



the humane league

Every Animal Has a Voice

1601 Walnut Street, Suite 502
Philadelphia, PA 19102

April 1st, 2014

To Animal Charity Evaluators:

Attached is a breakdown of our 2013 spending, time allocation, and accomplishments.

If you have any questions, don't hesitate to contact me at (617) 877-3589 or at david@thehumaneleague.com.

Very sincerely,

A handwritten signature in black ink, appearing to read 'DCH', written in a cursive style.

David Coman-Hidy
Executive Director
The Humane League

Item 1: A detailed breakdown of your budget and time allocation by activity would be very helpful to us, especially in combination with what you see as the main achievements of each activity.

Programs Total: \$366,935

Salaries: \$133,349

Transportation: \$23,283

Campaign Supplies: \$23,500

Online Ads: \$186,803

Administrative Total: \$33,370

Salaries: \$14,308

Insurance: \$8,062

Office Space: \$11,000

Fundraising Total: \$38,274

Special Events: \$7,430

General Fundraising (printing, postage, merchandise): \$30,844

Our 2013 Campaign Offices were located in:

Boston

Philadelphia

Baltimore

Dallas

Charlotte (Fall 2013 opening)

NYC (Spring and Summer 2013 only)

Our directors in those cities have a rough time breakdown along these lines for 2013:

45% Outreach: Leafleting and restocking newsracks, FB ads

25% Campaigns

15% Humane Education

15% Fundraising

The remainder of our staff—the Executive Director, Director of Campaigns (this was a single position in 2013) cover all national campaigns and support the other local campaigners with a portion of their time. These staff also help to carry out the leafleting and campaigns in their own cities (Boston and Baltimore)—both positions are almost entirely programming positions. The Director of Operations covers all fundraising support for local offices and manages the organizations finances and other operational concerns.

Online Ads: Our Facebook ads reached slightly over 1 million teenage women in the United States, England, Canada, and Australia in 2013, at a lower cost-per-conversion (judged based on VSK click rates) than any other organization running similar ads to English-speaking audiences. We started Spanish ads at the very end of the year with low volume in 2013, and our Spanish ad campaign will reach about 1.2 million people in 2014.

Humane Education: We spoke to 3,753 high school and college students. We also participated in the ACE Humane Education study.

Leafleting: 768,665 leaflets were distributed (including Warped Tour) by THL in 2013. These leaflets are a mix of Compassionate Choices (VO), Warped Tour Leaflets (VO), and Something Better (FS). The majority of these leaflets are distributed on the college campuses in our campaign regions, with a smaller portion distributed at concerts and other events where our target demographic will be present. We also participated in the ACE Humane Education Study.

Warped Tour: We carry out Warped Tour once per year in union with Vegan Outreach. They print the special leaflets that we help design (featuring Warped Tour bands), and we provide most of the manpower as well as cover all costs and the rental car. Warped Tour lasts for about 2 months each summer, and we distribute booklets to concertgoers as they leave at each event, usually between 6 and 10 thousand a night. In 2012 we distributed a 330,000 leaflets, last year 317,660 (they had reduced attendance and we had one staff member who had to drop out to help a family member). This year I expect between 300,000-350,000 booklets to be distributed. We also work with local activists to recruit volunteers for each date and to find free housing with activists on the road. On average, only two rooms in a hotel are rented total and all other nights are spent with local hosts.

Newsracks: 136,479 Veg Starter Kits distributed. These are a majority PETA VSKs, with a smaller number of MFA VSG's mixed in.

Corporate Policy Campaigns: Boston, Philadelphia, and Baltimore have completed their cage-free campaigns, so this semester we are in the process of working on Meatless Mondays campaigns. We will be meeting with the directors of school district dining to have them drop meat from the district menus one a day a week, which will have a huge and measurable impact (in terms of meat-free meals served).

2013 Cage-Free Campuses:

The following campuses have made a 100% switch to cage-free eggs, both shell and liquid.

Brown University
Boston College

Smith College
McDaniel College
Community College of Baltimore County
Catonsville
Gannon University
Mt. Aloysius University
University of Illinois: Chicago

2013 Corporate Changes:

[Sodexo](#) (one of the nation's largest food service providers) — Pledged to eliminate battery cage farms from their shelled egg purchasing (39 million annually) by 2017, sparing 150,000 hens annually.

[Aramark](#) (one of the nation's largest food service providers) — Pledged to eliminate battery cage farms from their shelled egg purchasing (30 million annually) by 2017, sparing 113,000 hens from cages annually.

[Au Bon Pain](#) (international cafe chain with 200+ locations) — Pledged to completely eliminate gestation crates and battery cages from their supply chain by 2017.

[Johnsonville Sausage](#) (one of the nation's largest sausage producers) — Pledged to eliminate all gestation crates from their supply chain by 2025. In 2009, Johnsonville was slaughtering 3,250 pigs every day, more than any other company.

[Metz Management](#) (smaller dining provider) — transitioning to 100% gestation-crate and cage-free egg purchasing. Transition already impacting about 4,000 egg laying hens each year (with more to come), and 150,000 lbs. of pork purchasing already switched away from crates.

ABP and Johnsonville were exclusively THL victories. Aramark and Sodexo had been meeting with HSUS, we added lots of grassroots pressure in the form of petitions and negative websites that, in combination with the HSUS negotiations, resulted in a switch. Of course, our history of getting dozens of campuses that contract those two companies also paved the way for the change. Metz was pressured/communicated with for a while by our Maryland office, and are now fully cage-free.

Labs: Our total spending for Labs over 2013/2014 will be \$30,000. I've attached the studies that we have carried out or are in the process of carrying out.

Item 2: If you have set specific goals for what you wanted to accomplish in the past, have you achieved them?

In terms of our regional approach, absolutely. We have a franchise model based on the campaigns we know to be replicable and high-impact. Our goal has been to expand (as funding allows) into a new city and carry out the above listed campaigns systematically, and we have had great success with this. By creating a detailed list of which cities we

want to cover, we know where we can do the most good—and we have been able to start setting up work in these areas one by one. We also have been able to, without slowing down our campaigns, become self-sustaining in those cities, meaning that we can continue to grow in this way.

Outside of that, our other two major goals in the last year were to expand into other countries with our online ads and expand our campaigns to target national groups. Our foreign ads in 2014 have been incredibly promising, and our national campaigns have been going very well.