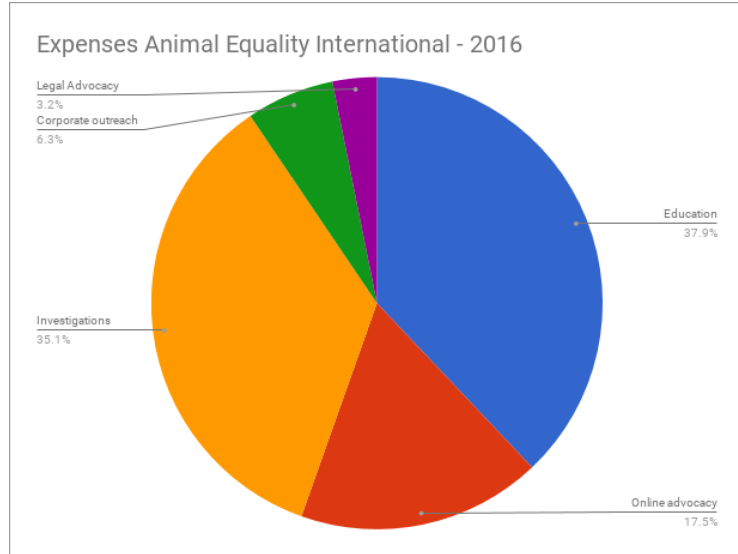
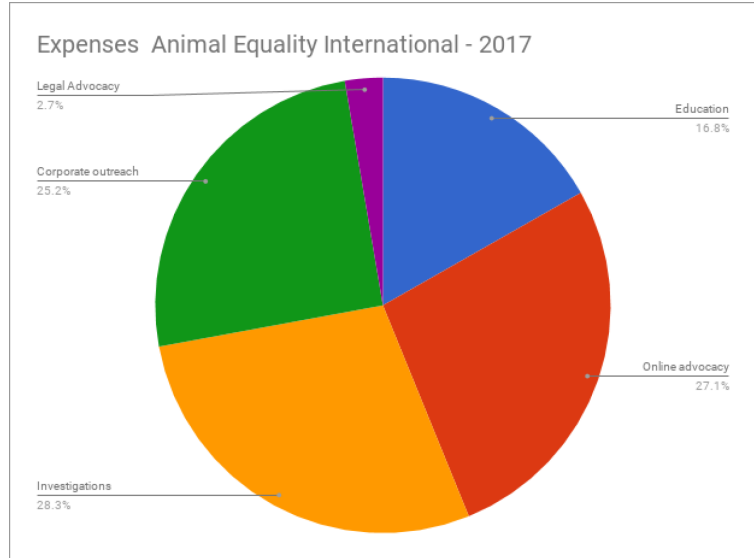


		TOTAL
<b>FINANCES</b>		
Incomes		\$3,295,382
Expenses		\$2,636,658
Total hours of volunteer work		11,444
<b>INVESTIGATIONS</b>		
Expenses [USD]		\$925,397
Time Spent by volunteers [h]		669
Number of investigations executed		22
Views—media		642,186,734
Views (youtube)		13,416,585
Total views		655,603,319
<b>EDUCATION</b>		
Expenses [USD]		\$1,000,140
<b>Bigger protests</b>		
Number of bigger Protests		1
View through media coverage		40,426,786
Views on Youtube/Vimeo		9,330
Total Views		40,432,748
<b>Grassroots outreach</b>		
Time Spent by volunteers [h]		5,585
Cities reached		152
Number of infostalls		422
Number of leafleting events		269
Leaflets distributed / people reached		291,142
<b>Tablet/Video</b>		
Video outreach events		101
Total viewers		23,120
<b>iAnimal Project</b>		
iAnimal outreach events		396
Total viewers of iAnimal (F2F)		52,759
<b>ONLINE OUTREACH</b>		
Expenses [USD]		\$461,350
<b>Social Media</b>		
Time Spent by volunteers [h]		1,075
Social media reach—Facebook post reach		930,365,932
Social Media Shares—Facebook		4,280,322
Video views over 10 sec		47,446,812
<b>LoveVeg Project</b>		
Subscribers newsletter (Total)		37,619
<b>CORPORATE OUTREACH</b>		
Expenses [USD]		\$166,211
Policies won		1
Animals helped		137,312
<b>Legal Advocacy</b>		
Expenses [USD]		\$83,561
Time Spent by volunteers [h]		407
<b>Totals</b>		
Number of media stories generated		941
Total Views via media		1,403,673,688



Overview Expenses		
Education	\$1,000,140	38%
Online advocacy	\$461,350	17%
Investigations	\$925,397	35%
Corporate outreach	\$166,211	6%
Legal Advocacy	\$83,561	3%
	<b>\$2,636,658</b>	

		TOTAL
<b>FINANCES</b>		
Incomes		\$2,500,133
Expenses		\$2,060,038
Total hours of volunteer work		4,048
<b>INVESTIGATIONS</b>		
Expenses [USD]		\$582,160
Time Spent by volunteers [h]		605
Number of investigations executed		13
views - media		1,345,818,502
views (youtube)		5,892,889
Total views		1,351,711,391
<b>EDUCATION</b>		
Expenses [USD]		\$345,428
<b>Bigger protests</b>		
Number of bigger Protests		1
View through media coverage		28,745,453
Total Views		182
<b>Grassroots outreach</b>		
Time Spent by volunteers [h]		2,797
Cities reached		162
Number of infostalls		27
Number of leafleting events		87
Leaflets distributed/people reached (ex loveveg)		133,168
<b>Tablet/Video</b>		
Video outreach events		67
Total viewers		6,731
<b>iAnimal Project</b>		
iAnimal outreach events		235
Total viewers of iAnimal (F2F)		21,995
Global Campaign events [Days]		211
Viewers of iAnimal (F2F) - Global campaign		10,271
iAnimal - Viewers (F2F) - AE and GC		30,623
<b>ONLINE OUTREACH</b>		
Expenses [USD]		\$557,719
<b>Social Media</b>		
Time Spent by volunteers [h]		40
Social media reach - Facebook Total reach		506,077,438
Social Media Shares - Facebook		2,699,068
Video views over 10sec		44,614,428
<b>LoveVeg Project</b>		
Subscribers newsletter (Total)		135,300
<b>CORPORATE OUTREACH</b>		
Expenses [USD]		\$519,467
Policies won		21
Animals helped		7,388,500
<b>LEGAL ADVOCACY</b>		
Expenses [USD]		\$55,265
Time Spent by volunteers [h]		205
<b>Total</b>		
Number of media stories generated		1,749
Views via media		1,529,422,732



Overview Expenses		
Education	\$345,428	16.8%
Online advocacy	\$557,719	27.1%
Investigations	\$582,160	28.3%
Corporate outreach	\$519,467	25.2%
Legal Advocacy	\$55,265	2.7%
	<b>\$2,060,038</b>	