

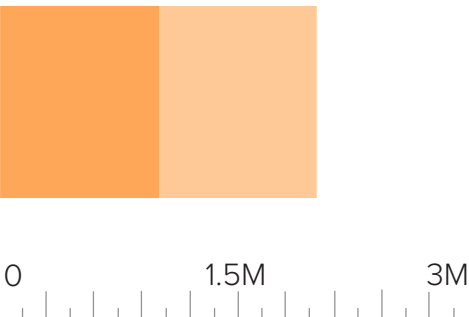
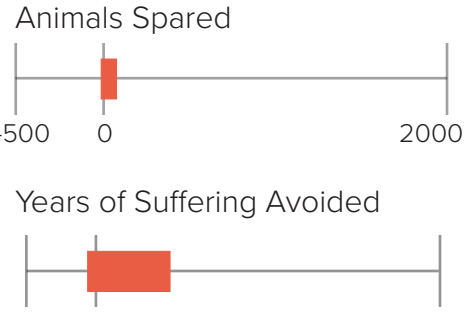


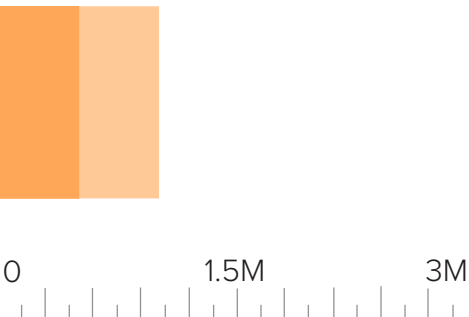


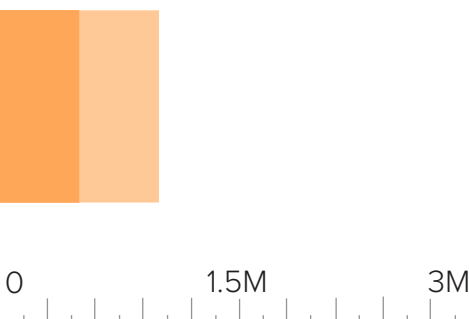
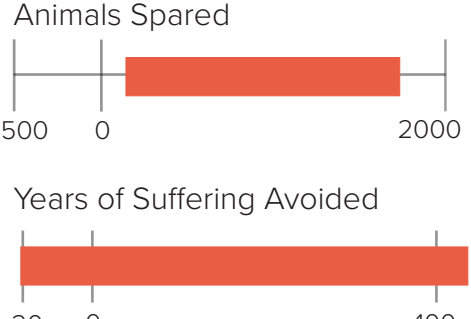


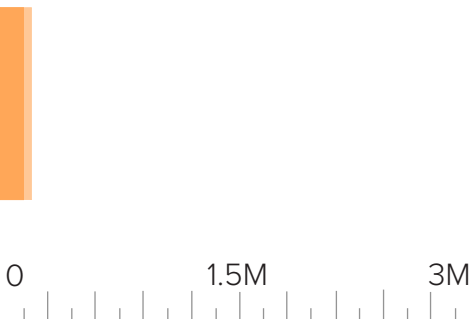
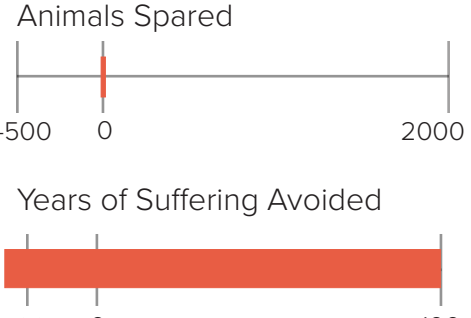


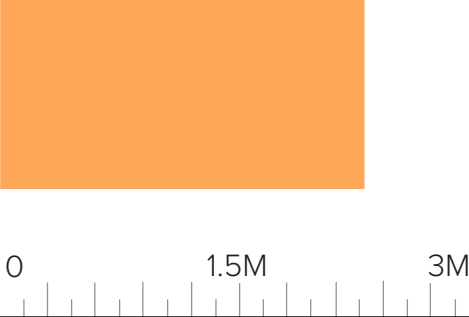
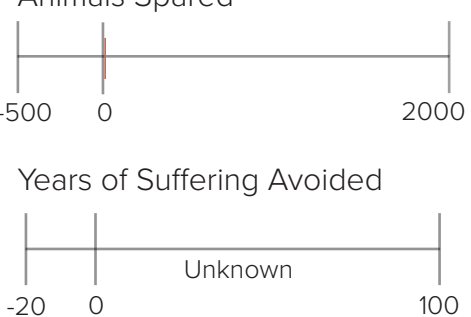


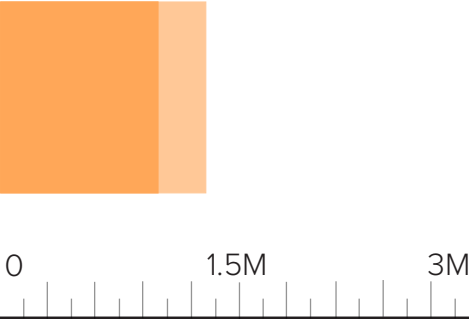
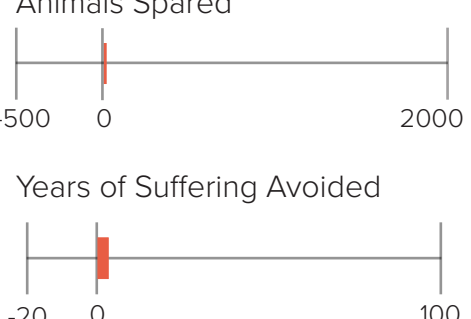


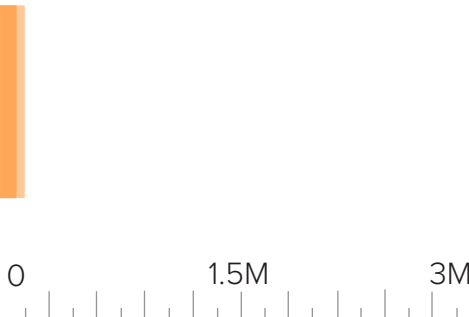
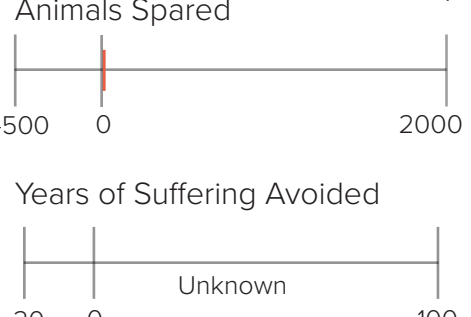


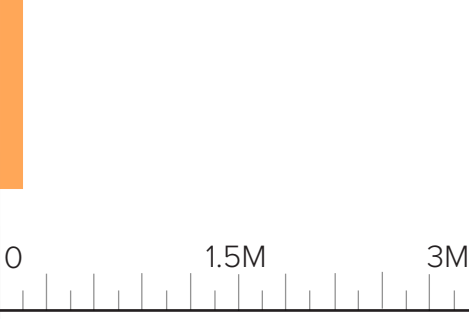
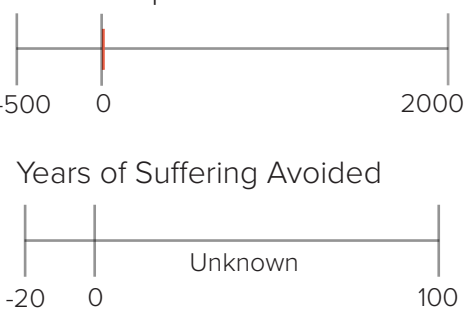


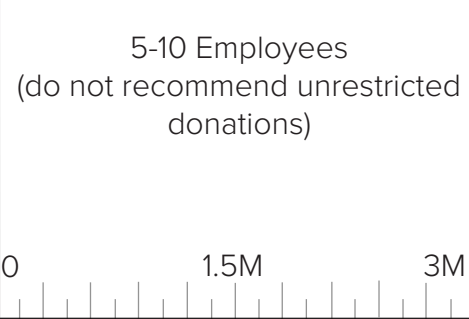
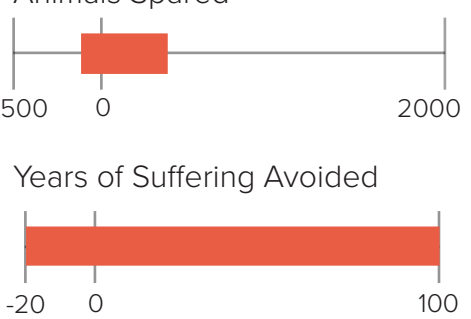


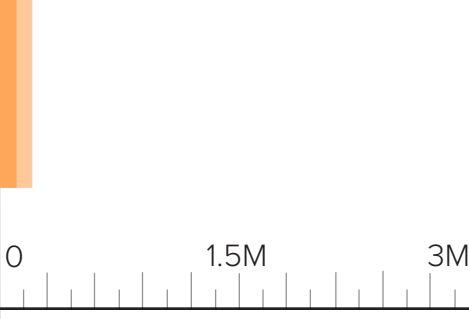


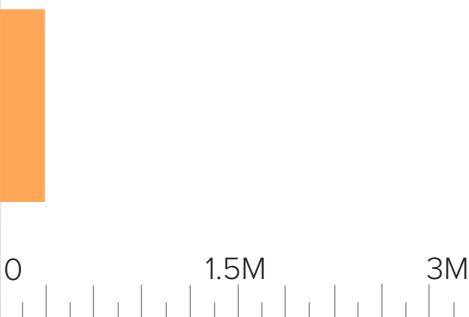


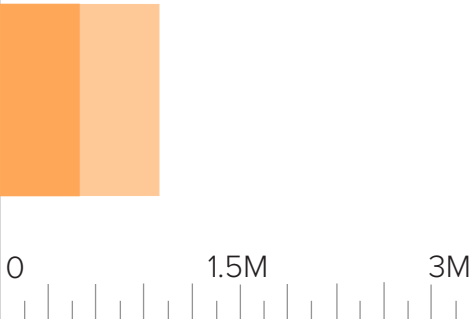
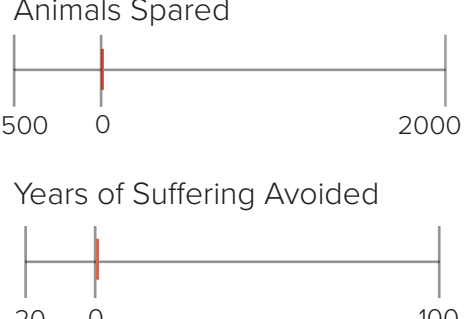


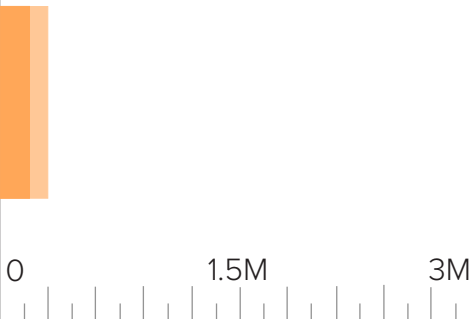
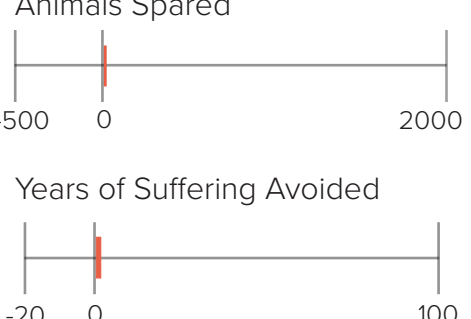




CHARITY COMPARISON CHART

	ORGANIZATION	LAST REVIEWED	FOCUS AREA	ROOM FOR MORE FUNDING	COST-EFFECTIVENESS	BEST QUALITIES	WORST QUALITIES	IMPACT POTENTIAL	KNOWLEDGE OF ORG.
TOP CHARITIES	 MERCY FOR ANIMALS	2016	 Farmed Animal Advocacy		 Animals Spared Years of Suffering Avoided	MFA has a long record of success in carrying out undercover investigations and following through on the additional avenues for influence they provide, including corporate outreach and movement building.	MFA is not planning to conduct increasing numbers of undercover investigations in the U.S. in the near future, and we are less confident in their work in other countries than we are in their work in the U.S.	MODERATE	HIGH
	 THE GOOD FOOD INSTITUTE	2016	 New Food Tech		Unknown	Developing competitive alternatives to animal products could have a huge impact for farmed animals. We feel confident in GFI's leadership and strategic vision.	Their track record is quite short and does not yet include the outcomes they most hope to accomplish, e.g. the launch of new food start-ups and the successful development of cultured meat, dairy, and eggs.	VERY HIGH	LOW
	 the humane league	2016	 Farmed Animal Advocacy		 Animals Spared Years of Suffering Avoided	THL makes strong efforts to assess their own programs and to look for and test ways to improve them. Recently, they've been especially successful with their corporate campaigns.	Those of THL's programs that focus on individual dietary change, like online ads, may not be as effective as their other work. We are especially wary about this level of effectiveness as we are unsure of the right way to measure the results of these programs.	MODERATE	HIGHEST
STANDOUT CHARITIES	 Albert Schweitzer Foundation for Our Contemporaries	2016	 Farmed Animal Advocacy		 Animals Spared Years of Suffering Avoided	Through their work with corporations, ASF helps create changes in key influencers that can ultimately affect large numbers of animals. They actively look for ways to improve their materials and strategy.	Though ASF has expanded their corporate outreach internationally and is expanding some of their programs to Poland, they primarily work in Germany. Their reach is relatively limited due to their focus on programs in Germany.	MODERATE	MODERATE
	 Animals Australia the voice for animals	2015	 Farmed Animal Advocacy	 *	 * Animals Spared Years of Suffering Avoided	Animals Australia has demonstrated an ability to steer public conversation in Australia in a more animal friendly direction, as well as make concrete achievements in various areas including corporate outreach.	While most of Animals Australia's resources are used to advocate for farmed animals, they spend a significant portion of their resources on smaller scale issues. Their reach is relatively limited due to their focus on programs in Australia.	MODERATE	LOW
	 animal EQUALITY	2016	 Farmed Animal Advocacy		 Animals Spared Years of Suffering Avoided	Animal Equality has conducted investigations for a fraction of what other organizations spend on this task. They have a strong understanding of success and failure, and they set goals to increase their impact.	Animal Equality's presence in several countries makes communication and project management more difficult and means that they might not have the resources to take advantage of the outstanding opportunities in each country.	MODERATE	HIGH
	 Animal Ethics	2015	 Antispeciesism and Wild Animal Issues	 *	 * Animals Spared Years of Suffering Avoided	Animal Ethics works in a generally neglected and potentially very important area, especially with their work on wild animal issues. The part of their work that is done in academia is especially promising.	Animal Ethics is a young organization with a short track record. Additionally, because their programs are unique, it is difficult to incorporate comparisons to other organizations in our evaluation of them.	MODERATE	LOW
	 faunalytics	2015	 Animal Advocacy Research	 *	 * Animals Spared Years of Suffering Avoided	Faunalytics supports other organizations by doing research. Even small improvements made as a result of research can substantially increase the number of animals helped if they are applied by many advocates.	Faunalytics could choose more impactful research topics and methodologies. For example, they work on many topics that are focused on a relatively small number of animals.	MODERATE	MODERATE
	 THE HUMANE SOCIETY OF THE UNITED STATES [Farm Animal Protection]	2016	 Farmed Animal Advocacy	 5-10 Employees (do not recommend unrestricted donations)	 Animals Spared Years of Suffering Avoided	HSUS FAPC takes a strategic approach to implementing change and has the advantage of name recognition. They have a strong track record in legal work, corporate outreach, and institutional meat reduction.	Donations must be restricted to the FAPC, since FAPC's work is particularly cost-effective. Donations too small to fund a program or position might be particularly difficult to restrict to this program.	MODERATE	MODERATE
	 NEW HARVEST	2015	 New Food Tech	 *	Unknown	Developing competitive alternatives to animal products could have a huge impact for farmed animals.	We have concerns about how realistic their plans for growth are, and we feel that their track record is too short to resolve these concerns.	VERY HIGH	MODERATE
	 Nonhuman Rights Project	2015	 Legal Rights for Animals	 *	Unknown	Legal personhood and rights could be the most promising avenue for the proper consideration of nonhuman animals in our society.	We have substantial uncertainty as to whether the NhRP's work will bring about this end, and general skepticism about ACE's ability to deliberately affect the rate of progress toward such a long-term goal.	HIGHEST	LOW
	 vebu	2016	 Farmed Animal Advocacy		 Animals Spared Years of Suffering Avoided	VEBU seeks to maximize their impact by influencing other influencers. For instance, they have worked with leaders in the meat industry to create and market vegetarian products.	It is difficult to measure the impact that VEBU's work has had for animals. Because VEBU has been working primarily in Germany, the impact of their work thus far may have been limited by the size of the country.	MODERATE	LOW
	 VEGAN OUTREACH	2016	 Farmed Animal Advocacy		 Animals Spared Years of Suffering Avoided	Vegan Outreach has an exceptionally long track record (over 10 years) of carrying out their leafleting program. They consider appropriate sources of information when planning changes to their interventions.	Focusing on a single intervention without more information about its effectiveness can be risky. Vegan Outreach has not yet established a successful track record with any of their new programs.	MODERATE	MODERATE