

Follow-Up Questions for The Save Movement, Part Two (2018)

Is the strategic plan we have the most up-to-date version?

We are continuously working on and improving the strategic plan with regular meetings with key organizers. The link you have is to the 'live' version so you'll always have the most up to date copy.

Has any footage shot by Save been used in documentary films or other advocacy materials?

Yes, a number of filmmakers have shot footage at our vigils including *The End of Meat* (2017), *The Age of Beasts* (2017), *Truckin': The Story of Eddie Traffic* (2015), and *The Ghosts in our Machine* (2013). Also, Plant Based News regularly posts footage from our vigils, most recently: "[Exposing the Humane Hoax—Does humane slaughter really exist?](#)" Also, footage shot by Save has been used by leading animal rights groups such as PETA, global mainstream media, viral social media posts and will be used in our upcoming documentary called "Bear Witness."

It's our understanding that Save is currently funded primarily through individual donors, fundraising events, and campaign-specific fundraising, typically through a site such as Indiegogo. Can you provide us with a rough breakdown of the distribution from these funding sources?

At this point, the vast majority of funding for Save groups comes from an anonymous, individual donor who also supports our fundraising campaigns through matching donations. We use crowdfunding sites such as Indiegogo to raise funds for one-off campaigns such as an ad campaign on transit or billboard campaigns. We also have an active Shopify site and raise funds through merch sales both online and at events such as veg fests.

For 2017 and 2018, we have budget information but not revenue information. Are they the same and you have used the money you have received, or have you been building up assets?

The revenue information is included in the budget information. There is no additional revenue. We used to have a slight build up of funds, but due to the massive expansion of the movement over the last two years, we no longer have a significant surplus of funds.

Your website mentions a starting date for The Save Movement as 2010, but in the conversation and much of the documentation, there are mostly mentions of dates since 2016. What date should we use for when The Save Movement was established?

The Save Movement was established in 2010 and has been very active in Toronto since that time. The movement saw sporadic but minor growth between 2011 and 2015, but the #pigtrial brought global attention and added financial support to the movement, which resulted in exponential growth—hence, most of the significant dates are 2016 onwards. We strategically invested the additional resources in Save organizing tours, which accounts for the post-2015 growth.

Can you provide estimated expenses and your fundraising goal for 2019 if you have it?

Our fundraising goal for 2019 and beyond, as included in the latest version of our strategic plan, is as follows:

- Save organizing tours \$750,000
- Start-up funds: \$450,000
- Save vigil and global grants: \$1,500,000
- Graphics team: \$125,000
- Social media boosting: \$24,000

Our projected expenses total: \$2,849,000

Our fundraising goal is \$3,000,000

How many Save members received our culture survey? (We'd like to calculate the response rate.)

You expressed a long-term goal to have a presence at every slaughterhouse around the world. Are there some places that you would prioritize because the potential for impact is more promising? Alternatively, are there some places you would de-prioritize because they have a lower potential impact and/or pose a greater risk?

The impact of groups in major cities naturally has more of an impact than groups in rural communities. However, there are very few barriers to entry in starting a Save group and we firmly believe that all sites of animal slaughter should be represented. So we provide the same encouragement and support to all groups, with the exception of financial support. All groups receive startup funds and potentially small vigil grants, but groups in larger urban areas can qualify for hub grants—as they have the ability to activate more attendees and reach more people through mass media coverage and social media reach.

Different regions and countries present different challenges. Bearing witness is very effective in North America, Latin America, Europe, Oceania, and some parts of Asia. However, currently, we face challenges in expanding groups in Russia, the Ukraine, China, Middle East, Africa, and to some extent India. Activists in countries without democratic governments are often fearful of starting a chapter and, also, vigils may embarrass governments (for example, the Chinese government) and so The Save Movement is consulting with local, successful groups like Animal Asia to explore alternative campaigns, such as www.ClimateVegan.org educational projects in schools and other venues.

How will you balance and prioritize growing the number of Save groups with providing infrastructure and support to make sure established groups are sustainable and effective?

We are in the process of developing a structure of regional liaisons to ensure we have an infrastructure capable of supporting the growing number of groups. Liaisons will be experienced organizers who will be the point of contact for groups in their area. Teams of liaisons will manage countries, regions, states, or even cities—dependent on the number of groups in the area.

Protests have the potential to backfire in certain ways (e.g., by posing legal risks to activists or by negatively influencing the public perception of animal advocates). Is Save concerned about these risks for their vigils? If so, what can Save do to mitigate them?

We are very mindful of that risk. That is why we don't have protests, but vigils. Our vigils and community organizing approach are love-based. We have a Memorandum of Understanding and vigil code of conduct that sets out our approach that all attendees must adhere to. We are there for the animals, to offer them love and compassion and to document their suffering, not to engage in any conflict with the slaughterhouse workers, police, or general public. We try to get them on our side and have many safety agreements with police and/or slaughterhouses. For example, in Toronto, LA, many sites in the U.K. and the Netherlands, we are embarking on a data collection project and will collect a list of agreements Save chapters have obtained in order to bear witness effectively and safely.

It seems to us that participating in Save's vigils is more or less accessible to different groups of activists. For example, some activists might have more to lose from an arrest, or some may have physical difficulty attending an event. What does Save do to protect their activists and/or to provide them with alternative ways to help?

We aim to make our vigils accessible to everyone. We have had babies and grandmothers attend our vigils. Having a love-based community organizing approach makes the vigils very welcoming and heavily mitigates and minimizes the risk of arrest. We bear witness on public streets and are legally entitled to do so in virtually all locations. We don't encourage attendees to trespass or to break any laws. For vigils that are in remote places, we encourage carpooling and all vigils have event pages so the community can come together and resolve logistical difficulties.