

Animal Ethics' Accomplishments (2015–2017)

Animal Ethics focuses on spreading information and ideas and changing views and attitudes rather than on more short term, concrete aims that other organizations sometimes have. Due to this, we measure our outcomes on our success in making progress in tasks that further our mission.

The number of articles available on our website has increased significantly during 2016 and the first half of 2017. By the end of 2015, we had published 35 articles about animal ethics, animal sentience, and animal defense on our website. Since then we have added 92 new articles to our website, making a total of 127 new articles. These include articles about animal ethics and animal defense but also about animal exploitation, veganism, and wild animals. In particular, our section about the situation of wild animals and the ways to help them is unique in that no other animal organization has a similar collection of essays. There is, in fact, no other online resource offering this information.

By the end of 2015, our website was available in four languages: English, Spanish, Italian, and Portuguese. In 2016, we made it also available in German and French, and before the end of 2017, we plan to publish it in Chinese and Polish too. This means doubling the number of languages in just two years.

We have reached 384,000 followers on our three Facebook pages. At the beginning of 2016, we had just 70,000 followers on our English page, 57,000 in Spanish and only 1,500 in Portuguese. The numbers of followers we now have on these pages are around 151,000, 148,000 and 85,000.

In 2016 and 2017, we have had groups of people regularly distributing our leaflets and carrying out activities on our behalf throughout the United States, but especially in the states of California, Colorado, New York, Oregon, Texas, and Washington, as well as in Espírito Santo, Rio Grande do Sul and São Paulo in Brazil, and the communities of Andalusia, Catalonia, Galicia, and Madrid in Spain. We're now distributing hundreds of thousands of leaflets per year.

Between 2016 and 2017, we've organized or given 60 talks in total. Many of these talks have been at universities. In some cases, Animal Ethics staff members and spokespersons have spoken at conferences where we have reached academics—assessing, in particular, the question of wild animal suffering. The talks have been in the following countries: the U.S., Argentina, Brazil, Canada, Germany, Spain, the U.K. and Uruguay.

Animal Ethics does not receive any restricted donations or have any revenue-generating programs.