



RECOMMENDATION STATUS	CHARITY	LAST REVIEWED	FOCUS AREA	MAIN PROGRAMS	STRENGTHS	WEAKNESSES	IMPACTFULNESS OF PROGRAM	COST OF EXPANSION PLANS	TRACK RECORD	COST-EFFECTIVENESS	RESPONSE TO SUCCESS AND FAILURE	LEADERSHIP AND STRATEGIC VISION	CULTURE AND STRUCTURE
TOP CHARITY	 Albert Schweitzer Foundation	2019	 Farmed Animal Advocacy	<ul style="list-style-type: none"><li>Corporate Outreach</li><li>Legal Advocacy</li><li>Advocacy Research</li></ul>	<ul style="list-style-type: none"><li>Strategic thinking and self-improvement</li><li>International expansion of their corporate outreach campaigns</li><li>Work on behalf of farmed fishes</li></ul>	<ul style="list-style-type: none"><li>Limited reach to Germany and Poland</li><li>Hierarchical and bureaucratic structure</li></ul>	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Low Confidence) \$0.56M–\$1.9M	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (High Confidence)
TOP CHARITY	 Anima International	2019	 Farmed Animal Advocacy	<ul style="list-style-type: none"><li>Corporate Outreach</li><li>Media Campaigns</li><li>Undercover Investigations</li><li>Capacity Building</li><li>Plant-based Promotion</li><li>Legal Advocacy</li></ul>	<ul style="list-style-type: none"><li>Strategic thinking and self-improvement</li><li>Strong culture with high employee satisfaction</li><li>Strong movement-building approach</li></ul>	<ul style="list-style-type: none"><li>Heavy reliance on volunteer program</li><li>Short track record</li><li>Variable impact of some programs</li></ul>	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Low Confidence) \$0.37M–\$2.5M	 STRONG PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 STRONG PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (High Confidence)
TOP CHARITY	 The Good Food Institute	2019	 Meat Alternatives and Cell-Cultured Meat	<ul style="list-style-type: none"><li>Research and Research Granting</li><li>International Outreach</li><li>Legal Advocacy</li><li>Corporate Outreach</li></ul>	<ul style="list-style-type: none"><li>Potential for tremendous long-term impact</li><li>Strong leadership and strategic vision</li><li>International expansion</li></ul>	<ul style="list-style-type: none"><li>Track record does not yet include some of the outcomes they most hope to achieve</li><li>Uncertain timeframe for cost-competitive cultured products</li><li>Some staff possibly overextended due to quick expansion</li></ul>	 STRONG PERFORMANCE (Low Confidence)	 STRONG PERFORMANCE (High Confidence) \$1.4M–\$4.7M	 AVERAGE PERFORMANCE (Low Confidence)	 STRONG PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (Moderate Confidence)
TOP CHARITY	 The Humane League	2019	 Farmed Animal Advocacy	<ul style="list-style-type: none"><li>Corporate Outreach</li><li>Individual Outreach</li><li>Capacity Building</li><li>International Outreach</li><li>Advocacy Research</li></ul>	<ul style="list-style-type: none"><li>International coordination of corporate outreach efforts</li><li>Self-assessment and improvement</li><li>Cohesive, democratic culture</li></ul>	<ul style="list-style-type: none"><li>Significant organizational changes probably required for further expansion</li></ul>	 STRONG PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (High Confidence) \$11M–\$4.6M	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (High Confidence)
STANDOUT CHARITY: General Interest	 Compassion in World Farming USA	2019	 Farmed Animal Advocacy	<ul style="list-style-type: none"><li>Corporate Outreach</li><li>Grassroots Outreach</li></ul>	<ul style="list-style-type: none"><li>Self-assessment and improvement</li><li>Research on effectiveness</li><li>Unique, friendly, and collaborative approach to corporate outreach</li></ul>	<ul style="list-style-type: none"><li>Uncertain long-term effects of focusing strictly on welfare improvements without making an ideological case against using animals for food</li><li>Lack of board diversity</li></ul>	 STRONG PERFORMANCE (Low Confidence)	 WEAK PERFORMANCE (Moderate Confidence) \$0.15M–\$0.7M	 AVERAGE PERFORMANCE (Moderate Confidence)	 WEAK PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (High Confidence)
STANDOUT CHARITY: Special Interest <i>We recommend Faunalytics for donors who are particularly interested in supporting research.</i>	 Faunalytics	2019	 Capacity Building	<ul style="list-style-type: none"><li>Client-Based Studies</li><li>Research Library</li><li>Advocacy Research</li></ul>	<ul style="list-style-type: none"><li>Large volume of research produced supporting other organizations and the movement</li><li>Potentially large-scale impact through dissemination of research</li><li>Largest library of animal advocacy related research</li></ul>	<ul style="list-style-type: none"><li>Missed opportunities to measure their impact in the movement</li></ul>	 AVERAGE PERFORMANCE (Low Confidence)	 WEAK PERFORMANCE (High Confidence) \$0.12M–\$0.34M	 AVERAGE PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (High Confidence)
STANDOUT CHARITY: General Interest	 The Federation of Indian Animal Protection Organisations	2019	 Farmed Animal Advocacy	<ul style="list-style-type: none"><li>Legal Advocacy</li><li>Corporate Outreach</li><li>Investigations</li><li>Grassroots Outreach</li><li>Online Outreach</li></ul>	<ul style="list-style-type: none"><li>Influence over other animal advocacy groups in India through their membership program</li><li>Formed a successful working relationship with local government</li><li>India is a relatively neglected and promising area for animal advocacy</li></ul>	<ul style="list-style-type: none"><li>High burnout and attrition rates</li><li>Legal advocacy work is not focused on chicken or fish</li></ul>	 AVERAGE PERFORMANCE (Moderate Confidence)	 WEAK PERFORMANCE (High Confidence) \$0.12M–\$0.34M	 AVERAGE PERFORMANCE (Low Confidence)	 STRONG PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Low Confidence)
STANDOUT CHARITY: Special Interest <i>We recommend Sinergia for donors who want to promote corporate reforms in relatively neglected countries</i>	 Sinergia Animal	2018	 Farmed Animal Advocacy	<ul style="list-style-type: none"><li>Corporate Outreach</li><li>International Outreach</li></ul>	<ul style="list-style-type: none"><li>Strong strategic vision and goal setting</li><li>Successful cage-free commitments</li><li>Work in relatively neglected and potentially high-impact countries</li></ul>	<ul style="list-style-type: none"><li>Short track record</li><li>Uncertainty regarding planned expansion to Indonesia and Thailand</li><li>Uncertainty regarding how they will fill their funding gaps</li></ul>	[*] [*] [*]	[*] [*] [*] \$10K–\$0.61M	[*] [*] [*]	[*] [*] [*]	[*] [*] [*]	[*] [*] [*]	[*] [*] [*]
STANDOUT CHARITY: Special Interest <i>We recommend SVB for donors who are interested in promoting plant-based diets in Brazil.</i>	 Sociedad Vegetariana Brasileira	2018	 Farmed Animal Advocacy	<ul style="list-style-type: none"><li>Individual Outreach</li><li>Institutional Outreach</li><li>International Outreach</li></ul>	<ul style="list-style-type: none"><li>Understanding of success and failure</li><li>Amplification of their message through collaborations with environmentalist and human health organizations</li><li>Potential for high impact in a relatively neglected country</li></ul>	<ul style="list-style-type: none"><li>Need for more formal policies to ensure sustainable growth</li><li>Strict focus on dietary change, possibly limiting their pathways to impact</li></ul>	[*] [*] [*]	[*] [*] [*] \$90K–0.48M	[*] [*] [*]	[*] [*] [*]	[*] [*] [*]	[*] [*] [*]	[*] [*] [*]

[\*] Our overall assessments of each charity were introduced for the first time in 2019. As we last reviewed these charities in 2018, we do not have equivalent ratings for these charities.

[\*] Our methodology for determining each charity's room for more funding is only relevant for the year following our review. As we last reviewed these charities in 2018, we cannot guarantee that these values are as accurate as more recently reviewed charities, however we expect the estimates to be still somewhat applicable to their current situation.