



A GREATER GOOD FOR ALL

A Guide to Effective Giving



ANIMAL CHARITY EVALUATORS



HELPING PEOPLE **HELP ANIMALS**

We work to identify the most effective animal charities so that supporters can have maximum impact with their donations. We also provide advice to all organizations and advocates on how they can be most effective with their time.



OUR MISSION

Animal Charity Evaluators (ACE) is a research-based evaluative organization dedicated to finding the most effective ways to help animals.

OUR GOAL

We assist compassionate volunteers, donors, and professionals in making informed decisions on how to help as many animals as possible. We do this through researching which charities operate most effectively as well as through recommending high-impact interventions to activists and charities alike.

OUR PHILOSOPHY

We use evidence and reason to determine the most impactful ways to help animals. A charity's impact is much more important to us than the percentage of their budget spent on overhead or the use of anecdotal metrics. We believe that you can be substantially more effective by carefully considering where you donate your time and money.

A LETTER FROM THE EXECUTIVE DIRECTOR



Jon Bockman,
Executive Director

“Wait, so you’re like Charity Navigator, right?”

This has been my most frequently asked question over the past year, and with good reason: People are taking notice of our work. Last year over 800 people used our recommendations to influence their giving, donating \$828,000 to our recommended charities. As we’ve grown, more and more people are learning about us for the first time, and many of them don’t realize the scope of what we do.

Yes, we do evaluate charities like Charity Navigator does, but we use a very different system for doing so. Instead of using star ratings, we use our seven criteria to rigorously evaluate specific animal charities that are working in high impact cause areas. With a strong focus on results, we publish detailed reports on these charities and make recommendations to donors on where their money can be used most effectively.

This guide provides brief summaries of these reports on our top selected charities for 2016. We invite you to read through this booklet, and learn how you can be most effective with your time and money. With so much suffering at stake, we owe it to the animals to research the best ways to help them, and Animal Charity Evaluators is here to help lead the way.

Jon Bockman, Executive Director
Animal Charity Evaluators



CHARITY **RECOMMENDATIONS**

One of our main goals is to identify the most effective animal charities. We do not rate or grade all organizations, but rather begin our process by examining a large number of charities and selecting the highest performing groups at each stage of the process until we are left with our top recommendations.

TOP CHARITY

MERCY FOR ANIMALS

Mercy for Animals (MFA) advocates for farmed animals by conducting undercover investigations, engaging in corporate and legal outreach, running online vegetarian ads, and organizing grassroots outreach events. In particular, their undercover investigations show promise through the multi-faceted positive benefits stemming from their publication and sharing. MFA's professional presentation increases the likelihood of their success in all areas, and they test different arrangements of their materials to maximize impact. They show a willingness to change based on new evidence, and are continually refining their strategic approach in accordance with what seems most successful and cost-effective. We are proud to recognize MFA as one of our top charities.

WHAT YOU GET FOR YOUR \$1,000 DONATION:

- \$310 Undercover Investigations
- \$310 Online Outreach
- \$100 Grassroots Educational Outreach
- \$80 Social Media Outreach
- \$80 Corporate Outreach
- \$80 Legal Advocacy
- \$30 Innovation Program

MFA is working to centralize their efforts, reducing the number of offices they have around the country and instead focusing more on investigations and online advocacy. Given their success and increased presence in advocacy, this move makes sense to us as a way to minimize costs and maximize impact.

WHY WE RECOMMEND MERCY FOR ANIMALS

Overall, we find MFA to be an exceptionally strong organization because of their demonstrated willingness to adjust their programming to seek maximum effectiveness and because of the range of programs they have undertaken with good results. We think their undercover investigations and related corporate and legal campaigns are particularly promising approaches, and that they are using funding for online ad campaigns effectively. We are pleased to recommend donating to them.

ROOM FOR FUNDING

We think MFA could use about \$1,000,000 in increased funding this year, which they would use to expand their online ads program as well as programs such as non-US investigations and their new project, the Good Food Institute. We think they might also create new programs, as they did this past year, to spend more funding. We expect them to continue adapting to new evidence, dropping programs that aren't working well and expanding those with room for effective expansion.



Mercy For Animals
8033 Sunset Blvd. Suite 864
Los Angeles, CA 90046
(866) 632-6446
info@mercyforanimals.org

To make a donation please visit:
www.animalcharityevaluators.org/mfa

MERCY FOR ANIMALS

TOP CHARITY

THE HUMANE LEAGUE

The Humane League (THL) works to reduce suffering of farmed animals through conducting online advertising, organizing grassroots outreach, instigating cage-free and Meatless Monday campaigns, giving presentations, and engaging in corporate outreach. THL shows exceptional strength in their desire to test for effectiveness, as evidenced by their efforts with Humane League Labs, a program designed to evaluate advocacy presentation and methods. They also use the evidence they find to guide their efforts.

The Humane League employs a local model. We find their approach of continually adding local offices an intriguing method to increase their presence and impact, as they claim their new offices are self-sustaining in fundraising within two years of opening.

WHAT YOU GET FOR YOUR \$1,000 DONATION:

\$450 Grassroots Outreach

\$320 Online Ads

\$220 Cage-free Egg and Meatless
Monday Campaigns

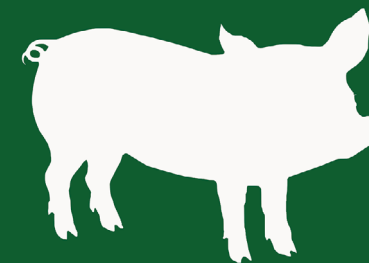
\$10 Research

WHY WE RECOMMEND THE HUMANE LEAGUE

The Humane League has an exceptionally strong commitment to using studies and systematic data collection to guide their approach to advocacy. They also have room for considerable amounts of increased funding to support both local offices and the corporate campaigns program. Our cost-effectiveness estimates show that their overall effectiveness is in line with that of other organizations we have evaluated in this depth.

ROOM FOR FUNDING

We think THL could use at least \$380,000 in increased funding this year. We expect them to expand their campaigns department, which grew significantly in 2015. We also expect them to open at least two new local offices and think it's likely they'll expand their new college outreach program.



the humane league

The Humane League
1601 Walnut St. Suite 502
Philadelphia, PA 19102
(888) 211-5241
info@thehumaneleague.com

To make a donation please visit:
www.animalcharityevaluators.org/thl

THE HUMANE LEAGUE



TOP CHARITY

ANIMAL EQUALITY

Animal Equality advocates for animals by conducting undercover investigations and promoting them through media outlets. They also conduct grassroots outreach, including demonstrations, protests, leafleting, and video showings. Related to their undercover investigations, they also conduct some legal and corporate outreach efforts.

Animal Equality has branches in several countries, including the United Kingdom, Germany, Spain, Mexico, India, Venezuela, and the United States. We think their model of employing local activists to lead offices while coordinating actions internationally amplifies their effectiveness both by allowing them to present materials to more people and by directing resources to locations where they can be particularly effective.

WHAT YOU GET FOR YOUR \$1,000 DONATION:

- \$460 Undercover Investigations
- \$300 Social Media/Online Outreach
- \$140 Grassroots Outreach
- \$40 Legal Advocacy
- \$40 Corporate Outreach
- \$20 Protests

WHY WE RECOMMEND ANIMAL EQUALITY

We think Animal Equality does an exceptional job given the resources they possess. They are able to produce and market undercover investigation videos at a low cost relative to other organizations, and their efforts to evaluate and improve their work are strong. They exhibit high levels of transparency and work with many other groups to achieve their goals. Their leadership shows a strong understanding of strategy.

We find that Animal Equality presents an excellent giving opportunity because of their ability to produce good work on a low budget and their evidence-driven outlook, and are pleased to recommend donating to them.

ROOM FOR FUNDING

We think Animal Equality could use up to \$390,000 in increased funding this year. They want to build an investigations department in the US, develop their 360° investigations program, expand educational outreach programs (both online and in person) in England, India, Mexico, Venezuela, Spain, Germany, and Italy, and hire fundraisers in the US and Spain.

animal
EQUALITY
INTERNATIONAL

Animal Equality
8581 Santa Monica Blvd. #350
Los Angeles, CA 90069
(424) 400-2860
info@animalequality.org

To make a donation please visit:
www.animalcharityevaluators.org/ae

ANIMAL EQUALITY

STANDOUT CHARITIES



ABOUT OUR RESEARCH



Allison Smith,
Director of Research

To date, we've considered hundreds of animal charities for our recommendations. We pick out a very small number of these organizations to feature as our top recommended charities each year, basing our decisions on their commitment to finding the most effective ways to help animals, the proven results of their programs, and their ability to use additional funding well. We keep the list short to highlight the groups that we think are the very best giving opportunities, but what about the rest?

Well, the truth is that many other groups we look into are also very strong organizations. We highlight some of these as standout charities. While our top charities are the best overall picks for evidence-focused donors, our standout charities each excel in some way that we want to recognize.

For example, the Albert Schweitzer Foundation does similar work to our top charities and is very thoughtful about effectiveness. Because they do most of their work in Germany, we think that they may be less impactful simply because the policy commitments they obtain don't have quite the same scope as commitments obtained by similar organizations working in the more highly populated US. For another example, the Nonhuman Rights Project is an ambitious attempt to create a legal climate in which it would be drastically easier to protect animals' rights, but we're uncertain whether the project will succeed in benefiting large numbers of animals. In both cases, we recognize them as standout charities to highlight their work and help donors find groups to support that fit their values.

Of course, the list of animal advocacy groups doing good work doesn't end with our standout charities. But we encourage you to take a look at our top and standout groups and see if one strikes your interest, because every group on these lists has at least one great feature that distinguishes them from the rest.



THE IMPACT OF **YOUR DONATION**

You can significantly increase your impact by supporting the most effective animal charities. We conduct research so that you can maximize the good you do for animals through your donation.

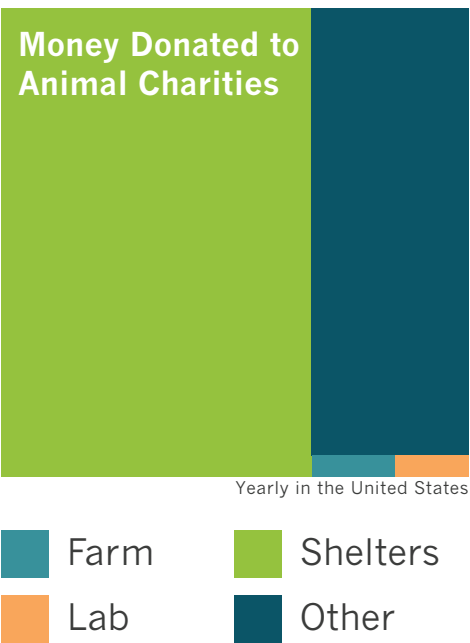
THE IMPACT OF YOUR DONATION



CAUSE PRIORITIZATION

Despite farmed animals representing the largest percentage of animals that are used by humans (over 99%), charities that exclusively advocate for farmed animals receive less than 1% of donations given to animal charities. These charts suggest that typical donors and volunteers should concentrate their efforts on preventing the suffering of as many factory farmed animals as possible.

Further evidence for this can be seen in the impact that donations have across different causes. Using estimates from major humane



societies across the United States, we found that a typical shelter saves an average of 2.45 animals per \$1,000 donation. In comparison, our top charities spare an average of over 11,000 animals from a lifetime of suffering per \$1,000 donation.

Because of these facts, we strongly recommend supporting farmed animal charities—specifically, our top charities found in this booklet.

SUPPORT OUR WORK

Animal Charity Evaluators (ACE) provides recommendations to advocates, charities, and donors on how to be most effective for animals. You can see some of the impact of our work in the graph below, which shows that we influenced \$5 in giving to our recommended charities for every \$1 that we spent in 2015, effectively multiplying the impact of every dollar that donors invested in ACE's research five times over.

However, our programs do much more than move money to our top charities. Our recommendations and evaluations provide much-needed advice to charities and individuals on how to improve their own work for animals. Most of the charities that we consider don't have programs in place to self-evaluate, so our efforts help provide a framework that they can use to improve their advocacy for animals. Furthermore, we are increasing our research of various advocacy intervention models to determine which ones have the greatest impact. This will provide organizations and advocates with invaluable information so that they can focus their efforts on the methods that are proven to open the most eyes to the realities of animal suffering.

Please consider supporting ACE, in addition to our top charities, so that we can continue pushing the animal advocacy movement toward a more strategic and impactful future that will result in the greatest reduction in animal suffering.



Animal Charity Evaluators
P.O. Box 5482
San Diego, CA 92165
(619) 363-1402
info@animalcharityevaluators.org

To make a donation please visit:
www.animalcharityevaluators.org/ace



“Many people tell me that they want to change the way we treat animals, but don’t know to which organization they should give. I’m very pleased that now I can point them to Animal Charity Evaluators, where they can find the best available research and thoughtful discussion to answer that difficult and very important question.”

–Peter Singer, Professor at Princeton University;
Author of *Animal Liberation*



www.animalcharityevaluators.org