



## Last Chance for Animals

### 2014 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 in drafting 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.



In 2014, LCA engaged in hard-hitting investigative work and campaigns to combat animal abuse, some of which included:

**Air France Flies Monkeys to Lab Cruelty:** LCA held protests against Air France, at Los Angeles International Airport (LAX), and provided information to supporters for protests in other cities. Air France is the last major European airline that still transports tens of thousands of primates a year for cruel and invasive animal experimentation. Air France passenger and Air France-KLM cargo planes transport monkeys, often stolen from wild habitats in Vietnam and the Republic of Mauritius. LCA’s petition urging Air France to stop transporting primates, signed by thousands, was delivered to Executives at Air France in the U.S. and France. LCA had billboards “Air France Flies Monkeys to Lab Cruelty” near LAX and Air France offices in Times Square, New York.



**Gadhimai – End the Sacrifice:** LCA, was part of a coalition that succeeded in getting the government of India to issue a directive to stop transport of animals across the Indo-Nepal border during the world’s largest animal sacrifice at the Gadhimai festival in November 2014. This was a major win as 70 percent of sacrifice participants come from Indian states, bringing animals with them across the border. The festival occurs every five years, with more than five million people attending to pay tribute to the Hindu goddess of power. Unfortunately, many believe that bloodshed will appease the goddess and bring them luck. Typically, 500,000 animals are sacrificed, but India’s ban is estimated to have saved 200,000 animal lives.

**Help Save the Mountain Gorillas:** In 2014, LCA supplied the Uganda Wildlife Authority (UWA) with a new Motorola Aerial System complete with 11 VHF Aerial Outstations, 11 Motorola DP4400 VHF Desk Top Units and 50 Motorola Dp2400 VHF Portable Digital Radios. This badly needed equipment will allow the UWA to vastly increase the coverage and speed of their monitoring communications – which is essential to their dangerous but lifesaving work protecting almost half of the remaining 880 mountain gorillas in the world.

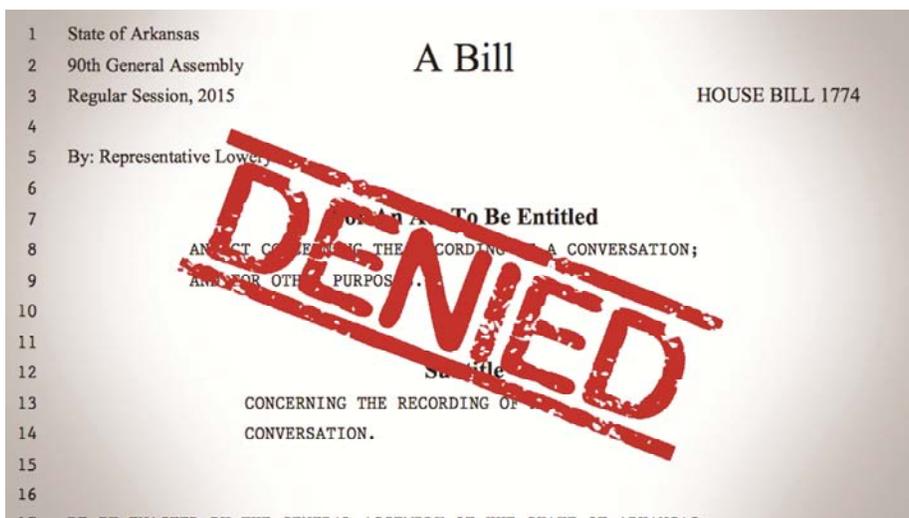


**Stop Dog Meat:** LCA's Special Investigation Unit provided undercover footage of the dog meat industry in China that was used to launch the Stop Dog Meat campaign. The campaign is focused on ending the dog meat trade and the annual Yulin Dog Meat Festival. Every year, an estimated 10 million dogs are killed for their meat in China. The dogs are trucked long distances in cramped wire cages before they are tortured, beaten, boiled or skinned alive. LCA's undercover investigation team continues to document and expose China's dog meat industry and provide information to authorities to get the slaughterhouses shut down.



In October 2014, The **National Health Institute of Health** (NIH), the largest funder of biomedical research in the US, announced they have stopped funding research that involves dogs obtained from USDA licensed Class B dealers. LCA's investigative work was a key influencer in this historical action and was referenced in the official report. LCA has played a leading role in the investigation, prosecution and conviction of USDA licensed Class B dealers, who provide "random source dogs" (often stolen pets) to research facilities for cruel and invasive experiments.

**End Ag Gag Laws:** Ag gag is state legislation aimed at punishing whistleblowers on factory farms and threaten to take away first amendment rights. LCA monitors pending ag gag legislation and campaigns against bills as they arise. In March 2014, LCA successfully defeated Arkansas bill HB 1774, which would have banned audio recording between anyone in an employment relationship unless all parties consented. After LCA exposed the bill to the media and circulated a petition against it, HB 1774 died quietly in committee. Ag Gag bills are in response to a series of highly publicized undercover investigations by animal activists and journalists. These investigations have led to criminal convictions, lawsuits and major food recalls and have allowed consumers to see the hidden practices of agribusiness.



**Puppy Mill Awareness Day (PMAD):** LCA held the 11<sup>th</sup> annual PMAD in September 2014 in Austin, TX. The event, attended by approximately 500 people, sponsored by LCA, seeks to end the cruel business of puppy mills by educating the public about their deplorable conditions and to encourage people to adopt animals through rescue organizations and shelters.

**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. Special emphasis is given to schools, educating students and encouraging them to adopt a compassionate, cruelty-free lifestyle. Attendees at each event range from 30-300.



LCA's ongoing educational campaigns included extensive efforts to educate the public about animal suffering and ways to combat it using peaceful, lawful methods such as letter-writing, petition-signing, civil disobedience demonstrations and product boycotts.

LCA believes education is the best tool for reaching out and educating people on animal issues and to bring about real, lasting changes for animals. Special emphasis is given to schools, educating students and encouraging them to adopt a compassionate, cruelty-free lifestyle.

Throughout the year, LCA was interviewed for several television and radio shows 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.

**LCA Websites:** The medium of the Internet is also thoroughly utilized by LCA's campaigns, investigations, and development staff as a way to educate the public and solicit new members, using e-mail action alerts and interactive websites. LCA's network of websites includes [www.LCAAnimal.org](http://www.LCAAnimal.org), [www.StolenPets.com](http://www.StolenPets.com), [www.FurFreeFriday.com](http://www.FurFreeFriday.com), [www.BanPuppyMills.com](http://www.BanPuppyMills.com), [www.DealingDogs.com](http://www.DealingDogs.com), [www.EndAgGagLaws.com](http://www.EndAgGagLaws.com), and [www.Autos4Animals.org](http://www.Autos4Animals.org).

**Financial Information:** LCA is a nonprofit, tax-exempt 501(c) (3) organization funded almost exclusively by over 120,000 contributors across the country.

Our annual budget is far below that of many national, regional and local 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, 2014, LCA received a total income of \$2,298,666. This amount is broken down as follows:

Donations and contributions	\$ 1,951,658
Bequests	310,456
Books & merchandise	978
Gain on sale of securities	737
Royalties	2,889
Interest & dividend income	30,820
Miscl income	1,128
<b>Total</b>	<b>\$ 2,298,666</b>

## Explanation of Expenses:

LCA divides its expenditures into Programs, Fundraising and Management/General.

<b>2014 Expenses</b>	<b>Education &amp; Public Outreach</b>	<b>Investiga - tions</b>	<b>Fundraising</b>	<b>Management and General</b>	<b>Total</b>
Payroll Expense	273,274	232,293	19,954	35,254	\$ 560,775
Direct Mail	368,905	0	92,226	0	\$ 461,131
Professional Fees	111,281	11,320	10,155	12,361	\$ 145,117
Contributions/Support	124,892	3,247	0	0	\$ 128,139
Employee Benefits	26,000	72,800	3,120	2,080	\$ 104,000
Investigations Fees & Exp	158	92,196	0	0	\$ 92,354
Rent	33,946	27,157	4,074	2,716	\$ 67,892
Insurance Expense	19,340	19,121	3,583	275	\$ 42,318
Advertising	28,789	0	8,659	0	\$ 37,448
Computer Expense	28,434	5,582	1,601	1,425	\$ 37,042
Delivery & Postage	16,784	3,031	2,002	120	\$ 21,937
Public Relations	21,700	0	0	0	\$ 21,700
Travel	15,467	4,703	0	0	\$ 20,170
Animal News Van Exp	19,011	0	0	0	\$ 19,011
Donation Processing Fees	0	0	17,678	0	\$ 17,678
Telephone Expense	7,795	6,290	903	951	\$ 15,939
Meals & Ent Expense	9,421	6,023	0	0	\$ 15,444
Office Expense	8,938	4,695	962	630	\$ 15,225
Charitable Registration Fees	0	0	11,807	0	\$ 11,807
Campaigns	10,796	0	0	0	\$ 10,796
Relocation Expense	9,647	0	0	0	\$ 9,647
Educational Event Exp	9,273	0	0	0	\$ 9,273
Protest Expenses	6,002	0	0	0	\$ 6,002
LCA Merchandise	5,196	0	0	0	\$ 5,196
Film & Video	4,717	211	0	0	\$ 4,928
Automobile Expense	4,558	362	0	0	\$ 4,921
Printing & Reproduction	4,239	0	0	0	\$ 4,239
Bank & Interest Charges	1,891	1,716	377	155	\$ 4,139
Press Conf & Releases	4,070	0	0	0	\$ 4,070
Amortization Exp	1,000	800	120	80	\$ 2,000
Gift Expense	0	0	0	473	\$ 473
Totals	\$ 1,184,018	\$ 502,538	\$ 177,990	\$ 57,109	\$ 1,921,655

**Programs** include expenses directly related to LCA's work to expose and end animal cruelty and abuse. This includes funding undercover investigations, purchasing investigative equipment, salaries for our professional staff to run campaigns that address animal cruelty, working with the media to educate people, printing literature to inform

people about animal exploitation, etc. Depending upon the nature of the staff position, staff salaries vary in their percentage reported as program expense.

**Administrative** includes expenses that are not directly related to LCA's work to expose and end animal abuse. These expenses are for supporting and maintaining the business side of LCA and also include filing paperwork with appropriate agencies to ensure that LCA operates as a responsible and legal nonprofit business. Depending upon the nature of the staff position, salaries vary in their percentage reported as administrative expense.

**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. Of our direct mail costs, 20 percent is considered fundraising expenses, while the other 80 percent is the program cost of educating our members and calling them to action.

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

<b>Programs</b>	<b>87%</b>
<b>Fundraising</b>	<b>09%</b>
<b>Administrative</b>	<b>04%</b>
<b>Ending Net Assets: \$1,718,859</b>	

At December 31, 2014, LCA's Board of Directors and Officers were comprised as follows:

**Ariel Gale** - Board Chairman

**Mary Jo Greenberg** - 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

**Chris DeRose** - Board Director, President & CEO

**Cindy Beal**, Chief Financial Officer

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. Over the years, LCA has grown and broadened its focus to include all areas in which animals are abused in society: the fur industry, the factory farming industries, wildlife management, stolen pets for research, and product testing on animals. In 2015, LCA will continue to work hard to brand itself as the “FBI of Animal Rights” through various campaigns and media outlets.

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 it is possible.

For the animals,



Chris DeRose  
Founder and President  
Last Chance for Animals

Last Chance for Animals is a nonprofit business 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 also provide donors with a number of convenient and innovative options for gift-giving.

## **Planned Giving**

LCA is available to help you with your estate planning. In addition to leaving a bequest (i.e. a gift in a will), you can pursue a variety of options with a planned gift that not only benefits the animals, but that also benefits YOU through tax deductions. As LCA grows, planned giving becomes a more significant source of support for the animals.

### **Non-cash gifts**

LCA can receive non-cash gifts from you, and we will use them to help animals by either directly using the gift in our fight to expose and end suffering, or by selling the gift and using the revenue to help fund our campaigns. Any property of value can be donated to LCA, and you will receive a tax-deduction in the amount of the property's value (Note: consult your accountant for details). This includes automobiles, real property (developed or not), and stock portfolios (Note: 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 car, boat, RV, SUV, or van to LCA. It's quick...it's easy...its tax deductible to the fullest extent allowed by law. Simply visit [www.Autos4Animals.org](http://www.Autos4Animals.org) and click on the link to donate your vehicle.

### **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 Withdrawal**

Support LCA's Undercover Investigations by becoming a Special Investigations Team member by signing up to donate monthly by 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.