



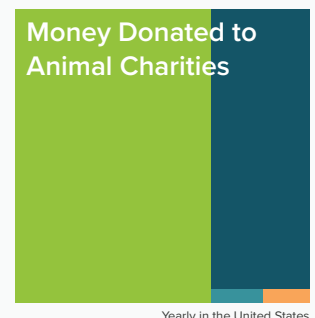
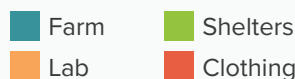
The Importance of Evidence and Research in Effective Animal Advocacy

In an ideal world, enough resources would be available to address all sources of animal suffering. In reality, we are faced with the decision of how to help animals as much as possible with the limited time and money that we have. We can make our resources go further towards helping animals by using evidence and reason to inform our advocacy.

Which animals can we help the most?

Our research shows that farmed animals account for over 99% of all animals used or killed by humans in the US, and their suffering is most often intense. Unfortunately, only 1% of donations to animal charities currently go to those that specifically focus on helping farmed animals.

It seems clear that farmed animals deserve more attention—and funding—than they currently receive.



What is the best way to help?

Determining that farmed animals need our help the most is the first step; next, we need to determine how to maximize the impact of our efforts. Should we invest in grassroots outreach efforts like leafleting and demonstrations? Or should we spend our time and money on campaigns to encourage corporations to change their behavior? What about online advertising?

We feature intervention reports on many commonly used tactics on our website, so you can find the right fit for you. Some methods are more impactful than others, so be sure to read our research to enable you to do the most good.

Which charities are doing the best work?

Our research has identified three animal charities as excellent giving opportunities. These charities focus their efforts on reducing farmed animals suffering and are driven to operate efficiently. They use evidence-based advocacy methods to magnify their impact, and possess a strong strategy to help as many animals as possible. We recommend all three as outstanding animal organizations.



Using research to help animals

Each life is inherently valuable, and we should strive to spare as many lives from suffering as we possibly can. In order to accomplish the greatest good, we must use research and data to inform our work. Numbers help us understand and describe situations that are too large and pervasive for us to comprehend, and provide hard evidence to aid us in making tough decisions about what groups of animals we should prioritize. By maintaining a focus on helping as many animals as possible, advocates and philanthropists can use data to maximize their impact for animals.

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“Only by doing high-quality research into animal advocacy can we really form a sound judgment about where our efforts will be most effective and will be doing the most good for animals.”

—Peter Singer,
Author of Animal Liberation