

Animal Equality's Budget (2018): 2017 For ACE

Resources

Incomes	\$5,515,076
Expenses	\$3,876,697
Total hours of volunteer work	8,503

INVESTIGATIONS

Expenses [USD]	\$1,240,580
Time Spent by volunteers [h]	934
Number of investigations executed	20
Views - media	1,893,275,142
Views - YouTube	9,151,774
Total views	1,902,426,916
Education - Expenses [USD]	\$734,703

Bigger protests

Number of bigger protests	2
View through media coverage potential total views	47,874,220
	47,876,767

Grassroots outreach

Time spent by volunteers [h]	5,396
Cities reached	256
Number of infostalls	41
Number of leafleting events	128
Leaflets distributed/people reached	261,320

Tablet/Video

Video outreach events	90
Total viewers	10,406

iAnimal Project

iAnimal outreach events	425
Total viewers of iAnimal - AE	41,214
iAnimal Event other organisations - [Days]	496
Viewers of iAnimal (F2F) - other organisations	24,365
iAnimal - Viewers (F2F) - Total	62,894

ONLINE OUTREACH

Online outreach (Social media and LoveVeg)	\$959,663
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Social Media

Time spent by volunteers [h]	198
Facebook - Total reach	737,665,554
Shares - Facebook	3,765,598
Video views over 10sec	53,339,754

LoveVeg Project

Subscribers newsletter (Total)	221,779
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CORPORATE OUTREACH

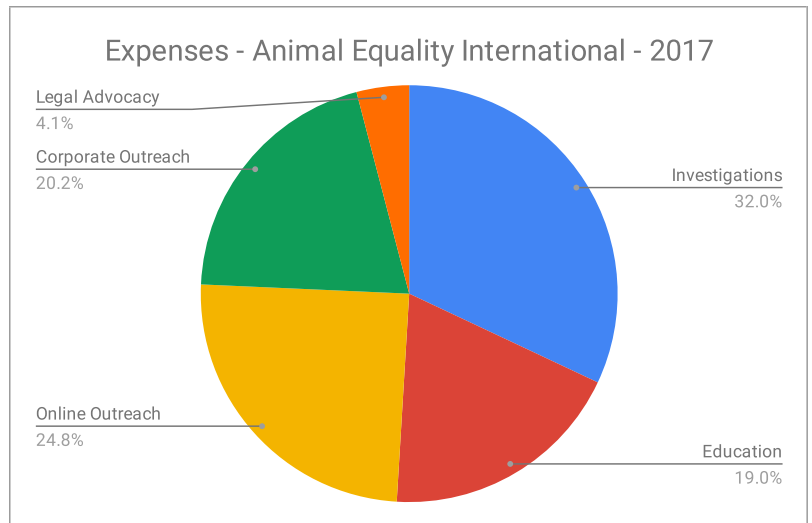
Expenses [USD]	\$783,877
Policies won	41
Impact: Animals helped	12,382,580

LEGAL ADVOCACY

Expenses [USD]	\$157,875
Time spent by volunteers [h]	334

TOTAL

Number of media stories generated	2,679
Views via media	2,529,344,683



Expenses - Animal Equality International - 2018

Investigations	\$1,240,580
Education	\$734,703
Online Outreach	\$959,663
Corporate Outreach	\$783,877
Legal Advocacy	\$157,875

Animal Equality's Budget (2018): 2018 For ACE

FINANCES

Incomes	\$3,697,233
Expenses	\$2,210,173
Total hours of volunteer work	4,180

INVESTIGATIONS

Expenses [USD]	\$536,091
Time Spent by volunteers [h]	344
Number of investigations executed	11
Views - Media	671,251,159
Views - YouTube	3,730,995
Total views	674,982,154

EDUCATION

Expenses [USD]	\$139,486
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Grassroots outreach

Time Spent by Volunteers [h]	3,593
Cities reached	123
Number of leafleting events	75
Leaflets distributed/people reached	69,250

Tablet/Video

Video outreach events	19
Total viewers	1,663

iAnimal Project

iAnimal outreach events	171
Total viewers of iAnimal (F2F)	12,177

ONLINE OUTREACH

Online outreach (Social media and LoveVeg)	\$544,113
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Social Media

Time Spent by Volunteers [h]	179
Facebook Total Reach	225,840,805
Shares - Facebook	877,963
Video views over 10 sec	7,557,984

LoveVeg Project

Subscribers newsletter (Total)	329,332
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CORPORATE OUTREACH

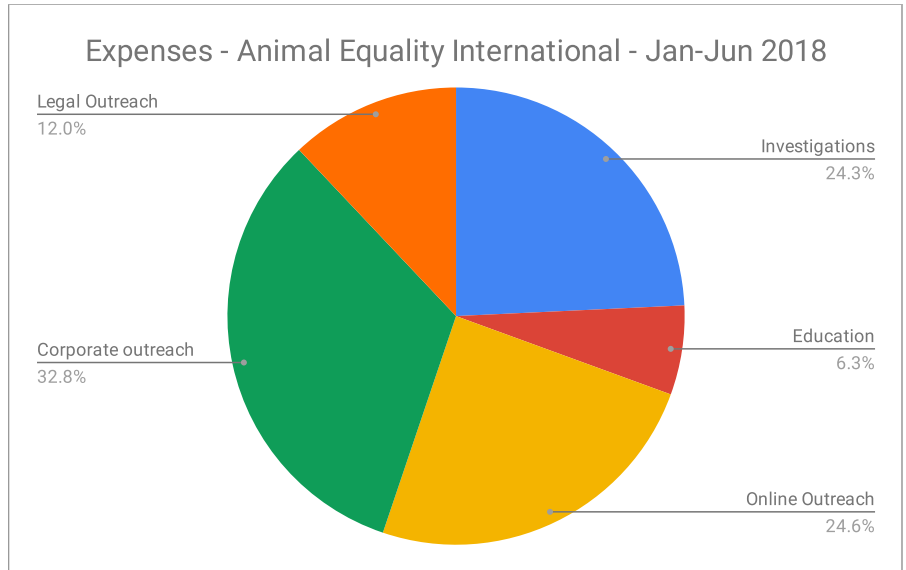
Expenses [USD]	\$724,271
Policies won	31
Animals helped	4,900,671

Legal Advocacy

Expenses [USD]	\$266,212
Time Spent by volunteers [h]	65

TOTALS

Number of media stories generated	1,235
Total Views via Media	1,707,234,587



Expenses - Animal Equality International - 2018

Investigations	\$536,091
Education	\$139,486
Online Outreach	\$544,113
Corporate outreach	\$724,271
Legal Outreach	\$266,212