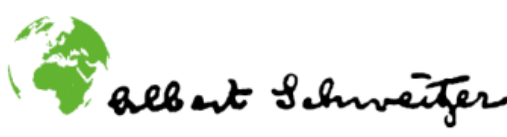








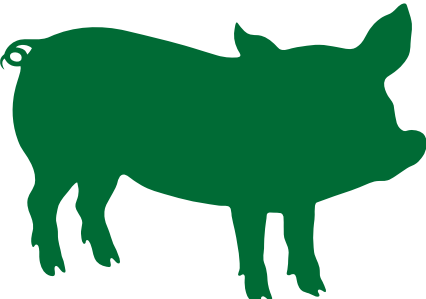

























RECOMMENDATION STATUS	CHARITY	LAST REVIEWED	FOCUS AREA	MAIN PROGRAMS	STRENGTHS	WEAKNESSES	ROOM FOR MORE FUNDING
TOP CHARITY	<div><p>Albert Schweitzer Foundation</p></div>	2018	<div><p>Farmed Animal Advocacy</p></div>	<ul style="list-style-type: none">Advocacy ResearchCorporate OutreachIndividual OutreachInternational Outreach	<ul style="list-style-type: none">Consumer outreachSelf-evaluation and improvementSuccessful expansion from Germany to PolandWork on behalf of farmed fish	<ul style="list-style-type: none">Limited reach to Germany and PolandVery hierarchical structure causing some staff to feel they lack autonomy	<div><p>HIGH (\$460,000–\$2.9M)</p></div>
TOP CHARITY	<div><p>Animal Equality</p></div>	2018	<div><p>Farmed Animal Advocacy</p></div>	<ul style="list-style-type: none">Corporate OutreachIndividual OutreachInvestigationsLegal AdvocacyInternational Outreach	<ul style="list-style-type: none">Cost-effective investigationsStrong understanding of success and failureEffective goal settingSuccessful international expansion (eight countries)	<ul style="list-style-type: none">Inherent difficulty of internal communication and project management across eight countriesStrong but frequently overextended leadership	<div><p>HIGH (\$900,000–\$4.4M)</p></div>
TOP CHARITY	<div><p>The Good Food Institute</p></div>	2018	<div><p>New Food Tech</p></div>	<ul style="list-style-type: none">Science & TechnologyInternational OutreachInnovationCommunicationsLegal AdvocacyCorporate Outreach	<ul style="list-style-type: none">Potential for tremendous long-term impactStrong leadershipFocus on effectivenessExtremely high level of buy-in from staff on strategic vision	<ul style="list-style-type: none">Short track record that does not yet include some of the outcomes they most hope to achieveUncertain timeframe for cost-competitive cultured productsSome staff possibly overextended due to quick expansion	<div><p>HIGH (-\$90,000–\$5.2M)</p></div>
TOP CHARITY	<div><p>The Humane League</p></div>	2018	<div><p>Farmed Animal Advocacy</p></div>	<ul style="list-style-type: none">Advocacy ResearchCorporate OutreachIndividual OutreachInternational Outreach	<ul style="list-style-type: none">Corporate outreachSelf-assessment and improvementCohesive, democratic cultureCommitment to knowledge sharing and collaboration	<ul style="list-style-type: none">Significant organizational changes probably required for further expansion	<div><p>HIGH (\$350,000–\$5.3M)</p></div>
STANDOUT CHARITY: General Interest	<div><p>Compassion in World Farming USA</p></div>	2017	<div><p>Farmed Animal Advocacy</p></div>	<ul style="list-style-type: none">Corporate OutreachGrassroots Outreach	<ul style="list-style-type: none">Self-assessment and improvementResearch on effectivenessUnique, friendly, and collaborative approach to corporate outreach	<ul style="list-style-type: none">Uncertain long-term effects of focusing strictly on welfare improvements without making an ideological case against using animals for food	<div>[*]</div>
STANDOUT CHARITY: Special Interest <i>We recommend Faunalytics for donors who are particularly interested in supporting research.</i>	<div><p>Faunalytics</p></div>	2017	<div><p>Capacity Building</p></div>	<ul style="list-style-type: none">Client-Based StudiesResearch LibraryAdvocacy Research	<ul style="list-style-type: none">Research supporting other organizations and the movementPotentially large-scale impact through dissemination of research	<ul style="list-style-type: none">Limited impact of some niche research, especially client-based researchNot always focused on the effectiveness of every project	<div>[*]</div>
STANDOUT CHARITY: General Interest	<div><p>L214</p></div>	2017	<div><p>Farmed Animal Advocacy</p></div>	<ul style="list-style-type: none">Legal AdvocacyCorporate OutreachInvestigationsGrassroots OutreachOnline Outreach	<ul style="list-style-type: none">InvestigationsRaising public awarenessPotential for impact in France, where there is a relatively small animal advocacy movement	<ul style="list-style-type: none">Relatively flat management structure which may not lend itself well to rapid expansionShort track records of some programs, including investigations and corporate outreach	<div>[*]</div>
STANDOUT CHARITY: Special Interest <i>We recommend NhRP for donors who are particularly interested in securing legal rights for animals.</i>	<div><p>Nonhuman Rights Project</p></div>	2017	<div><p>Legal and Legislative Work</p></div>	<ul style="list-style-type: none">Legal AdvocacyGrassroots Outreach	<ul style="list-style-type: none">Ambitious long-term strategyPotential for significant impact as securing legal rights and personhood for nonhuman animals could be the most promising avenue for reducing animal suffering	<ul style="list-style-type: none">Substantial uncertainty as to whether NhRP's work will help achieve rights for animals, especially animals who (unlike chimpanzees) don't have well-studied and high-level cognitive abilities	<div>[*]</div>
STANDOUT CHARITY: General Interest	<div><p>Open Cages</p></div>	2017	<div><p>Farmed Animal Advocacy</p></div>	<ul style="list-style-type: none">InvestigationsCorporate OutreachConsumer OutreachOnline OutreachInternational Outreach	<ul style="list-style-type: none">Focus on evidence-based interventionsPotential for high-impact work in relatively neglected regions like Poland (and Eastern Europe as a whole)	<ul style="list-style-type: none">Currently mostly volunteer-run; need for introducing more formal procedures as they growShort track record of some programs, like corporate outreach	<div>[*]</div>
STANDOUT CHARITY: General Interest	<div><p>ProVeg International</p></div>	2018	<div><p>Farmed Animal Advocacy</p></div>	<ul style="list-style-type: none">Grassroots OutreachCorporate OutreachLegal AdvocacyInternational Outreach	<ul style="list-style-type: none">Corporate outreachWorking with the meat industry to create and market veg productsCredibility in the German mediaSuccessful international expansion	<ul style="list-style-type: none">Competitive, results-oriented cultureStaff reports unequal treatment of employees, particularly along gender lines	<div><p>HIGH (\$1–\$5M)</p></div>
STANDOUT CHARITY: Special Interest <i>We recommend Sinergia for donors who want to promote corporate reforms in relatively neglected countries.</i>	<div><p>Sinergia Animal</p></div>	2018	<div><p>Farmed Animal Advocacy</p></div>	<ul style="list-style-type: none">Corporate OutreachInternational Outreach	<ul style="list-style-type: none">Strong strategic vision and goal settingSuccessful cage-free commitmentsWork in relatively neglected and potentially high-impact countries	<ul style="list-style-type: none">Short track recordUncertainty regarding planned expansion to Indonesia and ThailandUncertainty regarding how they will fill their funding gaps	<div><p>LOW (\$10,000–\$610,000)</p></div>
STANDOUT CHARITY: Special Interest <i>We recommend SVB for donors who are interested in promoting plant-based diets in Brazil.</i>	<div><p>Sociedade Vegetariana Brasileira</p></div>	2018	<div><p>Farmed Animal Advocacy</p></div>	<ul style="list-style-type: none">Individual OutreachInstitutional OutreachInternational Outreach	<ul style="list-style-type: none">Diverse, reliable streams of revenueUnderstanding of success and failureAmplification of their message through collaborations with environmentalist and human health organizationsPotential for high impact in a relatively neglected country	<ul style="list-style-type: none">Still adjusting to recent expansionNeed for more formal policies to ensure sustainable growthStrict focus on dietary change, possibly limiting their pathways to impact	<div><p>LOW (\$90,000–\$480,000)</p></div>

[*] Our methodology for determining each charity's room for more funding changed substantially this year, so we cannot meaningfully compare the room for more funding of charities evaluated in 2017 and charities evaluated in 2018.