



ANIMAL CHARITY  
EVALUATORS



# A GREATER GOOD FOR ALL

2019 Guide to Effective Giving

# A LETTER FROM THE EXECUTIVE DIRECTOR

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I am thrilled to come back to ACE in my new role after its sixth and strongest round of charity evaluations yet. For the first time, we have four Top Charities: Albert Schweitzer Foundation, Animal Equality, The Good Food Institute, and The Humane League. These four charities represent particularly effective giving opportunities for advocates who seek to create impact with their donation. We also feature eight Standout Charities—strong charities that would be able to do even more for animals with your support.

Given our list of 12 outstanding organizations, we recognize the challenge of selecting which ones to support. This inspired us to create the Recommended Charity Fund in 2017, which gives you the option to support multiple impactful animal charities with just one gift, leaving us to disburse your contribution among our recommended charities.

Additionally, we have expanded our giving options this past year with the introduction of our Effective Animal Advocacy Fund. This Fund is for donors looking to support groups that are doing important work and yet aren't a good fit for our recommended charity designation. These groups are often smaller and/or have a shorter track record, or they are working in important high-risk/high-reward areas. Read about our first round grant recipients later on in this guide.

For those who wish to donate directly to one or several of our recommended charities, we offer detailed information on each of them in this guide so that you can find the organization(s) that will best help you achieve your own philanthropic goals. In-depth reviews of each of these charities can be found on our website.

Thank you so much for thinking critically about how your donation can create impact for animals. I am thrilled to lead ACE as executive director at such an exciting time: With a newly expanded experimental research division, our most robust charity recommendations yet, and our new giving options, I'm thoroughly looking forward to 2019. Thank you deeply for your support—together, we can make a bigger difference for animals.



A handwritten signature in black ink that reads "Leah Edgerton". The signature is written in a cursive, flowing style.

Leah Edgerton, Executive Director  
Animal Charity Evaluators





# CHARITY RECOMMENDATIONS

One of our main goals at ACE is to identify the most effective animal charities. We begin by considering a large number of charities: those we have previously reviewed that are due for an update, those that we have identified as potentially promising, and those that have requested to be reviewed. From there, we select the charities that we think are most likely to meet our seven recommendation criteria and invite them to participate in our comprehensive review process. Over the next few months we engage directly with the participating charities, review records, estimate impact, and discuss the merits of different approaches to conducting evaluations.



# TOP CHARITY

## ALBERT SCHWEITZER FOUNDATION

**Albert Schweitzer Foundation (ASF)** does not make grants like a typical foundation, but rather works as a nonprofit. They conduct corporate outreach campaigns encouraging companies to adopt cage-free policies and to improve their broiler chicken and fish welfare standards, and encourage companies to provide additional and improved vegan options. ASF engages in a variety of veg outreach programs: in addition to publishing their “Vegan Taste Week” newsletter, they have a number of local volunteer groups that take advocacy actions. Their scientific division researches topics related to animal welfare and ways to improve the quality of their work.

ASF understands the value of setting goals to ensure that they consistently achieve quality results. They measure the impact

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

- \$530 Corporate Outreach
- \$270 Individual Outreach
- \$160 Legal Advocacy
- \$40 Media Outreach



of their work and actively look for ways to improve their materials and strategy. Through their work with corporations, they work with key influencers to create changes that can ultimately affect large numbers of animals. They have developed a system for evaluating the success of their corporate work by considering both the number and impact of their corporate victories. ASF collaborates with many other organizations and is willing to partner and to share information in order to achieve their greater goals.

## WHY WE RECOMMEND ALBERT SCHWEITZER FOUNDATION

We believe that ASF has a solid track record of corporate outreach in Germany, and we are optimistic that their strategy and skills will lead to meaningful progress in Poland, an area with a relatively young and small animal advocacy movement. Additionally, ASF is one of the first animal charities beginning to prioritize corporate outreach on behalf of farmed fishes, an area we think is particularly high-impact due to its large scale and neglectedness.

## ROOM FOR FUNDING

We believe that ASF has room to take on \$460,000–\$2.9 million in additional funding over the next year. We expect they would use additional funding to expand their legal and corporate outreach work in Germany and to continue their planned international expansion. We also expect they would use additional funding to expand their staff and increase their salaries to be more competitive with the private sector.



*Albert Schweitzer*  
Albert Schweitzer Foundation

Albert Schweitzer Foundation  
Dircksenstr. 47  
10178 Berlin, Germany  
+49 (0)30-400 54 68-0  
[donations@albert-schweitzer-stiftung.de](mailto:donations@albert-schweitzer-stiftung.de)

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

# ALBERT SCHWEITZER FOUNDATION



# 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 reach the public with information about the experiences of animals, especially farmed animals. Animal Equality recently launched a corporate outreach department that works with corporations to adopt better animal welfare policies and to ban particularly cruel industry practices. They also support legislation initiatives in the U.S. and conduct legal outreach in Mexico, India, and the E.U.

Animal Equality achieves significant successes with very small amounts of money. They have a strong understanding of success and failure and are continually setting goals to improve their performance and increase their impact. As Animal Equality has

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

\$340 Corporate Outreach

\$260 Online Outreach

\$250 Undercover Investigations

\$80 Legal Advocacy

\$70 Individual Advocacy

expanded internationally, they've hired local advocates with strong cultural knowledge and contacts in each country. 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 have. 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 they started working in more recently—specifically India and Brazil.

## ROOM FOR FUNDING

We believe that Animal Equality has room to take on \$900,000–\$4.4 million in additional funding over the next year. We expect they would use additional funding to hire new legal and human resources staff and to expand their staffing in Mexico and India. We also expect they would use additional funding to continue growing their investigations and online outreach programs, and to secure additional office space to facilitate their growth.

# animal EQUALITY

Animal Equality  
8581 Santa Monica Blvd. Ste. 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 plant-based and cultured meat.

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:

- \$180 Operations
- \$150 Policy Program
- \$140 Science and Technology Program
- \$140 International Engagement
- \$120 Development
- \$110 Innovation Program
- \$100 Communications
- \$60 Corporate Engagement

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 and cultured meat sectors since their founding.



## 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.

## ROOM FOR FUNDING

We believe that GFI has room to take on ~\$90,000–\$5.2 million in additional funding over the next year. We expect they would use additional funding to expand their programs in science and technology, innovation, policy, corporate engagement, and to simultaneously scale their operating reserve and organizational infrastructure.

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 farmed animal suffering through corporate campaigns, grassroots outreach, international collaborations, and a training program for college activists. Recently, they've been especially successful with their corporate campaigns in the U.S. They also appear to have played an important role in promoting corporate campaigns internationally.

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

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

\$420 Corporate Outreach

\$320 Grassroots Outreach

\$130 Online Outreach

\$100 Communications and Social Media

\$30 Humane League Labs Studies



research through Humane League Labs (HLL)—has shifted the outlook and programming of several other advocacy organizations toward finding the most effective 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 often take the lead in collaborating with other groups to facilitate knowledge-sharing about their strategic approach. They have been flexible in using their grassroots network for a variety of advocacy efforts—including individual outreach, support for corporate campaigns, and grassroots legislative advocacy. We find THL to be an excellent giving opportunity because of their strong programs and evidence-driven outlook.

## ROOM FOR FUNDING

We believe that THL has room to take on \$350,000–\$5.3 million in additional funding over the next year. We expect they would use additional funding to continue expanding their National Volunteer Program as well as their international work through the Open Wing Alliance (OWA). We also expect they would continue to build their infrastructure by hiring additional lawyers, media staff, and web developers.



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 Standout 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.



[ciwf.com](http://ciwf.com)

**Compassion in World Farming USA** works to improve the well-being of farmed animals through corporate campaigns and 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 (NhRP)** 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 NhRP 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 greatest impact possible by focusing on influencing individuals and institutions with 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.



**Sinergia Animal** is a Brazilian organization that engages in corporate outreach with the goal of reducing animal suffering and decreasing the consumption of animal products. They focus especially on countries where major international animal advocacy organizations are not currently working; they aim to work as pioneers, paving the way for other organizations to expand their operations. *We recommend Sinergia for donors who want to promote corporate reforms in relatively neglected countries.*



**Sociedade Vegetariana Brasileira (SVB)** is a Brazilian organization that promotes plant-based diets by organizing veg fests, promoting Meatless Mondays, administering a vegan label, and working with restaurants to increase their vegan offerings. They also work with health professionals to spread knowledge of the health benefits of plant-based diets. *We recommend SVB for donors who are interested in promoting plant-based diets in Brazil.*

If you'd like to support one or more of our recommended charities, we encourage you to donate to our Recommended Charity Fund. **For more information about this giving option, please visit: [animalcharityevaluators.org/rcf](https://animalcharityevaluators.org/rcf)**





# THE IMPACT OF **YOUR DONATION**

You can increase your impact by supporting the most effective animal charities and programs. We conduct comprehensive research and offer many convenient giving options so that you can aim to maximize the good you do for animals through your donations.

ACE

**RECOMMENDED  
CHARITY FUND**





**The Recommended Charity Fund** is a convenient option for anyone who wishes to support ACE's recommended charities through a single donation. Its disbursement will be determined by ACE's research team, simplifying the process for donors who want to give to the most effective animal charities. 100% of the Fund will be directed to ACE's Top and Standout Charities.

The Fund will be disbursed twice per year (in January and in July) according to the distribution that our research team believes 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 determine how best to apportion the funds among our Top Charities and Standout Charities. We will consider each charity's recommendation status as well as its ability to effectively use more funding. We may diverge from this schedule to make additional grants if we receive more donations than expected 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)**

ACE  
**EFFECTIVE  
ANIMAL  
ADVOCACY  
FUND**



**The Effective Animal Advocacy Fund** is for anyone who is interested in making the animal advocacy movement more effective. It is complementary to our Recommended Charity Fund, supporting a wider range of advocacy efforts than ACE's Top and Standout Charities.

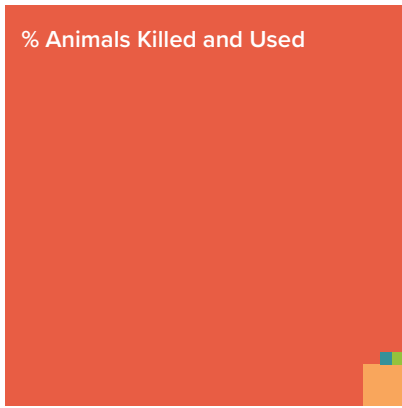
ACE launched this new Fund in late 2018 for three main reasons. First, we believe that the movement should continue to fund a wide range of approaches because a broad, pluralistic animal advocacy movement will be more impactful overall than a narrow, monistic animal advocacy movement. Second, we believe that we should continue to support a broad range of interventions given that there is little available evidence supporting the effectiveness of any given one. Third, we believe that building relationships with a large group of individuals and charities will make our own work more effective by providing us with new information to consider and new individuals and groups to collaborate with.

The response to the Fund from both donors and applicants has exceeded our expectations. Out of 106 applications, we selected a diverse group of 49 charities, organizations, and individuals from around the globe to receive our first round of grants in 2019. More information about each of the recipients, our research team's evaluation and selection process, and future grant cycles can be found on our website.

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

# CAUSE PRIORITIZATION

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Annually in the United States



Annually in the United States

Animal suffering in our world is diverse and immense, but the magnitude of human-caused animal suffering inflicted on farmed animals dwarfs all other categories.

Despite the fact that farmed animals represent over 99% of animals used by humans, charities that exclusively advocate for farmed animals receive less than 1% of the donations to animal charities. This suggests that in order to have the most impact, donors 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, ACE found that it probably costs a typical shelter more than \$100 to save a single animal. In comparison, we estimate that on average, 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 highlighted in this guide.



# SUPPORT OUR WORK

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**Animal Charity Evaluators (ACE)** uses evidence-based research to provide recommendations to advocates, charities, and donors on how to be the most effective in making positive change for as many animals as possible. To date, we have influenced more than \$17 million in donations to a variety of impactful charities working around the world to reduce animal suffering.

At ACE, we are helping to grow the animal advocacy movement. Our comprehensive evaluations provide actionable advice and guidance to charities and individuals on how to improve their own work for animals. Most of the charities that we consider for review don't have self-evaluation programs, so our efforts provide a framework that can be used to advance their advocacy. Furthermore, we research the effectiveness of specific interventions to enable organizations and advocates to better focus their time and efforts on impactful methods that reduce the most animal suffering.

We hope that you will support ACE's influential work in addition to giving to our recommended charities featured in this guide. With your generosity, we will continue to provide informative research, comprehensive charity evaluations, and impactful giving opportunities to propel the animal advocacy movement and accomplish life-saving progress for animals on a global scale.



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

← ACE operating expenses in  
2018: **\$868,395**

▼ Money influenced to  
Recommended Charities and EAA  
Fund in 2018: **\$6.5M**

# 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**