

2023 ANNUAL REPORT

*“Our mission is to achieve
**revolutionary social and
political change for animals in
one generation.**”*

Every year, we set out objectives according to our mission and our strategic roadmap.

In 2023, we sought to capture worldwide attention around the Right to Rescue, lay the groundwork to end factory farming in California and beyond, and continue building a powerful grassroots movement for animals. And that’s exactly what we did. In 2023 we achieved another landmark courtroom victory, released groundbreaking investigations and rescues, trained hundreds of grassroots activists, qualified our first-ever ballot measure, and reached millions with positive stories about animals in major media outlets, all bringing us closer to a world where all animals are safe, happy, and free.



**Here’s to another year of bold
action for animals.**





GROWING SUPPORT FOR THE RIGHT TO RESCUE

In March, we won a second groundbreaking victory in our Right to Rescue campaign. DxÉ investigators Alexandra Paul and Alicia Santurio were fully acquitted of theft charges by a jury in Merced, California for rescuing Ethan and Jax, two roosters, from the back of a Foster Farms slaughter truck. This victory set yet another social precedent that animals are persons, not property, and received widespread positive coverage in [Vox](#), [LA Times](#), [ABC](#), [Inside Edition](#), and more.

In September, the Sonoma Rescue Trial, our second major trial of 2023, began. After two long months and despite our best efforts, Wayne Hsiung, the only defendant, was convicted and sentenced to 90 days in jail for his role in nonviolent actions where dozens of animals were openly rescued from factory farms. But this loss did not stop us. In fact, it propelled us forward.

- We released [new investigations and rescues](#) immediately following his conviction
- Hundreds mobilized to support the trial and subsequent sentencing in person, with thousands more participating online
- A Harvard law professor submitted an amicus brief supporting our legal arguments that animals are someones
- And we set the stage for an appeal that could not only overturn this unjust conviction, but could set legal precedent for animals

The New York Times

FARHAD MANJOO

Rescuing Farm Animals From Cruelty Should Be Legal



extends far beyond courtroom walls. The stories of rescued animals, the horrors of animal agriculture, and the injustice of state repression are reaching millions of ordinary people around the world, pushing them to pick a side: are you with the animal abusers or the animal rescuers?

- The New York Times published a piece about our work headlined "[Rescuing Farm Animals From Cruelty Should Be](#)

[Legal](#)"

- A feature [story in National Geographic](#) exposed a new audience to the idea of open rescue
- We received over 100 positive press hits about open rescue and the Right to Rescue, including coverage in [The Intercept](#), [Vox](#), and [Democracy Now!](#)
- We hosted two [trial summits](#) where jurors from our past legal victories spoke about the transformation they underwent as a result of the trials; a juror has since expressed interest in participating in open rescue
- A presidential candidate [expressed support](#) for the Right to Rescue

The Right to Rescue campaign is gaining momentum - and it could change everything. When we enshrine the Right to Rescue we will shift the place animals hold in our legal, political, and social systems, transforming them from property to persons. With new Right to Rescue trials coming up, including in early 2024, we are gearing up for another historic year.



The impact of the Right to Rescue campaign

EXPOSING THE INDUSTRY AND SAVING LIVES

In January, DxE investigators showed the world inside a [US pig slaughterhouse gas chamber](#) for the first time in history. This groundbreaking investigation pushed the boundaries of what was thought possible as activists risked everything to climb deep into Smithfield Foods' gas chambers to place hidden cameras and document this egregious cruelty. This investigation was covered in [WIRED](#), [The New York Times](#), the [San Francisco Chronicle](#), and more.

We did not stop there. In June, we released a comprehensive investigation of Perdue's Petaluma Poultry, including their slaughterhouse. Petaluma Poultry bills itself as a pioneer in free range and organic poultry, but our investigation revealed widespread abuse and neglect, along with serious public health issues, which were covered in-depth by [The Intercept](#). This investigation culminated in the mass [open rescue of 18 sick and suffering chickens](#) during the Animal Liberation Conference, as shown in a powerful [mini-documentary](#).

Investigations and rescues at factory farms in Sonoma County continued even in the face of the ongoing Sonoma Rescue Trial. Investigators returned to Reichardt Duck Farm and Sunrise Farms locations, documenting hens with [serious eye injuries](#) from stress and overcrowding and countless [ducks trapped on their backs](#), slowly



dying of infection, dehydration, and starvation, and rescuing individuals in desperate need of help. These investigations and rescues were broadcast to the world within hours of Wayne's conviction. That same week we worked with WIRED to [publicize our comprehensive 150-page investigatory manual](#), ensuring our message was heard loud and clear: we will not stop taking action for animals.





LAYING THE GROUNDWORK TO END FACTORY FARMING

In 2023, we expanded our toolkit to include a brand new tactic: ballot measures. The public is growing increasingly aware of the horrors of animal agriculture, yet our politicians are still refusing to act. The ballot measure process provides citizens an opportunity to take the power back and directly pass legislation ourselves. It's not easy, but we're up for the challenge.

We helped lead the effort to successfully [qualify our first-ever ballot measure](#): a primarily symbolic factory farm ban in Berkeley which will be on the ballot in November 2024. But Berkeley was just the beginning. We are now solidly on our way to doing [the same in Sonoma County, California](#) - a county with dozens of factory farms, including the very farms at the heart of the Sonoma Rescue Trial.

Volunteers have collected more than 23,000 signatures, over 75% of the way to our goal. We have until March to finish collecting signatures and turn them in. [Tensions are rising](#) in Sonoma County, with the Farm Bureau sounding the alarm about the national implications of the campaign. Simultaneously, we're building up our coalition, mobilizing the grassroots, and preparing to win at the ballot in 2024.

"...animal rights activists deserve society's immense respect rather than mockery because they are clearly right about the big issues"

- Farhad Manjoo in New York Times



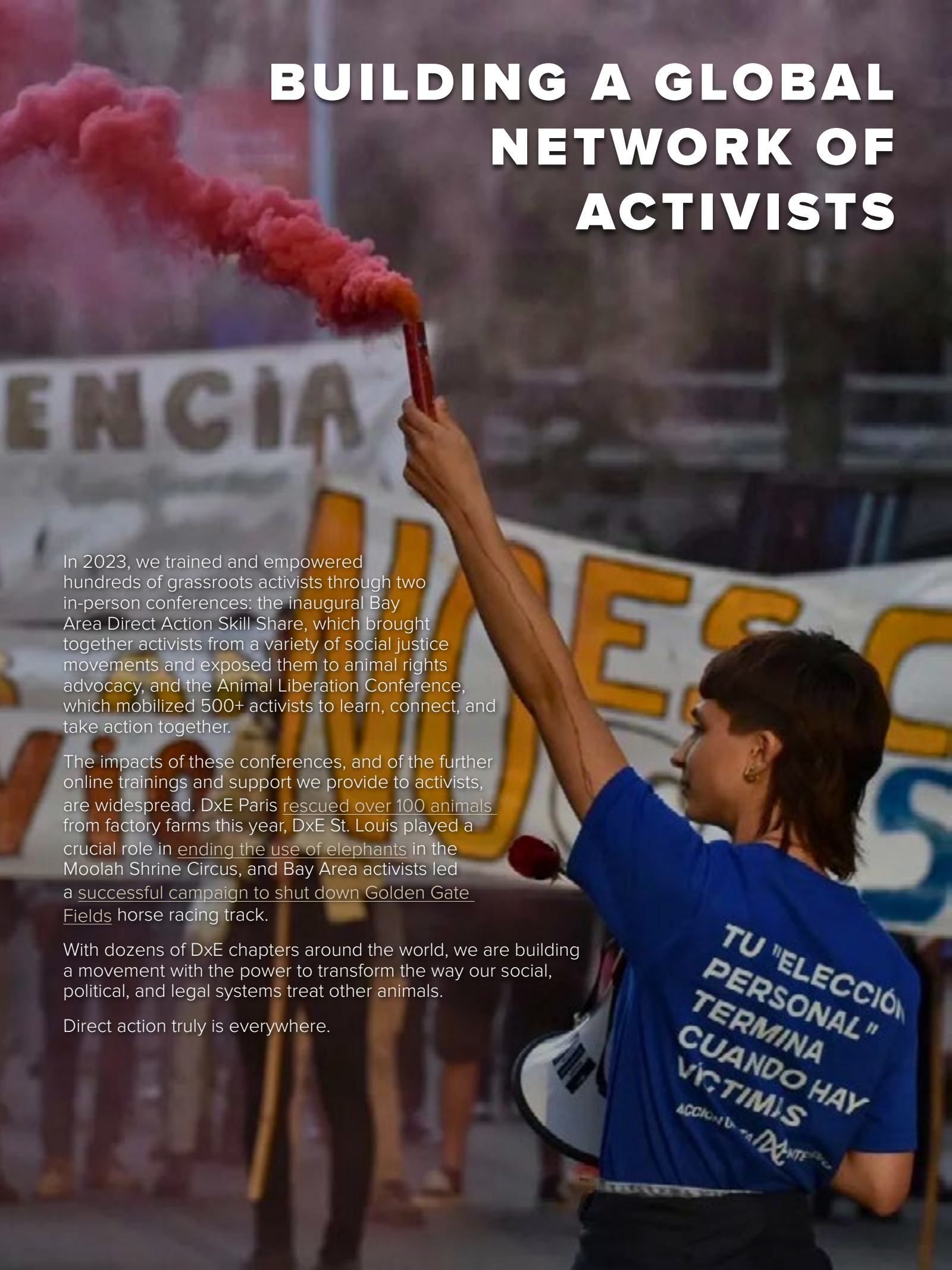
BUILDING A GLOBAL NETWORK OF ACTIVISTS

In 2023, we trained and empowered hundreds of grassroots activists through two in-person conferences: the inaugural Bay Area Direct Action Skill Share, which brought together activists from a variety of social justice movements and exposed them to animal rights advocacy, and the Animal Liberation Conference, which mobilized 500+ activists to learn, connect, and take action together.

The impacts of these conferences, and of the further online trainings and support we provide to activists, are widespread. DxE Paris rescued over 100 animals from factory farms this year, DxE St. Louis played a crucial role in ending the use of elephants in the Moolah Shrine Circus, and Bay Area activists led a successful campaign to shut down Golden Gate Fields horse racing track.

With dozens of DxE chapters around the world, we are building a movement with the power to transform the way our social, political, and legal systems treat other animals.

Direct action truly is everywhere.





Thank you for believing in our mission and being part of the team. Working to change the world is not easy, but it's worth any challenge we may face.

Right now, generous supporters are offering to match all donations made through the end of the year. You can help us prepare for success - and take advantage of this incredible opportunity - by offering a year-end gift to a supporting 501(c)(3). If you prefer to donate by mail, you can address checks to Friends of DxE and send to PMB 328, 2425 Channing Way Ste. B, Berkeley CA, 94704.

If you have questions about your donation or want to see our financial transparency document, please email fundraising@directactioneverywhere.com.