



ANIMAL CHARITY  
EVALUATORS



# **A GREATER GOOD FOR ALL**

2018 Guide to Effective Giving

# A LETTER FROM THE **EXECUTIVE DIRECTOR**

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2017 marked our fifth and strongest round of charity evaluations, and we are proud to recommend 11 excellent animal charities for you to support in 2018.

Leading this list are our Top Charities: Animal Equality, The Good Food Institute, and The Humane League. These three charities represent particularly effective giving opportunities for those advocates who seek to have the highest impact with their donation. We also feature eight Standout Charities—strong charities that would be able to do more for animals with your support.

We recognize the challenge of selecting which charities to support, given our list of 11 outstanding organizations. This led to the creation of our new Recommended Charity Fund. By contributing to the Fund you can support multiple impactful animal charities with just one gift, since ACE will allocate your donation according to the distribution that will put your resources to work for animals in the most effective way possible.

For those who wish to make their own charity designations, we offer detailed information on each these 11 organizations, so that you can find the one that will best help you achieve your own philanthropic goals. In addition to the summaries contained in this booklet, you can find in-depth reviews of each of these charities on our website—we even feature a comparison chart to help you make your decision.

Whatever option you choose, thank you so much for thinking critically about how your donation can have the greatest impact. Together, we can maximize the amount of good that we do for animals.



A stylized, handwritten signature in black ink, appearing to read 'Jon Bockman'.

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 our top recommendations emerge.



# TOP CHARITY

## ANIMAL EQUALITY

**Animal Equality** advocates for animals in the U.S., Europe, Latin America, and India. They use undercover investigations, grassroots outreach, and online outreach to educate the public with information about the experiences of animals, especially in animal agriculture. Animal Equality recently launched a corporate outreach department and works with corporations to adopt better animal welfare policies and to ban particularly cruel industry practices. They also conduct legal outreach in Mexico, India, and the E.U., and they support legislation initiatives in the U.S.

Animal Equality achieves significant successes with very small amounts of money; in particular, they have conducted undercover investigations for a fraction of the cost of some other organizations. They

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

\$280 Undercover Investigations

\$270 Online Outreach

\$250 Corporate Outreach

\$170 Grassroots Outreach

\$30 Legal Advocacy



have a strong understanding of success and failure and are continually setting goals to improve their performance. We expect that their recent expansion into countries with relatively few existing animal charities will afford them new opportunities for high-impact work.

## WHY WE RECOMMEND ANIMAL EQUALITY

We think that Animal Equality does an exceptional job with the resources they possess. They are able to produce and market undercover investigation videos at a low cost relative to other organizations, and their efforts to evaluate and improve their work are strong. Animal Equality also has particularly strong international programs; they have been active in several countries for many years, and have had some meaningful accomplishments in countries where they started work more recently—specifically India and Brazil.

## ROOM FOR FUNDING

We believe that Animal Equality has room to take on \$2 million–\$4.8 million in additional funding over the next year. We expect they would use additional funding to make infrastructure hires (in areas like operations, HR, and IT), as well as to expand their programs in general and to begin conducting corporate outreach in Germany and the U.S.

# animal EQUALITY

## INTERNATIONAL

Animal Equality  
8581 Santa Monica Blvd. #350  
Los Angeles, CA 90069  
(424) 250-6236  
[info@animalequality.org](mailto:info@animalequality.org)

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

# ANIMAL EQUALITY



# 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:\*

\$220 Science and Technology Program

\$200 Operating Reserve

\$200 International Engagement

\$160 Innovation Program

\$120 Policy Program

\$90 Corporate Engagement

\* Totals may not add up to \$1,000 due to rounding.

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. Our impression, from a variety of sources, is that GFI has been involved to varying degrees in a large proportion of the major developments in the plant-based food industry in the past year.

## 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 shown strong leadership and efficiency. We are pleased to recommend donating to them.

## ROOM FOR FUNDING

We believe that GFI has room to take on \$1.5 million–\$4.4 million in additional funding over the next year. We expect that they would use additional funding to continue their expansion, including hiring staff in each of their program areas and increasing their reserves as they increase in size.



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](https://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, international collaborations, and a training program for college activists. Recently, they've been especially successful with their corporate campaigns. They also appear to have played an important role in promoting corporate campaigns outside of the U.S.

In our view, THL's most significant advantage lies not in any single program, but rather in 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. Their success in their corporate campaigns—and the publication of their research through

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

- \$490 Corporate Outreach
- \$150 Grassroots Outreach
- \$140 Online Outreach
- \$100 Communications and Social Media
- \$90 Campus Outreach
- \$30 HLL Studies

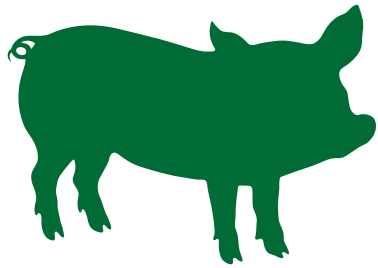
Humane League Labs (HLL)—has shifted the outlook and programming of several other advocacy organizations toward finding the best ways to advocate for animals.

## 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. Their corporate campaigns are especially strong, and they have been flexible in using their grassroots network for a variety of advocacy efforts, including individual outreach, support for corporate campaigns, and political campaigning. 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 believe that THL has room to take on \$600,000–\$3.5 million in additional funding over the next year. We expect they would use additional funding to continue to expand both their grassroots and corporate outreach programs. It's likely that they would use much of this funding internationally—to support the growth of their U.K. office and to fund further work through the Open Wing Alliance.



**the humane league**

The Humane League  
P.O. Box 10476  
Rockville, MD 20849  
(888) 211-5241  
[info@thehumaneleague.com](mailto:info@thehumaneleague.com)

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

# THE HUMANE LEAGUE

# STANDOUT CHARITIES

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In 2017 we introduced a distinction between General Interest and Special Interest Stand-out Charities. We think that General Interest Charities will appeal to the majority of our audience, while Special Interest Charities have unique features that might make them particularly appealing to a smaller subset of donors with specific interests or situations. Here, Special Interest Charities are identified with a line of italicized text describing the donors we think they are best suited for.



**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.



**Compassion in World Farming USA** works to improve the well-being of farmed animals through corporate campaigns and through their Food Business program. They often work directly with companies, forming friendly relationships in order to help influence policies and track companies' progress on commitments. They also support national legislative efforts as they pertain to banning close confinement systems and "ag-gag" bills.



**Faunalytics** works to support other animal organizations through research. They conduct independent research, work directly with client organizations on various research projects, and provide resources for individual advocates through the content library they host on their website. *We recommend Faunalytics for donors who are particularly interested in supporting research.*



**L214** works to reduce the suffering of farmed animals in France. They conduct institutional campaigns, including corporate cage-free egg campaigns and restaurant outreach. They also educate the public through investigations of both slaughterhouses and farming operations.



**Nonhuman Rights Project** works to achieve legal personhood and rights for nonhuman animals by litigating on behalf of nonhuman clients. They seek to establish these gains first for some nonhuman animals, and perhaps later for many more. Legal personhood could provide long-term, stable protection for nonhuman animals under the law. *We recommend Nonhuman Rights Project for donors who are particularly interested in securing legal rights for animals.*



**Open Cages** is a Polish organization that works to help animals in Eastern Europe through corporate campaigns, investigations, and outreach. We are impressed by their evidence-focused outlook. Additionally, their position in Eastern Europe allows them to work cost-effectively and to help build a movement for farmed animals in an area where few other organizations are operating on their behalf.



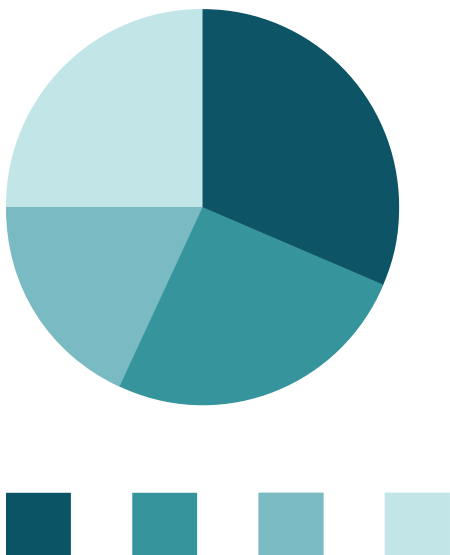
**ProVeg International** (formerly known as VEBU) is a German organization that works to have the biggest impact possible by focusing on efforts which seem likely to influence individuals and institutions that have the capacity to affect even larger numbers of people. This includes hosting conferences with medical professionals, working with leaders in the meat industry to develop plant-based alternatives, and conducting corporate outreach.



**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. *We recommend Vegan Outreach for donors who are particularly interested in supporting grassroots outreach.*

ACE  
**RECOMMENDED  
CHARITY FUND**





**The Recommended Charity Fund** is a great option for anyone who wishes to support ACE's recommended charities through a single donation, simplifying the process so that you can easily give to the most effective animal charities. 100% of the Fund supports ACE's recommended charities, and its disbursement will be determined by ACE's research team.

The Fund will be disbursed twice per year (in January and in July) according to the distribution that our research indicates is most effective at that time. Because January's disbursement falls soon after our annual release of new charity recommendations—and July's disbursement falls soon after our mid-year check on Top Charities' room for more funding—we will be able to use up-to-the-minute information to guide our allocation decisions.

Each time we make grants, we will consider how best to apportion the funds among our recommended charities. We will make this determination based on all seven of our criteria, but will give special weight to how cost-effectively we think the charities will be able to use the funds granted to them at that time—a consideration that depends on both the charity's cost-effectiveness and its room for more funding. We may diverge from this schedule to make additional grants if we receive an unexpectedly high amount of donations or if we learn of an especially urgent need for funding at one of our recommended charities.

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



# 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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## % Animals Killed and Used



Annually in the United States

## % Money Donated to Animal Charities



Annually in the United States

## 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 it probably costs a typical shelter more

than one hundred dollars to save a single animal. In comparison, we estimate that the same donation to our Top Charities will likely spare thousands of 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 \$9 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 nine 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 reduce the most 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 where animal welfare is a global priority.



Animal Charity Evaluators

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**