

Open Cages Overview (2017)

STRATEGY

- Get animal protection to be recognized as an important social and political issue
- Engage politicians and institutions in campaigns aimed at improving welfare of farmed animals
- Organize interventions and initiate court cases involving farmed animals
- Carry out investigations and campaigns with large media impact
- Foster communication with the public and presence of animal advocacy in the public sphere
- Cooperate with local communities opposing factory farms
- Shape an animal-friendly market
- Cooperate with companies to persuade them to introduce more plant-based options
- Persuade companies to resign from practices that are harmful to animals
- Aid plant-based food producers in reaching potential customer base
- Create opportunities for B2B cooperation in plant-based sector
- Promote plant-based diet by creating campaigns targeted at specific social groups
- Develop our organization and create a strong animal rights movement in our region
- Increase the budget
- Recruit activists regularly, provide introductory and internal training
- Share knowledge and skills with other organizations
- Create clear and attractive materials informing about our successes
- Support the work of our team abroad

OUR VALUES

- Our actions focus on farm animals, especially factory farming
- We believe that farming animals for meat, eggs, milk, and fur is a very serious problem, especially due to the number of animals involved
- We encourage people to take any steps that would reduce the consumption of animal products
- We don't show veganism as the only way to go, as it is quite unrealistic—we want to speak a language that our parents would understand
- We present the plant-based diet as simple and delicious
- Highly processed or ready-made meals may not be the healthiest option and should not be the foundation of our diet, however, in many cases they save our life—we show that being vegan means giving up animal products, not the flavors we have always enjoyed
- We believe that people are our partners in change, not our enemies
- We don't attack vegetarians or people who buy "organic" meat, we always try to look at the bright side and not start conflicts
 - In a society where most people eat meat without giving it any thought, convincing a single person to take a step in the right direction is a success

- We believe in scientific sources
- We rely only on respectable sources—in our opinion, the truth is our weapon against animal farming, and if someone proves that we are twisting the facts, we lose our credibility which is unfortunate for the animals
 - We don't use misstatements even if it would help us
- We believe in effective activism
- We read and study a lot so that we know how to reach people most effectively
 - If we decide that our initial ideas were not perfect, we are ready to change our mind or approach, as long as it's justified
 - We don't stick to our ways just because "we have always done it this way"
 - We always try to innovate and improve the way we work
- We adjust our work to the goals we set
- We don't act in accordance with what we want to do in a given month or year
 - First, we set goals, then we decide what would be the best way to achieve them
- We take risks
- We are willing to try crazy things and take risks because we know there can be no success without it
 - We know that many times we will fail but if we didn't try at all we would always fail
- We are "your" organization
- We assume that if we agree on the above matters, we don't have to ask for permission every time we want to do something
 - We make decisions using common sense, taking into consideration the well-being of animals (and the whole organization)

BUDGET

- 2013 - \$11,169
- 2014 - \$41,818 | Growth 274.42%
- 2015 - \$66,234 | Growth 58.39%
- 2016 - \$162,573 | Growth 145.45%

SOURCE OF INCOME (2016)

- 81% individual donations
- 11% grants
- 6.5% - for-profit activities (mostly CARE Conference)
- 1.5% support from business

STAFF

Currently (2017) we are hiring 6 people in Poland. In 2016 we had 3 paid positions.

- Volunteer Coordinator
- Fundraising and Development Coordinator

- Accounting and Merchandise Coordinator
- Campaign Coordinator
- Corporate Outreach (grant from Open Wing Alliance) Coordinator
- International Coordinator

We also received a grant from OWA to hire 2 people in Ukraine (Corporate Outreach and IT) and a grant from PETA to hire one person in Lithuania and one person in Estonia.

Our activities and campaigns are mostly run by volunteers. With every new paid position we are trying to expand our volunteer base, so that a hired person is always a volunteer team leader. We believe that this structure is efficient, because each hour that we pay for is multiplied by the number of activists working on a certain campaign or project.