



ANIMAL CHARITY
EVALUATORSSM

ANIMALS NOW QUESTIONNAIRE, 2019

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BUDGET AND RESOURCE ALLOCATION

Budget information

1.1 | What were your charity's total expenditures in 2018?

\$1,031,577

1.2 | What were your charity's total expenditures in the first six months of 2019?

\$519,158

1.3 | What was your charity's total revenue in 2018?

\$991,921

1.4 | What was your charity's total revenue in the first six months of 2019?

\$460,118

1.5 | What were your charity's other assets in 2018?

\$492,913

1.6 | What were your charity's other assets in the first six months of 2019?

\$433,873

1.7 | Did your charity receive any large (>20% of its budget) grants in the past two years?

No

1.8 | If your charity receives any restricted donations, approximately how much did it receive in the past year, and what programs did that support?

\$230,000

For Challenge 22, humane education, grassroots activities, campus project, undercover investigations.

1.9 | If your charity has any revenue-generating programs, how much revenue did they generate in 2018 and the first six months of 2019?

We don't have revenue-generating programs.

1.10 | Did you set a fundraising goal for last year? If so, did you meet it?

Yes.

1.11 | Do you expect your funding situation in the coming year to differ significantly from the situation in the past few years? If so, how?

Yes. We plan to invest more in the organization's capacity, specifically aiming to expand our supporters base. We expect to increase the annual budget by at least 20%–30% in the next year.

1.12 | (Optional): Is there anything else you'd like us to know about your charity's funding situation?

More than 73% of our budget is based on small donors.

Staff resources

1.13 | How many full-time staff are currently employed by your organization?

10

1.14 | How many part-time staff are currently employed by your organization?

30

1.15 | How many paid interns are currently working with your organization? (Please provide estimates for average number of working hours per week, if possible.)

None

1.16 | How many unpaid interns or other volunteers are currently working with your organization? (Please provide estimates for average number of working hours per week, if possible.)

We do not have unpaid interns program, but in the last two years we had 4 volunteers who worked as interns, each one came for a few months as part of student interns program (right now we have one volunteer who's here for 3 months).

Volunteers: At Challenge 22, there are about 980 volunteer hours per week. There are about 226 additional volunteer hours in different projects, aiming to the Israeli audience.

1.17 | (Optional): Is there anything else you'd like us to know about your charity's staff and volunteers?

Youth (ages 18–21) who choose to do a national service instead of military service can do so in Animals Now. We currently have 8 such volunteers, each of them volunteers 30 to 40 hours per

week (depending on the program they choose). We provide them with a room in an apartment rented by us, and they receive a stipend from a national service agency (the stipend is also funded by us). They can choose whether they want to volunteer for a year or two years.

Programs and activities

1.18 | Which programs/interventions does your charity employ, *investing at least 10% of its annual budget and/or staff time*?¹

- Grassroots political campaigning
- Humane education
- Investigations
- Legislative advocacy
- Lobbying
- Media campaigns
- Online ads
- Plant-based product promotion
- Pledge programs
- Veg starter guides
- We invest in supporting people who wish to try plant-based or meat reduction diets, in Challenge 22 project.

1.19 | (Optional): Is there anything else you'd like us to know about your charity's programs?

LEADERSHIP AND STRATEGY

Staff leadership

2.1 | Please identify 1–5 key members of your organization’s leadership team. You may wish to include only the President/Executive Director, or you may wish to include department directors and/or country directors. Below, for each leader, please list: (1) their name, (2) their role, (3) the number of years they've been with your organization, and OPTIONALLY (4) a brief description of their leadership style.

¹ This question was initially presented with multiple choice options. Charities were able to select as many options as they wanted and write in additional responses. Here, we only present the responses they selected and/or added; this is not a complete list of the options that charities were given.

<https://docs.google.com/document/d/1PBckoyGvAj934aXyaSVJjunjrgqnr60hp0z8xfVioAY/edit?usp=sharing>

Board

2.2 | Please provide a list of board members and brief descriptions of their occupations or backgrounds (job titles/industries or links to LinkedIn are sufficient). If this information is available online, feel free to simply provide a link.

https://docs.google.com/document/d/1nWJve_H-7BT-KoZd_OSvdf719Sm0xlnTlpVvEFBZqgg/edit?usp=sharing

Strategic planning

2.3 | Does your organization have a strategic plan?

Yes. We've translated a short sample of our strategic action.

2.4 | If your organization has a strategic plan, please provide a link here or email it to us.

https://drive.google.com/file/d/OB_SMINVO-flNWmQzTzZFZGNGWI9FNDIEU2N2Qi1xbHlwNnFn/view?usp=sharing

2.5 | As an organization, what are your most important goals for the coming year? If we've previously evaluated your organization, have your goals changed since then?

https://docs.google.com/document/d/10aJ7_kjPMza0qxnPwBryCtkiiCcQST5M1-OPXd-YA20/edit?usp=sharing

Collaborations

2.6 | Is your organization engaged in collaborations with other advocates or advocacy groups? If so, which ones?

Challenge 22: we stand in contact with many organizations and influencers in order to help us promote the Challenge, such as James Aspey, Earthling Ed, Joey Carbstrong, Kinder World initiative and Anonymous for the Voiceless organization, and more.

Video - MFA, Better Eating, and 40 others.

Challenge 22 Community project: These days we collaborate with F.R.E.E, based in Romania and Sinergia Animal Thailand, to assist them with building local challenges. This is just the beginning - the purpose of the Challenge 22 Community project is to collaborate with many more organizations in the coming year.

Israeli groups: Let the Animals Live, Vegan Friendly, Glass Walls, Freedom Farm, Starting Over sanctuary, Life & Environment (infrastructure organization for the Israeli environmental movement).

2.7 | In the past three years, has your organization worked with any external advisors or consultants? Please provide details.

Yes. We've worked with an external strategic adviser, as well as a branding adviser. Additionally, our communication team was trained by professional advisers on interviews, and social platforms. Finally, we also hired lobbying company on political strategy.

CULTURE AND HUMAN RESOURCES

Culture

3.1 | Do you have a workplace code of ethics or a similar document that clearly outlines expectations for employee behavior?

We have a code of ethics regarding sexual harassment, discrimination, and inappropriate behavior.

3.2 | Do you regularly interview staff or conduct surveys to learn about staff morale and work climate?

Yes, we conduct regular feedback sessions with each employee twice a year, and with volunteers who have a key role in the organization.

We also send out an anonymous annual survey to the heads of the departments and ask for feedback regarding the ED work and performance.

3.3 | (How) do you integrate and encourage diversity practices within your recruitment and hiring process?

While we don't have an official diversity policy, we try to make sure that we create a diverse and inclusive environment.

Our staff is comprised of LGBTQ+ people, ethnic minorities, and people from different religious backgrounds. We collaborate with a project aimed at rehabilitating young people who suffer from mental health issues. We also employ inclusive language, such as using female pronouns and

verb forms when addressing a general audience. As I've mentioned in the interview, 8 out of the 12 management members are women, and 7 are LGBTQ+.

Human resources policies

3.4 | How much time and funding is allocated for the professional development of staff?

In 2018, the staff received training worth 3,500\$ for 2019 we allocated 5,500\$ for this section, for external training.

820 working hours have been allocated for internal training.

3.5 | Do you offer a health care plan or a healthcare reimbursement account?

Israel provides healthcare to its citizens.

3.6 | How many days of paid time off, sick days, and personal leave do you offer full-time employees per year?

We provide all of those in accordance with Israeli law. The amount of days off and sick days changes in accordance with the employee's seniority. These are detailed in the following links:

Vacation days:

https://www.kolzchut.org.il/he/%D7%97%D7%95%D7%A4%D7%A9%D7%95%D7%AA_%D7%95%D7%99%D7%9E%D7%99_%D7%94%D7%99%D7%A2%D7%93%D7%A8%D7%95%D7%AA_%D7%9E%D7%A2%D7%91%D7%95%D7%93%D7%94

Sick days: https://www.kolzchut.org.il/en/Sick_Days (we pay sick days from the first day)

Maternity leave: https://www.kolzchut.org.il/en/Maternity_Leave

3.7 | List of HR policies²

- Regularly scheduled performance evaluations
- All positions have clearly defined essential functions with written job descriptions
- Staff salaries are determined by a formal compensation plan
- A written statement that your organization does not discriminate on the basis of race, sexual orientation, disability status, or other characteristics
- A written statement supporting gender equity and/or discouraging sexual harassment
- An optional anonymous reporting system

² This question was initially presented with multiple choice options. Charities were able to select as many options as they wanted and write in additional responses. Here, we only present the responses they selected and/or added; this is not a complete list of the options that charities were given.

- Mandatory reporting of harassment or discrimination through all levels of the managerial chain, up to and including the board of directors
- Explicit protocols for addressing concerns or allegations of harassment or discrimination
- All reported instances of harassment or discrimination are documented, along with the outcomes of each case
- Flexible work hours
- Paid family and medical leave
- Remote work option is available
- Audited financial documents (including the most recently filed IRS form 990) are available on the charity's website
- Formal orientation is provided to all new employees
- Funding for training and development is consistently available to each employee
- Funding is provided for books or other educational materials related to each employee's work
- Paid trainings are available on topics such as: diversity, equal employment opportunity, leadership, and conflict resolution
- We have a policy for data security and a policy for fieldwork security & behavior in an emergency situation for our team of undercover investigations.

3.8 | If your organization has an employee handbook or written list of policies, please provide a link here or email it to us.

Links to Animal Now's New Employee/Volunteer Guidebook, Staff Procedures, Team Leaders Procedures, Code of Ethics, and Sexual Harassment Policy (and handling protocol) were provided here and removed for confidentiality.

3.9 | Is there anything else you'd like us to know about your organization's human resources policies?

The organization started as a voluntary organization and over time began to employ people on a low salary base, which we are gradually raising. A salary increase plan has recently been decided for the next three years.