

20 25

ANNUAL REPORT



We place the interests of non-human animals at the center of society.

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Movement, collaborations and impact

Those who have been following us for some time know that, at Sentience, every year is a dynamic one, rich in activity and with strong impact. 2025 was no exception.

We concluded the campaign for the “Invisible Animals” together with allied parliamentarians, increased pressure on retailers by putting them under the spotlight, and laid the groundwork for launching our next initiative: Outdoor Access for all Farm Animals.

2025 was a decisive year for Sentience. With the campaigns “Invisible Animals” and the “Chicken Check”, we sparked important debates and strengthened the place of animals in politics. At the same time, we worked intensively on shaping arguments, alliances, and strategy in order to be prepared fully for the physical collection of signatures for the Outdoor Access Initiative in 2026.

These projects enabled us to build diverse alliances and strengthen connections within the movement and beyond. Trust-based relationships, strong campaigns, and an active network are the result of these collaborations. They provide a solid foundation for advancing our projects with strength. The diversity of perspectives within these collaborations is a valuable driving force: it enriches our approaches, sharpens our analyses, and allows us to propose projects that are both more ambitious and more comprehensive.

A small team, great responsibilities

Whilst advancing key projects, we also experienced significant internal changes. We said goodbye to Philipp Ryf, our long-time director, who left a lasting mark on Sentience. Since October 1, Naomi Rey and Bettina Huber have led the organisation as co-directors. Both previously responsible for their own areas, the transition was both smooth and demanding; especially given that it took place during an intense period for Sentience.

During the second half of 2025, we were one of the smallest teams Sentience has had in recent years. Not by choice, but due to several simultaneous staff changes. This tested us organisationally and sometimes pushed us to our limits.

At the same time, this period revealed something essential: the core team that now carries Sentience forward is strong, experienced, and incredibly committed.

To implement the Outdoor Access Initiative, as well as our other political projects with the necessary strength next year, our campaign team will be reinforced starting in January. In the medium term, we also aim to grow in the areas of administration and fundraising in order to consolidate our structures and sustainably strengthen our impact.

Collaboration today is closer, clearer, and more motivating than ever before. The support of our community, at events, through exchanges, and through reactions to our newsletters, has given us additional energy.

It is on this foundation that we will move forward in 2026.



Naomi Rey and Bettina Huber
Co-Directors

Our highlights in 2025

Thanks to the support we received from our community, donors, and partners, we were able to advance projects that stimulated political change, made animal suffering visible, and brought the interests of non-human animals to the centre of public debate in 2025.

Pre-campaign for the Outdoor Access Initiative

From the very beginning of the year, a large share of our resources was allocated to what is currently our most important project: the Outdoor Access Initiative. This initiative, developed together with three other organisations – KAGfreiland, Tier im Recht, and Four Paws – aims to raise minimum standards for farm animals by guaranteeing regular outdoor access for all animals raised for agricultural purposes.

Only around 15% of all animals in agriculture have access to outdoor space.

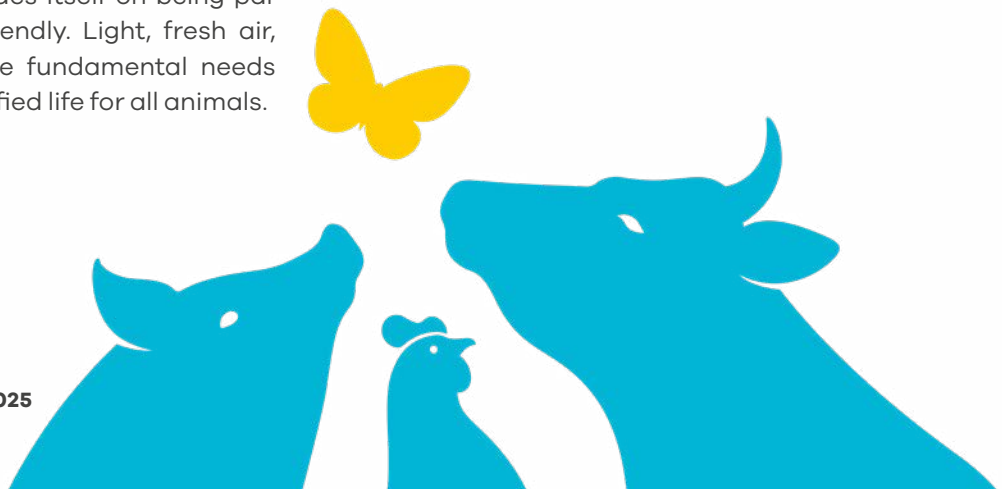
Every year, more than 80 million animals are raised for agricultural purposes in Switzerland, yet only around 15% have access to outdoor space. The vast majority spend their entire lives inside buildings. Many see the sky only once in their lives: on the day they are slaughtered. This occurs in a country that prides itself on being particularly animal-friendly. Light, fresh air, and movement are fundamental needs essential to a dignified life for all animals.

The first half of the year was devoted to drafting the initiative text, developing the arguments, strategy, and visual identity. At the same time, we began building a broad support network, including an initiative committee composed of experts from agriculture, animal protection, and politics.

The second half of 2025 was marked by intense activity with the preparation, launch, and implementation of the pre-campaign, laying the foundations for a strong launch of the signature collection next year. Our goal: mobilise as many people as possible from the outset and raise widespread awareness of the initiative. Through this pre-campaign, we inform the public about the initiative's central demands, dismantle common misconceptions, and prepare the content, tools, and mobilisation structures needed for a dynamic start in 2026.

The response to the pre-campaign astonished us: by the end of 2025, more than 300,000 signatures had been pledged, corresponding to nearly 8,000 people ready to engage alongside us actively. This collective support deeply moved us and demonstrates how strong and committed our movement for greater dignity for all animals truly is.

➔ auslauf-initiative.ch (DE)



Change won't happen without public pressure.

The "Chicken Check" – Retailers under the microscope

Since 2022, Sentience has combined political advocacy with targeted engagement with major retailers. In doing so, we act simultaneously on legislative levers and market dynamics. During previous campaigns, we collected 23,000 signatures demanding "Animal Dignity Everywhere". Together, we were able to create pressure and open dialogue. Sentience engaged in discussions with retailers, but despite promises and some progress, change has stagnated. We therefore intensified the pressure by involving consumers directly.

With our "Chicken Check", we placed Migros, Coop, Aldi, and Lidl under scrutiny, and examined the value they assign to chicken welfare. The results of our analyses were summarised in four reports. One thing is clear: they can do better. A problem across the entire sector is the use of fast-growing breeds. They are used for their efficiency and high economic yield but cause immense suffering to animals.



In a total of five reports on Migros, Coop, Aldi, Lidl, as well as a final report, we show how the companies perform in comparison to the standards of the European Chicken Commitment (ECC).



Photo: Tier im Fokkus (TIF)

Fast-growing hybrid chickens live only 30 days and gain weight so quickly that, by the end of their short lives, they can barely stand. Many develop cardiovascular problems because their hearts can no longer properly supply the body with blood. Between 2 and 4% of animals die on farms before even reaching slaughter. As long as these breeds continue to be used, suffering will remain embedded in the system.

To increase public pressure on retailers and push them toward urgently needed change, we called on consumers to send emails to retailers demanding better conditions for broiler chickens. At the end of the first phase of the campaign, 10,927 emails had been sent to Migros, Coop, Aldi and Lidl. Consumer pressure combined with media coverage accompanying the publication of the final report opened new doors for dialogue with retailers. In 2026, we will continue this work: with fact-based analyses, constructive and challenging discussions, and campaigns highlighting the improvements that are both possible and necessary.

→ sentience.ch/en/project/chicken-check

Considering the capacity for suffering as a crucial moral criterion is the core concern of Sentience.

Invisible animals

In 2024, we launched the “Invisible Animals” campaign to draw attention to forgotten species with whom we share public space: pigeons, rats, bees, and fish. Although their status as sentient beings should be recognised, these animals often remain at the margins of our collective awareness and are deprived of essential protection and care.

Together with various organisations and experts, we developed concrete recommendations to improve the welfare of each species. Nearly 35,000 signatures were collected through four petitions, each targeting the specific challenges faced by a species. This mobilisation shows that even for

those who cannot be heard, our society is ready to act; and that change is possible when we give them a voice.

This year, with four petitions and approximately 35,000 signatures, we brought pigeons, rats, bees, and fish to the centre of political debate. We submitted our demands to allied parliamentarians working at both municipal and national levels. Together, we made these animals visible and placed their needs on the political agenda. Some proposals have already been submitted to Parliament; for others, we are waiting for the right political window; and we remain determined.

[→ sentience.ch/invisible-animals](https://sentience.ch/invisible-animals)



Photo: Timothy Oesch

Strong foundations for sustainable growth

In 2025, we also took the time to reflect on our work critically and to draw essential lessons for the development of our organisation.

We recognise that daily challenges cannot always be avoided. We are all the more convinced that we can only sustainably increase our impact by learning from our experiences, questioning our processes, and continuously evolving our structures.

We are convinced these lessons will help us consolidate our structures and increase our long-term impact for animals.



Financial stability as a foundation for the future

After several demanding years, we succeeded in stabilising our financial situation in 2025, and closed the fiscal year with a slightly positive result – a first in a long time. This development confirms the relevance of the measures implemented; and it allows us to plan more confidently for the long-term, whilst deploying our strategic projects more sustainably.



Strengthened partnerships as a key to success

We placed particular emphasis on developing and maintaining durable partnerships with foundations and institutional partners. Strengthening these collaborations highlighted the value of co-creation, joint planning, and regular exchange in designing high-impact projects. We intend to continue along this path, deepen these partnerships, and jointly develop new ambitious initiatives.



Growth brings responsibility

With our new Outdoor Access Initiative, we have embarked on one of the most ambitious projects in our organisation's history. Such commitment opens new opportunities but also brings greater organisational and strategic demands. We gained valuable experience in project management, resource planning, and internal coordination – skills that will strengthen our work in the long-term.



Photo: KAGFreiland

2026: Political impact and organisation development

Whilst some projects have been completed, others are only just beginning. For Sentience, 2026 will be a year focused on implementation, mobilisation, and strategic development.

With the launch of the Outdoor Access Initiative, the continuation of our work with the retail sector, and new momentum for more sustainable food systems, we are advancing our political projects with determination. At the same time, we are strengthening our internal structures and financial base, because sustainable impact depends not only on strong campaigns but also on clear processes and stable resources. We look forward to continuing this journey alongside you.

Sustainable development of internal structures /

It is in Sentience's DNA to achieve as much as possible with as few resources as possible for those who are often forgotten in our society: animals. Next year, we will place particular emphasis on automating and simplifying operational tasks so that our resources can be invested directly in our projects.

Launch of the Outdoor Access Initiative /

In the summer of 2026, we plan to launch our new federal popular initiative, driven by a simple demand with the potential to generate considerable impact: all animals raised for agricultural purposes must have regular access to the outdoors. This would be a fundamental step toward animal-friendly agriculture.

Building on the foundations laid by our pre-campaign, through which we secured more than 300,000 pledged signatures, we are preparing for a strong launch of the signature collection. It is no secret that one of the key ingredients of a successful campaign is funding. Building a strong volunteer network, preparing briefings and arguments, planning signature collection events, and producing and distributing campaign and signature materials are all essential elements that contribute to the success of our signature drive, and they require significant resources. For this reason, we will launch a crowdfunding campaign in the spring with an ambitious goal: CHF 200,000 in start-up funding for the initiative. It is an impressive amount, but so is the support we have already received. We are confident: it will be a challenge, but together we can rise to it.

It is in Sentience's DNA to achieve as much as possible with as few resources as possible for those who are often forgotten in our society: animals.

Maintaining pressure on major retailers /

The first phase of the email campaign is now complete, with 10,927 emails sent, and a second phase is already planned for early next year. By combining collective mobilisation campaigns with efforts to engage in dialogue with retailers, this project aligns perfectly with the search for solutions that are both systemic and pragmatic. Solutions that aim to reduce the suffering of non-human animals as effectively as possible. In the year ahead, we will continue our work with retailers through evidence-based analyses, discussions that are both constructive and challenging, and campaigns highlighting the improvements that are both possible and necessary.

Urban initiatives for sustainable food systems /

Sentience has always been driven by the conviction that the suffering and interests of all beings matter, and by the aspiration to create a positive impact for as many as possible. This has led us to identify the food sector as a particularly promising point of synergy. In addition to its negative impacts on the environment and human health, the suffering of animals used for agricultural purposes is immense. Despite this, the issue remains severely neglected: although dietary change represents one of the most effective ways to create a major impact with relatively little effort, food is still far too rarely addressed seriously within sustainability discussions.



Photo: KAGfreiland

The food sector offers great potential for impact with relatively little effort.

These observations were true in 2014, when Sentience was founded, and they remain true more than ten years later. For this reason, in 2026, we will reconnect with our roots and continue the work on sustainable food systems that began more than a decade ago. Building on the lessons learned from our earliest initiatives, we will evaluate the most effective ways to make urban food systems more sustainable together with local stakeholders; and thereby act where decisions about what ends up on our plates are made every day.

Ensuring financial stability to strengthen our impact

Building on the positive financial development recorded in 2025, we are determined to continue along this path. Our objective is to ensure the long-term financial stability of Sentience and to anchor our commitment to animals on solid and sustainable foundations.

One of our priorities is to diversify our sources of income further. In addition to membership contributions and individual donations, we are strengthening our collaboration with foundations and developing new forms of support. We also aim to build financial reserves in order to consolidate our independence and preserve our capacity to act, even in times of uncertainty. In particular with the upcoming Outdoor Access Initiative in mind, having stable resources and clear structures is essential to carry out such an ambitious project effectively and sustainably. A strong financial base allows us to plan our political projects over the long-term and to amplify our impact for animals further. We are convinced that, with the support of our community, we will be able to continue the positive momentum of 2025, and we sincerely thank you for your trust.

Together, we will continue to place the interests of animals at the heart of society in 2026.



Photo: KAGfreiland

A strong community for animals

Our work for animals relies on the support of our members, donors, and funding partners. In 2025 as well, we were able to count on a committed community that shares and supports our vision of a society free from animal suffering. We are deeply grateful for this trust and solidarity.

One highlight was our **2025 Matching Challenge** at the end of the year. Thanks to the generous support of committed donors, every donation was doubled up to a maximum amount of CHF 60,000. With the help of our community, we were able to raise a total of **CHF 123,556** through this campaign. Achieving such a result in such a short period of time is a powerful signal of collective engagement and impressively demonstrates what becomes possible when many people act together.



We were particularly moved by the many messages we received: from people making their first donation, long-time supporters renewing their trust, and those who encouraged their friends and family to get involved as well. These expres-

sions of solidarity not only provide an essential financial foundation for our work but also serve as a powerful source of motivation and hope.

Our thanks also go to the **foundations** and institutional partners who share our vision of a future without animal suffering and support us with trust. Their contributions play a decisive role in enabling the sustainable and effective implementation of our projects. We thank the **Open Wing Alliance**, the **AF Tierschutzstiftung Foundation**, the **tierschutz.ch Foundation** the **Marlis and Gisela Zingg Foundation**, as well as **Craigsl** for their trust and valuable support.

Whether through financial contributions, volunteer engagement, or sharing our demands, every form of support makes a difference. It enables us to continue our work and commit ourselves fully to building a society in which animals are protected from suffering.

Without you, our work would not be possible. Thank you from the bottom of our hearts for your support and trust.

SUPPORT SENTIENCE

Our heartfelt thanks for every donation!

→ sentience.ch/en/donate



Balance sheet

Assets /	31.12.2025	31.12.2024
↓ Liquid Assets		
PostFinance	285'934.26	192'408.63
PayPal CHF	3'895.18	3'895.18
PayPal EUR	107.06	107.06
Payrexx	1'959.80	0
↓ Other short-term receivables		
Current account with pension fund	307.10	0
Social Security current accounts AHV, IV, EO, ALV	0	4'864.40
Current account accident insurance	79.35	0
↓ Prepaid Expenses		
Expenses prepaid for the following year	9'410.15	0
Total Current Assets	301'692.90	201'275.27
Total Assets	301'692.90	201'275.27
Liabilities /	31.12.2025	31.12.2024
↓ Accounts payable (creditors)		
Payables for materials and goods	15'973.54	24'883.25
Advances received from third parties	240.00	0
↓ Current liabilities		
Credit card payable (PostFinance)	1'313.25	0
↓ Other short-term liabilities		
Social Security current accounts AHV, IV, EO, ALV	6'363.25	0
Current account accident insurance	0	435.50
Withholding tax	477.60	998.20
↓ Current provisions		
Other current provisions	23'170.18	0
↓ Accrued expenses		
Accrued expenses	108'216.23	90'595.98
Outdoor access initiative	32'164.81	0
Werbemist platform	19'820.20	0
Total Liabilities	207'739.06	116'912.93
→ Equity	84'362.34	177'596.00
↓ Annual Result		
Annual profit /-loss	9'591.50	-93'233.66
Total Equity	93'953.84	84'362.34
Total Liabilities and Equity	301'692.90	201'275.27

Income statement

Association Operating Income	2025	2024
Membership fees Sentience	42'285.00	37'162.00
Donations Sentience	209'742.63	202'351.53
Donation-related services (Sentience)	10'979.75	0
Institutional funding (Sentience)	111'224.57	79'449.98
Outdoor access initiative	48'065.19	0
Werbemist platform	2'179.80	0
Total Operating Income	424'476.94	318'963.51

Gross Operating Surplus	2025	2024
→ General Assembly	-486.70	-1'242.20
→ Retreat	0	-884.95
↓ Projects and Campaigns		
Invisible Animals	-130.40	-8'437.28
Anniversary	0	-8'653.04
Chicken Check	-4'559.99	0
Other Sentience campaigns	-1'342.94	-4'231.04
Outdoor access initiative	-32'679.48	0
Werbemist platform	-2'179.80	0
↓ Events		
Lectures	0	-540.00
Various events	-613.70	-1'614.00
Gross Operating Surplus	382'483.93	293'361.00

Expenses	2025	2024
↓ Personnel Expenses		
Salaries	-268'414.43	-281'937.75
Allowances	0	-2'316.00
Payments from Social Insurance	0	26'459.15
AHV, IV, EO, ALV contributions	-16'996.00	-17'352.35
Family Allowance contributions	-4'046.70	-4'252.30
Pension fund contributions	-12'064.40	-14'587.40
Accident insurance	-279.25	-618.10
Daily sickness benefit contributions	-1'501.05	-1'577.25
Training and education	-330.00	-69.99
Expense reimbursements (actual)	0	-904.45
Travel, vehicle, accommodation expenses	-518.10	-800.00

(Continuation Expenses)	2025	2024
Staff events	-1'280.70	-523.95
Other personnel expenses	-392.35	0
External services costs	-15'760.00	-22'227.46
↓ Office Space Rental		
Rent	-16'719.50	-19'508.00
↓ Insurance Policies		
Property insurance	-1'464.15	-1'233.15
Dues, fees and permits	0	-2'949.76
↓ Administrative and Consulting Expenses		
Office supplies	-3'731.29	0
Postage	-1'251.85	-1'566.58
Accounting and consulting	-12'192.10	-18'932.30
Other administrative expenses	-501.35	-350.55
→ IT Expenses	-5'465.95	-6'214.58
↓ Marketing Expenses		
Website modifications	0	-3'515.40
Printed advertising material/Advertising material	0	-5'553.38
Website and online advertising	-4'153.18	-511.29
Operating profit (EBIT)	15'421.58	-87'681.84
Annual Result	2025	2024
↓ Financial Income		
Interest from bank deposits	26.33	51.17
↓ Financial Expenses		
Bank fees and payment provider charges	-5'856.41	-5'585.91
Foreign exchange differences	0	-17.08
Annual Result	9'591.50	-93'233.66

**Our vision is a
society in which
animals are
protected from
suffering.**



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SUPPORT SENTIENCE

By donating to Sentience, you are helping to create a society in which the interests of all sentient beings are taken into account – regardless of their species affiliation. As an organisation solely funded by donations, our projects depend on the support of people like you.

**We are grateful
for each and
every donation!**



➔ sentience.ch/en/donate