Defining Our Role: In our 2024/25 strategic plan, we set out to launch “active advocacy campaigns” alongside our investigations. Over time, we recognized that stepping into the role of a campaigner diluted our core strength. Our greatest impact comes from providing evidence, not leading campaigns. Consequently, we sunsetted our own campaigns to double down on what we do best: high-quality investigative photojournalism that empowers partnerships to drive change.

Life Happens: This year brought unexpected health and capacity challenges for our small, dedicated team. To protect our team’s well-being and maintain the high standard of our core work, we chose to step back from some secondary initiatives. This allowed us to stay focused and sustainable where our contributions matter most.

The Power of Early Alignment: Our strongest outcomes occur when we are integrated into partners’ projects from the outset. Early collaboration allows us to align on clear goals, map out timelines, and identify pathways to impact. When brought in late, we lose the window to document critical strategic details and trace complex supply chain connections. Moving forward, we are prioritizing deeper partnerships that include joint planning. Fun fact: Ken Grossinger, a leading strategist in movements for social and economic justice, chronicles in his popular book *Art Works* how new forms of political and cultural mobilization occur when artists and campaigners unite.

The Advocacy Ecosystem is Shifting: Advocacy efforts are increasingly targeting the companies and supply chains that drive animal exploitation. In response, we are strengthening our research, building our APJs’ skills in supply chain-focused investigations (including drone documentation where appropriate), and enhancing our ability to discreetly document sensitive projects.

Strong Impact Requires Stronger Infrastructure: As we add thousands of new visuals each year, our stock platform must evolve to remain intuitive, regionally diverse, and reliable for the global advocates who use it. To meet this demand, we’ve invested in both our systems and our people. By expanding our team’s capacity for editing, quality control, and project management, we’re adding greater depth to our operations. We’ve also refined our internal workflows, including the responsible and ethical use of AI, to streamline the flow of evidence from the field to the platform. These improvements ensure we stay responsive to the movement’s urgent needs without compromising quality or team well-being.



Jo-Anne McArthur / Anima International / We Animals

2026 & BEYOND

2025 was a pivotal year for We Animals as we refined and formulated our [Theory of Change](#). This framework clarifies our role in the animal advocacy movement and serves as the foundation for our [2026–2028 Strategic Plan](#).

Our Theory of Change begins with a clear challenge: animals suffer in human systems due to normalized exploitation, and the movement often lacks the visual tools to shift those attitudes. To counter this, we have organized our future work around two central pillars:

Pillar 1: Tell Animal Stories. We will continue to catalyze individual and societal change by telling animal stories. Through investigative storytelling, we expose audiences to animals' lived realities, motivating reflection and voluntary behaviour change.

Pillar 2: Support the Movement. We will strengthen the broader movement through strategic partnerships and resources. By equipping advocates with compelling visuals, we strengthen their ability to influence policy, practice, and cultural norms.

Together, these efforts create a ripple effect. Stories spark insight, insight fuels compassion, and advocacy drives the action necessary to achieve our ultimate impact: a world where animals live free from human harm.

THANK YOU!

We are deeply grateful to our network of supporters, partners, and funders who make this work possible.

Thank you to the assignment partners, story collaborators, and companies that graciously welcomed our visual storytellers, including Animal Welfare Observatory, Calvin Neufeld / Evolve our Prison Farms, El Mundo Restaurant, FIAPO, For All Animals Coalition, Huerto Vita Digna Sanctuary, Indonesia Network for Compassionate Animal Farming, International Council for Animal Welfare, Open Wing Alliance, Piedmont Farm Animal Refuge, Reporters for Animals, Samayu, Sanctuary Doc, Save Movement Mexico, Te Protejo, The Fox Project, The Goat Conspiracy Sanctuary, The Humane League, and The Tasty Plate. A special shout-out to those we cannot name, but who entrusted us with material to propel their advocacy forward.

A note of appreciation goes out to the contributing organizations that shared their content as part of the World's Largest Egg Investigation: Alliance for Animals, Animally, Animal Enterprise Transparency Project, Animal Protection Organization of Nigeria, ARDE, Association L214, Ban Animal Trading South Africa, Direct Action Everywhere, EAST Taiwan, Food For Profit, Grassroots Campaigns NZ, Let the Animals Live, Mercy for Animals, Natura Umana Film, Nettverk for dyrs frihet, Planet For All, Sinergia Animal, and Vive.

Heartfelt thanks to the 180+ contributing photographers in the field, ranging from community members to professional photographers to investigators who share their work with us — so we can share it with you. This year, we were proud to give assignments to Andrew Skowron, Balvik C., Eva Von Jagow, Hailey Oldfield, Jo-Anne McArthur, Julie LP, Lukas Vincour, Manju N Gowda, Marcos Zegers, Muhammad Fajri, Resha Juhari, Shatabdi Chakrabarti, Victoria de Martigny, and William Cote, who documented animal stories with compassion and care.

Thank you to the following organizations and individuals who helped our organization run smoothly in 2025: Capture, Charity Shift, Mission Motor, and Mission Realization.

Thank you to our grantors: Animal Charity Evaluators, Craigslist Charitable Fund, Coefficient Giving, Phauna, Mobius, Navigation Fund, Stray Dog Institute, Vegan Grants, Voiceless, and those who wish to remain anonymous, for fuelling our work.

Our immense gratitude to the individual donors who make up our community of We Animals Allies. Thank you for helping us fight for a world in which animals live free from human harm.



“I became a monthly donor because animal photojournalism is becoming more and more important in helping to spread awareness. A picture is always worth a thousand words. I also admire your team’s devotion, and what the photojournalists must endure to record the images when seeing animals suffer.”

— Chungsze Chan, 2025

GET INVOLVED

Use Our Visuals Access over 40,000 images and videos for free to support your campaigns.

Collaborate on Assignments Partner with us to strengthen your campaigns.

Share Our Stories Help us expose the truth by sharing our investigations and editorials.

Host an Exhibit Bring animal photojournalism to your community.

Donate to Our Mission Your gift of any amount will help We Animals expose the truth and drive change for animals in 2026.





Julie LP / We Animals

Front cover image:
James Gibson / We Animals

SUPPLEMENTAL MATERIALS

2025 Editorials

These are best viewed on our site [here](#), but we have included PDFs in the link above.

2025 Monthly Newsletters

These are best viewed on our site [here](#) (scroll to the bottom), but we have included PDFs in the link above.

2025 Stock Alerts

Included as PDFs in the link above.

2025 Content Acquired

The visuals are best [viewed on our site](#), but we have included a list of shoots in the link above.



PhotoAdvocacy / We Animals

For the animals.

WEANIMALS.ORG

