



ANIMAL CHARITY  
EVALUATORS



# A GREATER GOOD FOR ALL

2017 Guide to Effective Giving



# 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

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

## OUR GOAL

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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

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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**

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Jon Bockman,  
Executive Director

Each year, we conduct evaluations to identify the most impactful charities. This year, I am happy to promote two returning charities—Mercy For Animals and The Humane League—and welcome one new charity—The Good Food Institute—as some of the most effective animal advocacy organizations in the world.

You can find a quick glimpse into our reviews of these three “Top Charities” in this Guide to Giving. Although we feel that they represent optimal giving opportunities, we also highlight ten “Standout Charities,” which are strong animal advocacy groups that we think also deserve recognition. We encourage you to consider their work as well in your philanthropic decisions.

As we conduct more evaluations each year, we come to realize just how dramatically more effective a person can be with their time and money by supporting highly impactful charities. The differences are stark; you can be hundreds of times more effective as an advocate by strategically selecting the charities that you entrust with your financial support. I hope you find the information in this Guide to be a valuable part of your decision-making process. Please consider visiting our website for more detailed reviews and reports on how you can accomplish the greatest good for animals.



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

## THE GOOD FOOD INSTITUTE

**The Good Food Institute (GFI)** works to transform the animal agriculture industry by promoting the development of competitive alternatives to animal-based meat, dairy, and eggs. GFI seeks out entrepreneurs and scientists to join or form startups in the plant-based and clean (cultured) meat market sectors. They provide guidance for new companies, engage in policy work, build relationships with established companies to improve and promote plant-based alternatives, and work to mobilize resources for research in synthetic and plant biology and tissue engineering.

We believe that developing competitive alternatives to animal products could have a huge impact for farmed animals. It could cause consumers to purchase fewer animal products, and it might do so much

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

Your donation supports GFI's programs and helps build their operating reserve, which is needed to ensure operational continuity. We don't yet have a good sense of how GFI's work will fall into separate program areas to produce specific short-term outcomes. In this sense the outcome of your donation to GFI is more speculative than the outcome of a donation to one of our other Top Charities.



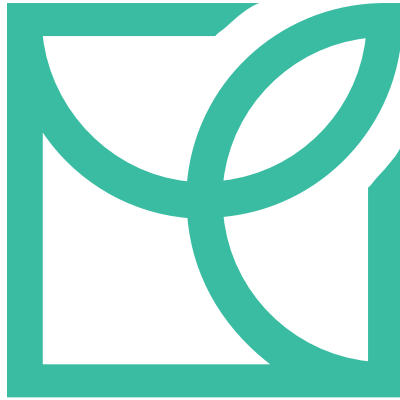
more quickly than using moral arguments to persuade consumers to stop eating meat, dairy, and eggs. We feel confident in GFI's leadership and strategic vision. They are focused on effectiveness and seem determined to maximize the efficiency of their operations and the impact of their work.

## WHY WE RECOMMEND THE GOOD FOOD INSTITUTE

We believe that engaging in a wide range of promising tactics may increase the animal advocacy movement's chance of success. Developing and promoting attractive alternatives to animal products seems like a promising way to disrupt the animal agriculture industry. There are only a few charities working in this area, and GFI has already shown strong leadership and efficiency. We are pleased to recommend donating to them.

## ROOM FOR FUNDING

We think that GFI could use at least \$500,000 to \$1 million more in funding this year than they had last year. It's likely that they would use these funds to finish filling their operating reserve and possibly to begin some of their additional planned expansion. This includes hiring new staff members—including regional specialists for their international programs as well as scientists with differing areas of expertise.



The Good Food Institute  
1380 Monroe St. NW #229  
Washington, DC 20010  
(866) 849-4457  
[innovate@gfi.org](mailto:innovate@gfi.org)

**To make a donation please visit:**  
[animalcharityevaluators.org/gfi](http://animalcharityevaluators.org/gfi)

# THE GOOD FOOD INSTITUTE



# TOP CHARITY

## THE HUMANE LEAGUE

**The Humane League (THL)** works to reduce the suffering of farmed animals through corporate campaigns, grassroots outreach, Meatless Monday programs, humane education lectures, and a training program for college activists. Recently, they've been especially successful with their corporate campaigns.

In our view, THL's most significant advantage is not any single program but rather their general approach to advocacy. Among animal advocacy organizations, THL makes exceptionally strong efforts to assess their own programs and to look for and test ways to improve them. We think this is especially important for THL because part of the intention of their local offices is to build a grassroots movement, and setting a positive and results-oriented tone for those

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

\$300 Corporate Outreach

\$290 Grassroots Outreach

\$250 Online Outreach

\$120 Communications and Social Media

\$40 Campus Outreach

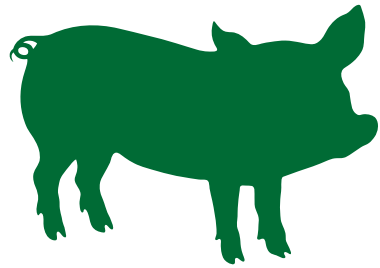
new to the movement is good for animal advocacy as a whole.

## WHY WE RECOMMEND THE HUMANE LEAGUE

THL has an exceptionally strong commitment to using studies and systematic data collection to guide their approach to advocacy. Our estimates suggest that THL is highly cost-effective relative to other animal charities. We find THL to be an excellent giving opportunity because of their strong programs and evidence-driven outlook, and we are pleased to recommend donating to them.

## ROOM FOR FUNDING

We think that THL could use at least \$1 million to \$1.5 million more in funding this year than they had last year, with about \$500,000 to \$1 million coming from individual donors. It's likely that they would use these funds to expand their international work—including corporate campaigns and possibly grassroots work—and to expand their campus outreach program.



**the humane league**

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

**To make a donation please visit:**  
[animalcharityevaluators.org/thl](https://animalcharityevaluators.org/thl)

# THE HUMANE LEAGUE



# 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. Their undercover investigations in particular show promise because of the multi-faceted benefits which arise from their publication.

MFA has a long record of success in carrying out undercover investigations and following through on the additional avenues for influence they provide. While undercover investigations can be risky and logistically complicated to carry out, they often receive significant media coverage and thus can influence a very large number of people. Additionally, they offer avenues for corporate outreach and legal advocacy

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

\$390 Educational Outreach

\$250 Undercover Investigations

\$150 Corporate Outreach

\$130 Legal Advocacy

\$80 Communications and Social Media



and provide photos and videos that can be used in other forms of outreach. MFA is currently working to extend their undercover investigations and other programs outside of the U.S.

## 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. We are pleased to recommend donating to them.

## ROOM FOR FUNDING

We think that MFA could use at least \$1 million to \$2 million more in funding this year than they had last year. It's likely that they would use most of the increase to fund additional programs outside the U.S., including corporate outreach and institutional meat-reduction programs.



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

To make a donation please visit:  
[animalcharityevaluators.org/mfa](http://animalcharityevaluators.org/mfa)

# MERCY FOR ANIMALS

# STANDOUT CHARITIES

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**The Albert Schweitzer Foundation** works to help farmed animals by conducting corporate outreach campaigns and running a variety of vegetarian outreach campaigns. Additionally, their scientific division researches topics related to animal welfare as well as ways to improve the quality of their work.



**Animal Equality** advocates for farmed animals by conducting undercover investigations and grassroots outreach including leafletting, organizing protests, and showing videos. They recently developed a new outreach program intended to convey the experiences of farmed animals using virtual reality technology, and they also launched a corporate outreach department.



**Animal Ethics**

**Animal Ethics** works to spread anti-speciesist messages in academia and to a general audience. They research topics related to animal issues and write up their findings in academic papers and essays aimed at a general audience. They also give talks, distribute leaflets, and conduct social media outreach.



**Animals Australia** spends a significant portion of their resources on public advertising about the condition of animals in Australia. They also conduct investigations, corporate outreach, leafletting and tabling, activist support and development, and online education. Most of their work deals with industrial agriculture or live export.



**THE HUMANE SOCIETY**  
OF THE UNITED STATES  
[ Farm Animal Protection ]

**HSUS Farm Animal Protection Campaign** works with animal product producers to implement improvements in the treatment of animals used for food. They lobby for better laws, fight ag-gag legislation, empower institutions to adopt Meatless Monday programs, and engage in campaigns to rid factory farms of the worst animal abuses.



**Faunalytics** works to connect animal advocates with information. This mostly involves creating independent research, working directly with client organizations on various research projects, and providing resources for individual advocates through the content library hosted on their website.



**New Harvest** supports and promotes the development of animal products made without animals—such as cultured meat—by funding projects in the early stages of developing products which could replace the outputs of animal agriculture.



**Nonhuman Rights Project** works to achieve legal personhood and rights for at least some nonhuman animals. They have begun litigating on behalf of great apes, elephants, and some marine mammals such as dolphins. Their existing court cases have mostly been on behalf of chimpanzees.



**VEBU** conducts outreach to promote vegetarianism and veganism. They work with people and organizations to implement changes to the food system, and have convinced meat industry companies to create and market vegetarian products. They plan to expand some of their programs internationally under the name ProVeg.



**Vegan Outreach** engages almost exclusively in grassroots outreach on behalf of farmed animals. They produce a large number of leaflets each year that are distributed by staff and volunteers, as well as by other organizations. They have recently been experimenting with new interventions, including an online vegan mentorship program.



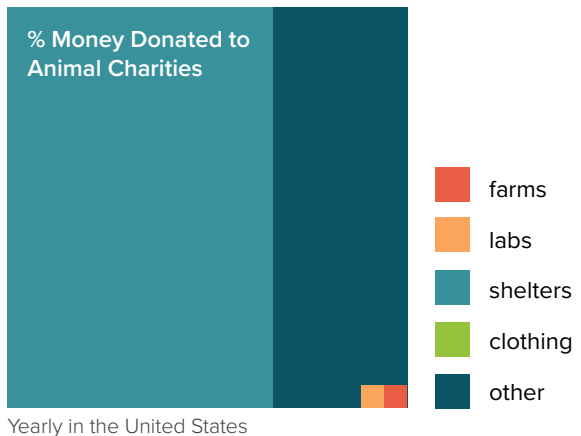
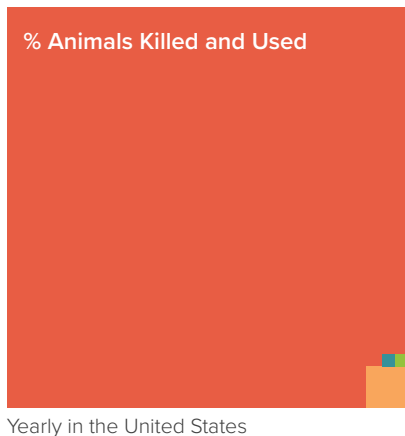


# THE IMPACT OF **YOUR DONATION**

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 donations.

# THE IMPACT OF YOUR DONATION

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## CAUSE PRIORITIZATION

Despite the fact that farmed animals represent the largest percentage of animals 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 between one and

thirteen animals per \$1,000 donation. In comparison, we estimate that a \$1,000 gift to our Top Charities spares between 100 and 700,000 animals from a lifetime of suffering.

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

# SUPPORT OUR WORK

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Animal Charity Evaluators (ACE) provides recommendations to advocates, charities, and donors on how to be most effective in making positive change for animals. You can see some of the impact of our work in the graph below, which shows that in 2016 we influenced almost \$10 in giving to our recommended charities for every \$1 that we spent on our own programs. In this way, we multiplied the impact of every dollar that donors invested in ACE's research ten times over.

Our programs do much more than move money to our recommended charities, however. Our evaluations provide crucial 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. Furthermore, we are researching interventions to enable organizations and advocates to focus their efforts on methods that open the most eyes to the realities of animal suffering.

In addition to supporting our recommended charities, we hope that you will consider supporting ACE as well. With your help, 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.



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P.O. Box 5482  
San Diego, CA 92165  
(619) 363-1402  
[info@animalcharityevaluators.org](mailto:info@animalcharityevaluators.org)

**To make a donation please visit:**  
**[animalcharityevaluators.org/ace](http://animalcharityevaluators.org/ace)**



# ANIMAL CHARITY EVALUATORS



“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**