

Animal Ethics' Projected Expenses (2017)

Below is the full budget breakdown—the major activities are listed in descending order by the amount of time spent on them according to our estimations. The greatest number of hours were spent on street activism and writing and editing content for the website, followed by seminars and talks. We expect this to change from 2018 on, as explained in our Strategic Plan.

PROJECTED 2017 BUDGET BREAKDOWN

TOTAL EXPENSES: \$62,000

Activity Expenses

Website \$5,000

Seminars and talks \$7,000

Social networking \$12,000

Street activism \$20,000

Partnerships with animal advocacy organizations \$2,000

Promoting and doing research on the suffering of wild animals \$8,000

Internal organization work \$3,000

Administrative work \$4,000

Fundraising \$1,000

ANIMAL ETHICS PROJECTED 2017 EXPENSES

STREET ACTIVISM \$20,000

Our largest activity by both time and budget is street activism (tabling and leafleting). Most of the cost is printing expenses, and some of it is for part-time paid outreach coordinators. We estimate that Animal Ethics will distribute about 380,000 leaflets and fact sheets by the end of the year. This includes about 280,000 in the United States, 70,000 in Spain, 18,000 in Brazil, and 10,000 elsewhere. It does not count people who download and print the materials themselves. We have very little information about this, but expect it to be a small number. Dozens of new activists have been recruited and trained this year, and more leaflets are distributed by people who request them by contacting us or who take a bundle of leaflets with them at a tabling event or after a talk. We don't have numbers for people who became activists after receiving a leaflet or visiting a table.

We now have three outreach coordinators, one each for the English, Spanish, and Portuguese speaking worlds.

WEBSITE \$5,000

Our second largest activity by time is researching, writing, editing, and translating for our website. This is all done by volunteers except for some of the editing.

Most of the money allocated to the website is for:

- A website redesign to make it more user-friendly for both mobile and desktop users, to give it a more modern and appealing look, and to make it easier to maintain. We've begun

this work and plan to complete it by the end of 2017.

- The design of new microsites with landing pages for internet ads available in all the different languages that we expect to launch in 2018.
- We added sections to the website on animal exploitation, veganism, and vegan nutrition and continue to blog regularly on subjects related to speciesism, sentience, animals in nature, and helping animals.
- We began translating the website into Polish, Chinese, Russian, and Romanian. We expect to publish the Polish version by the end of 2017, and the Chinese version by the first quarter of 2018.

SEMINARS AND TALKS \$7,000

Our third activity by time has been organizing, preparing for, and giving talks and leading or participating in seminars. We estimate that Animal Ethics will give about 60 talks around the world this year, about 50 of them in academic contexts. We are able to keep our costs for this very low because almost all talks have been given by volunteers, and most pay some or all of their own expenses. This year the talks given so far have been in the U.S., Canada, Spain, and Brazil.

SOCIAL NETWORKING \$15,000

Our second largest activity by budget is social networking. Most of the budget is spent on Facebook ads. In addition, one of our paid employees spends part of his working time posting some of the daily Facebook posts.

While our initial plan at the beginning of this year was to reach 160,000 followers in English and Spanish and 80,000 in Portuguese, amounting to a total of 400,000, we now expect that by the end of 2017 we will have between 460,000 and 500,000 followers in total, including 180,000-200,000 followers of the English Facebook page, a similar number for the Spanish page, and around 100,000 for the Portuguese page. Currently, the English page has over 150,000 followers, more than twice the followers it had at the beginning of last year (70,000), and the followers of the Spanish page have nearly tripled from 57,000 to over 150,000. We post daily on Facebook.

PROMOTING AND DOING RESEARCH ON THE SUFFERING OF WILD ANIMALS \$8,000

During the third quarter of this year, we began planning to promote institutional research on the suffering of wild animals and looking for partners to help fund it. The long-term plan is to encourage more academic publication on the subject and to begin to form the field of welfare ecology that focuses on the situation of animals in nature.

During 2017, the main expenses will be to finance research on this issue. In 2018 and beyond, we expect this to be the largest part of our budget and a major focus of the organization.