



2019 Annual Report

To all current and future supporters of Last Chance for Animals:

Last Chance for Animals (LCA), known as “The FBI of Animal Rights,” is an international nonprofit organization dedicated to fighting animal cruelty. LCA’s Special Investigation Unit (SIU), conducts in-depth undercover investigations to expose horrible cruelty and misuse of animals. The SIU team focuses on validating information, detecting suspect activity, exposing illegal or unethical activities and reporting them to local, state and federal authorities for prosecution. The information obtained in LCA’s investigations is used to develop campaigns, provide grassroots education and outreach to the public and draft legislation that will bring real permanent changes for animals.

LCA recognizes all animals as sentient beings that should not be subjected to exploitation by humans for food, entertainment, clothing or scientific curiosity and deserve to live their lives free from pain. LCA advocates conscious and informed lifestyle decisions and is committed to disseminating truthful information about societal animal abuse in order to improve the manner in which animals are treated worldwide.



[Here are Some of LCA's Investigative Work and Campaigns](#)
[Combatting Animal Abuse in 2019](#)



Chickens at Sheik Halal lifting their heads to avoid the stun bath

LCA UNDERCOVER INVESTIGATION EXPOSES ANIMAL CRUELTY AT SHEIK HALAL FARMS SLAUGHTERHOUSE:

In May 2019, LCA released a 4-month undercover investigation into Sheik Halal Farms, Inc, a provincially licensed meat plant in the small, picturesque town of Grand Valley, Ontario, Canada that slaughters and processes chickens, ducks, goats, lambs and sheep. LCA exposed incidents of apparent animal abuse, disturbing practices, and possible violations of food handling safety procedures. Additionally, LCA alleged government oversight is lacking. LCA submitted all evidence collected in two formal complaints to the Canadian Food Inspection Agency (CFIA) and the Food Inspection Branch of the Ontario Ministry of Agriculture, Food, and Rural Affairs (OMAFRA). The treatment of animals documented at Sheik Halal shows a failure to follow basic health regulations while disregarding the well-being of the birds in their care. LCA is calling for further investigation and charges to be laid against Sheik Halal Farms.



2019 Boknal Protest in Seoul, S Korea & Stop the Villain Truck

LCA & ANIMAL LIBERATION WAVE WORKING TOWARDS STOPPING THE DOG MEAT TRADE IN S. KOREA:

In November 2017, LCA’s South Korean sister organization, Animal Liberation Wave (ALW), was launched to put an end to the S. Korean dog meat trade that tortures and kills over one million dogs annually. LCA and ALW are working towards unifying the conflicting legal status of dogs to ‘companion animals’ only, which will effectively end the dog meat trade. Throughout 2019, LCA and our S. Korean sister organization, Animal Liberation Wave (ALW), continued the campaign to end the dog meat trade in S. Korea by holding a series of strategic events which included the “Stop the Villain Truck” campaign, actress Kim Basinger traveling to Seoul to join in the Boknal protest in front of the National Assembly in July and shutting down an illegal dog meat auction house in August. All the activities were aimed at urging the national Assembly to pass Minister of Parliament Pyo Chang-won’s proposed amendment to the Animal Protection Act, which will ban the slaughter of dogs and cats for meat when passed. StopDogMeat.com



Marineland Canada show on August 19, 2019 after passage of Bill S-203

COMPLAINT FILED AGAINST MARINELAND CANADA FOR DISPLAYING CETACEANS AFTER PASSAGE OF CANADIAN BILL S-203:

Succeeding LCA's 2015 undercover investigation into Marineland Canada and complaint to the Ontario Society for the Prevention of Cruelty to Animals for violations of the OSPCA Act and its prescribed standard of care, LCA filed a complaint in June 2019 with the Ontario Ministry of the Solicitor General against Marineland Canada based on performances of cetaceans (i.e., whale, dolphin, or porpoise). The complaint was filed after the passage of Bill S-203 received Royal Assent on June 21, 2019, which led to the creation of new animal cruelty provisions in the Criminal Code of Canada. These provisions impose restrictions on keeping whales, dolphins and other cetaceans in captivity. These sections allow organizations that had cetaceans before the bill came into effect to keep the cetaceans but impose restrictions on their handling. The new animal cruelty provisions at section 445.2(4) of the Criminal code set out that:

(4) Every person commits an offence who promotes, arranges, conducts, assists in, receives money for or takes part in any meeting, competition, exhibition, pastime, practice, display or event at or in the course of which captive cetaceans are used, in Canada, for performance for entertainment purposes, unless the performance is

authorized under a license issued by the Lieutenant Governor in Council of a province or by an authorized authority.

LCA attended, observed, and took video recordings at the dolphin show at Marineland on August 6, 2019. The show took place in a stadium in front of an audience. Marineland sold tickets to patrons to allow them access to the park and to watch the dolphin show. Dolphins are seen numerous times throughout the show performing tricks in front of an audience.

At the same time of LCA's attendance, tickets were also available for purchase for encounters with Beluga whales. LCA witnessed at the Beluga whale encounter that patrons were permitted to pet and touch Beluga whales. LCA's complaint calls on the Ontario Ministry of the Solicitor General to investigate.

FIGHTING AGAINST BELUGA WHALES BEING EXPORTED FROM MARINELAND CANADA TO THE U.S.:

Mystic Aquarium in Connecticut filed a permit application to import five Beluga whales from Marineland Canada for scientific research. Under the US Marine Mammal Protection Act (MMPA) and the Canadian Wild Animal and Plant Protection and Regulation of International and Interprovincial Trade Act, the laws do not allow for this importation. The five Belugas proposed for import descend from the depleted Sakhalin Bay-Nikolaya Bay-Amur River population in the Russian Federation. The MMPA clearly states there should be no public display of marine mammals from depleted populations. Otherwise, the relevant MMA exemption for importing depleted marine mammals for scientific research would be a massive loophole to get animals for public display and breeding. June 2019's passage of Canadian Bill S-203 made displaying cetaceans for entertainment purposes illegal and placed restrictions on importing, exporting, and breeding. LCA is urging the National Marine Fisheries Services to deny the import permit application by Mystic Aquarium and calling on Canada's Minister of Environment and climate Change and the Honourable Jonathan Wilkinson to deny the export permit.



FIGHTING AGAINST UNCONSTITUTIONAL AG-GAG LAWS: LCA monitors pending ag-gag legislation and campaigns against bills as they arise. On May 15th, 2019, Texas Ag-Gag Bill 1884 - relating to the protection of animal and crop facilities; creating a criminal offense – passed the Texan House Agriculture & Livestock Committee. LCA conducted a campaign urging Texas citizens to contact their legislators and voice opposition to the bill. Legislators had until midnight on May 21st, 2019 to vote on the bill, however, the bill was not brought up for a vote and the freedom-crushing bill was officially dead after not being heard. Since it was the last day of the legislative session, the bill cannot be heard until the next legislative session in 2021. EndAgGagLaws.com



LCA'S CASA DE CARNE WINS TARSHIS SHORT FILM AWARDS FIRST PLACE PRIZE & 6 TELLY AWARDS: LCA won first place and a \$3,000 cash prize

from the Tarshis Short Film Awards for *Casa de Carne* that premiered at the 2019 Animal Film Festival. *Casa de Carne* follows three friends in a not-so-distant and dark future who must slaughter the animals they order for dinner at a high-end restaurant. The thought-provoking film about hard choices and hidden truths won first place for its impact highlighting issues of animal suffering in food production.

Casa de Carne went on to win six Telly Awards, one Gold, two Silver and three Bronze in the Social Responsibility for Non-Broadcast, Cause Marketing for Online Commercials, Social Responsibility for Online Commercials, Public Interest/Awareness for Online Commercials, Directing for Online Commercials, and social Issues for Non-Broadcast categories. One of the world's most prominent and highly respected competitions for honoring video and television content, the 40th Annual Telly Awards received over 12,000 entries from all 50 states and five continents.



PROTESTS AGAINST PROFESSIONAL BULL RIDER'S "UNLEASH THE BEAST" TOUR: LCA led a coalition of celebrities, activists and animal rights

organizations to protest the exploitation and abuse of bulls during the Professional Bull Riders competition at the Staples Center in February & September 2019. The protests were aimed at educating the public about the torment bulls endure inside and out of the ring and to urge the Los Angeles City council to ban rodeos and rodeo-type sporting events within the city. Bull riding is a dangerous and cruel rodeo “sport” that jeopardizes both the human rider and the bull. A growing number of jurisdictions already have rodeo prohibitions or restrictions in place. These include Fort Wayne, IN; Pittsburg, PA; Southampton, NY; Pasadena, CA and Chino Hills, CA. Outside of the United States are Auckland, New Zealand; parts of Brazil; Quebec, Canada; and the United Kingdom.

StopBullRiding.com



Mom & baby gorilla in Virunga and Anthony in LCA provided flight helmet

SAVING MOUNTAIN GORILLAS AND SUPPORTING VIRUNGA NATIONAL

PARK’S AIRWING: For over a decade, LCA provided long-standing support to the Ugandan and Rwandan Wildlife Authorities in the conservation of the critically endangered mountain gorillas. In 2016, LCA’s campaign turned to supporting the AirWing of war-torn Virunga National Park in the Congo where rangers risk their lives daily to protect the land and the wildlife from poachers and rebel militia. A functional and modern AirWing program provides the best possible tool to secure the park and reduce threats to Virunga’s rangers and wildlife population.

Virunga, in the Democratic Republic of the Congo, Africa's oldest and most biologically diverse park, is home to a quarter of the last remaining 1,000 mountain gorillas. Even though Virunga has been declared a UNESCO world heritage site, rebel militia are illegally stripping the park of natural resources and poaching the wildlife.

In 2019, LCA provided supplies for the airplanes, a new roof for one of the hangars and a MSA Gallet LH250 Flight Helmet for Anthony Caere, Head of Virunga's AirWing. Construction of a new hangar to house the airplanes and ranger quarters are currently underway.

The brave Virunga rangers risk their lives daily protecting the park and the wildlife, including the majestic mountain gorilla. Without the bravery and sheer determination of Virunga's rangers, staff, and the AirWing program, the park and the wildlife would cease to exist. LCASavingGorillas.org



EXPOSING ANIMAL CRUELTY – MILLBANK FUR FARM, CANADA: The case against Millbank is still moving through the court system as of December 31, 2019. If convicted on all charges, Millbank Fur Farm faces the maximum fine of \$840,000 and 28 years in prison – two years per charge. LCA's groundbreaking investigation of Millbank Fur Farm Ltd. is the **first time an undercover investigation in Ontario, Canada has led to charges** and is the **first in-depth undercover probe of a fur farm producing pelts**

for the Canadian fur industry – an industry that kills more than three million animals for fur each year.

LCA’s investigation, conducted over the course of a year, exposed disturbing accounts of animal neglect and suffering amongst the 40,000 mink that live, and die, at the farm annually. LCA submitted all evidence collected in a complaint to the Ontario Society for the Prevention of Cruelty to Animals (OSPCA). In February 2018, the OSPCA launched their own investigation into the farm and, three months later, charged Millbank Fur Farm with 14 counts of animal cruelty, stating: “No one is exempt from the law.”

LCAnimal.org/Millbank



FUR-FREE FRIDAY PROTEST: On Black Friday, the day after Thanksgiving, 11/29/19, LCA, along with a coalition of animal rights organizations and supporters, led the 33rd annual Fur-Free Friday protest in Beverly Hills, CA. Hundreds of protestors marched peacefully along Rodeo Drive to demand retailers still selling fur to commit to going fur-free immediately, not in 2023 when the California fur ban takes effect. LCA awarded Versace and Prada with Certificate of Recognition for committing to going fur-free. FurFreeFriday.com

Public Education and Outreach:



Animal News Van: LCA and the Animal News Van (ANV), attends special events, conferences, schools and fundraisers. LCA's custom-made, donated ANV is equipped with two large plasma television screens, a speaker system and led ticker tape. The ANV uses the powerful medium of video to educate citizens about the current conditions animals live in by showing investigative reports and disseminating breaking news stories. Attendees at each event range from 30-300.

LCA's ongoing educational campaigns include extensive efforts to educate the public about animal suffering and ways to combat it using peaceful and lawful methods such as petition-signing, letter-writing, civil disobedience demonstrations and product boycotts. Special emphasis is given to schools to encourage the younger generation to adopt a compassionate, cruelty-free lifestyle.

Throughout the year, LCA was interviewed for television and radio shows, online news outlets and conducted numerous lectures at educational institutions. LCA also organized and attended civil disobedience demonstrations, tabling events and conferences with leaflets and petitions, educating the public about animal cruelty and what can be done to stop it.

Social Media & Websites: LCA strives to educate the public about animal issues through websites, email alerts and social media. These educational tools are valuable resources for the public as they contain information on a variety of animal rights issues, encourage readers to take action and provide an opportunity to update members about LCA's programs. LCA's network of websites and social media includes LCAnimal.org, StopDogMeat.com, RabbitCruelty.com, FactoryFarm360.org, EndAgGagLaws.com, NoCircusCruelty.com, FurFreeFriday.com, BanPuppyMills.com, DealingDogs.com, LCASavingGorillas.org, EatCrueltyFree.com, twitter.com/LC4A, instagram.com/lc4a and facebook.com/LastChanceForAnimals.

High Accreditations from Charity Rating Websites: LCA is highly committed to accountability and financial transparency: [Better Business Bureau Wise Giving Alliance - give.org](http://BetterBusinessBureau.org) - LCA has met all 20 standards and is an accredited charity. [GuideStar - guidestar.org](http://GuideStar.org) - LCA is a Platinum level (highest level) GuideStar participant. [Charity Navigator - charitynavigator.com](http://CharityNavigator.com) - LCA has received a four out of four-star rating.



Financial Information: LCA is a nonprofit, tax-exempt 501(c) (3) organization funded by over 180,000 individual donors around the globe. Our annual budget is far below that of many other animal advocacy groups. We are committed to using our funds in the most cost-effective and efficient manner possible. In the fiscal year ending December 31, 2019, LCA received a total income of \$4,110,684 broken down as follows:

Donations and contributions	\$ 1,489,285
Bequests	2,094,077
Grants	525,000
Books & merchandise	296
Gain on sale of securities	25
Royalties	2,001
Interest & dividend income	<u>65,603</u>
Total	\$ 4,110,684

LCA allocates expenditures to Programs, Fundraising and Management/General.

Programs include expenses directly related to LCA’s work to expose and end animal cruelty and abuse. This includes funding for program activities of undercover investigations and campaigns, purchasing investigative equipment, working with the media and government entities and creating informational materials to inform people about animal exploitation.

Fundraising includes expenses, which have a primary purpose of raising revenue to allow LCA’s mission and work to continue. This includes efforts to solicit donations and expenses related to those efforts. 20 percent of direct mail costs is fundraising expense and 80 percent is the program cost of educating our members and calling them to action.

Management/General includes expenses for supporting and maintaining the business side of LCA and includes filing paperwork with appropriate agencies to ensure LCA operates as a responsible and legal nonprofit organization.

Depending upon the nature of the staff position, salaries vary in their percentage reported as program, fundraising and management/general expense.

Year Ended December 31, 2019 Expenses:

	EDUCATION & PUBLIC OUTREACH	INVESTIGATIONS	FUNDRAISING	GEN & ADMIN	TOTAL
Investigation Dept Payroll Exp	0	467,847	0	0	467,847
Direct Mail	329,160	0	117,990	0	447,150
Payroll Expense	313,461	0	54,033	4,968	372,461
Campaigns Expense	230,543	23,447	0	0	253,990
Professional Fees	98,400	100,796	11,040	3,113	213,349
Educational Event Exp	138,840	0	34,710	0	173,550
Insurance	77,494	45,734	2,861	2,225	128,314
Investigations Fees & Exp	0	120,134	0	0	120,134
Contributions	4,010	100,000	0	0	104,010
Rent	43,586	34,869	5,230	3,487	87,172
Public Relations	49,175	27,227	0	0	76,402
Employee Benefits	28,000	22,400	4,480	1,120	56,000
Computer Expense	39,944	8,222	2,934	1,211	52,312
Donation Processing Fees	0	0	43,726	0	43,726
Meals & Entertainment	24,921	6,660	0	0	31,582
Investment Advisory Fees	0	0	0	29,117	29,117
Office Expense	14,169	1,843	275	5,773	22,060
Animal News Van Exp	20,126	0	0	0	20,126
Protest & Petition Exp	18,893	0	0	0	18,893
Travel	18,539	0	0	0	18,539
Advertising	5,461	0	11,380	0	16,841
Charitable Registration Fees	0	0	16,209	0	16,209
Telephone	7,184	2,177	327	218	9,905
Delivery & Postage	3,371	3,927	1,276	128	8,702
Depreciation Exp	8,143	16,112	977	651	25,883
Bank & Interest Charges	2,987	2,389	558	926	6,860
Film & Video	4,636	0	0	0	4,636
Licenses, Fees & Permits	0	0	4,106	450	4,556
Automobile Expense	3,863	0	0	0	3,863
Press Releases	2,900	0	0	0	2,900
Animal Welfare Rescue Exp	1,300	0	0	0	1,300
Printing and Reproduction	387	0	0	0	387
Gift Expense	0	0	294	0	294
Bad Debt Expense	0	241	0	0	241
In Your Face Book Exp	158	0	0	0	158
Totals	\$ 1,489,650	\$ 984,025	\$ 312,406	\$ 53,386	\$ 2,839,467

Overall breakdown of expense categories as a percentage of total expenses is as follows:

Programs **87%**
Fundraising **11%**
Management/General **02%**
Ending Net Assets: **\$4,407,028**

LCA's 2019 Board of Directors and Officers:

Ariel Gale - Board Chairman

Christina Snyder - Board Vice Chairman

June Averseng - Board Secretary/Treasurer

Rikki Rockett - Board Director, animal activist and drummer for Poison

James R Balesh - Board Director, Civil Litigations Attorney

Robert Ferber – Board Director, Former Prosecutor & Animal Activist

Chris DeRose - Board Director, President & Chief Executive Officer

Cindy Beal, Chief Financial Officer



Actress Kim Basinger and LCA's Chris DeRose
at S. Korea Boknal Protest July 2019

LCA was founded in 1984 to expose and end animal cruelty, focusing on ending animal-based experimentation (vivisection) through education and non-violent civil disobedience. For more than three decades, LCA has grown and broadened its focus to include all areas in which animals are abused in society: the fur industry, factory farming industries, wildlife management, stolen pets for research and product testing on animals.

In 2020, LCA will continue to work hard as the “FBI of Animal Rights” through undercover investigations, campaigns and the media.

Thank you for caring enough about your donation and your involvement with LCA to read our annual report. I hope you feel as much pride as I do about Last Chance for Animals, because without your support, none of our work is possible.

For the animals,



Chris DeRose
Founder and President
Last Chance for Animals

Last Chance for Animals is a nonprofit organization incorporated in the State of California, and since 1985 has been categorized with Federal I.D. # 95-4013155 by the IRS as a tax-exempt 501(c) (3) organization. Donations are deductible to the fullest extent allowed by law.



Mission Statement

Last Chance for Animals (LCA) recognizes all living beings as possessing intrinsic value and, as such, are entitled to certain basic rights. Non-human animals are sentient individuals and should not be subjected to exploitation by humans.

LCA does not accept that a difference in species justifies wanton exploitation or oppression for any purpose. For this reason, LCA opposes the use of animals for our food, entertainment and scientific curiosity. In addition, LCA recognizes the use of non-human animals in experimentation designed to cure human disease as both immoral and of questionable scientific validity. LCA advocates conscious and informed lifestyle decisions and is committed to disseminating truthful information about societal animal abuse.

Cost-Effective Fundraising

LCA is dedicated to helping animals. In the process, we are looking for ways to reduce our fundraising expense while, at the same time, meeting the needs of our donors. We examine ways to increase the amount of donations that go directly to helping animals and provide donors with several convenient and innovative options for gift-giving.

Planned Giving

LCA is available to help you with your estate planning. In addition to leaving LCA in your will, there are other planned giving options that not only benefits the animals, but also benefits you through tax deductions. Planned giving is an important source of financial support for the animals.

Non-Cash Gifts

LCA accepts non-cash gifts and will either use the gift or sell the gift to help fund our investigations and campaigns. Any property of value can be donated to LCA; including, but not limited to, real estate and stock portfolios. By donating stock before selling it, you not only deduct the value of the portfolio, but you also avoid paying capital gains taxes.

Autos for Animals – Turning Cars into Care

Help save animals' lives by donating your used automobile, boat or RV to LCA. It is quick and tax deductible to the fullest extent allowed by law. Click on the link to donate your vehicle at LCAnimal.org.

Gifts of Goods or Services

In-kind donations of goods and services allow LCA to reduce its expenses. If you have skills that could benefit LCA, or if your company has products or services that could assist LCA in its fight against animal cruelty, please contact us.

Special Investigations Team - Automatic Monthly Giving

Support LCA's undercover investigations by becoming a Special Investigations Team member by signing up to donate monthly via automatic withdrawals from your credit card or checking account. Recurring donations help LCA establish regular funding that is convenient to donors and helps reduce fundraising expenses.

For more details on any of these programs, please call 310-271-6096, ext. 28.

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