



ANIMAL CHARITY  
EVALUATORS<sup>SM</sup>

## COMPASSION IN WORLD FARMING USA QUESTIONNAIRE, 2019

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## BUDGET AND RESOURCE ALLOCATION

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### Budget information

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

\$1,270,914

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

\$304,997

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

\$1,543,408

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

\$171,498

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

\$1,581,333 (interpreted as reserves)

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

\$1,464,938

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

Compassion USA receives \$500k from one foundation in 2017/2018, 2018/2019, and for a third year in 2019/2020, per the terms of the grant.

**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?**

Compassion USA has received grants restricted to our 25X25 program (Eat Plants.For a Change) and our fish programs. In the past year, we received approximately \$125,000 and \$50,000 respectively for these programs.

**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 do not have revenue-generating programs beyond traditional fundraising.

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

We did set a fundraising goal and we did meet it.

**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?**

We expect our funding to increase. We have been expanding our reach through public engagement which has resulted in an increase in individual donations. With regard to major gifts/foundations, our 25X25 work has garnered interest from a new pool of donors. We are also actively working on meeting and working with new donors.

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

Please note that throughout our responses, 2018 will refer to our 2018–19 financial year (1 April 2018 – 31 March 2019). Because of the timing of our financial year(s), questions about the first six months of 2019 will refer to Quarter 1 2019/20 (i.e. April – June 2019).

Staff resources

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

14

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

1

**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.)**

1, approximately 15 hours per week

**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.)**

0

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

## Programs and activities

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

- Animal welfare or vegan food labeling
- Media campaigns
- Obtaining corporate commitments to higher welfare
- Obtaining institutional commitments to meat reduction

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

We do many of the items listed above, just not to the level of 10% of budget/time, i.e. legislative advocacy, veg cooking videos, plant-based product legal advocacy, event organizing, etc.

## **LEADERSHIP AND STRATEGY**

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### 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. Rachel Dreskin, Executive Director, has been at Compassion USA for almost 6 years. She worked as the US Head of Food Business before taking the helm as the Executive Director in the fall of 2018. As Executive Director, she oversees all operations for Compassion USA, and does so in a manner that is decisive and authoritative but also welcomes collaboration and perspective from other members of the team in a warm, thoughtful, and intelligent manner.
2. David Soleil, U.S. Head of Operations. David has been at Compassion USA for 3 years. David takes a welcoming approach in his leadership style; he is someone you can always feel comfortable coming to about any operational questions, knowing that he will answer them in an informed and helpful manner.

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<sup>1</sup> 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.

3. Nina Farley, Head of Public Engagement. Nina has been with Compassion USA for 5 years. Her leadership style exhibits kindness when working with others while being able to delegate exceptionally well. She also exudes knowledge in her field alongside an outstanding work ethic.
4. Cynthia von Schlichten, U.S. Partnerships Manager. She has been at Compassion USA for 1 and a half years. Cynthia values and stresses an open-door policy in her leadership style. She wants individuals to feel comfortable asking questions about any concerns or issues they are having. At the same time, she conveys expertise in her field and is comfortable delegating tasks.
5. Jeff Doyle, Head of U.S. Food Business. Jeff has been at Compassion USA for 7 months. In the short time he has been with the organization, Jeff exhibits a leadership style that makes him very approachable, while at the same time very knowledgeable and passionate about his work.

## 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.**

1. Philip Lymbery - <https://www.ciwf.org.uk/about-us/our-staff/philip-lymbery/>
2. Aoife Junor - <https://www.linkedin.com/in/aoife-junor-58168642/?originalSubdomain=uk>
3. Kathryn Flanagan - <https://www.linkedin.com/in/kathryn-flanagan-2b22772/>
4. Brooke Schooley - As a Managing Director in Citi's Investment Banking division, Brooke Schooley advised Fortune 100 industrial clients on financing and mergers and acquisitions, chaired the Analyst Compensation and Promotion Committee and served on the Investment Banking Compensation Committee. After leaving Citi in 2008, Brooke founded the 7th Avenue South Alliance, a Greenwich Village neighborhood non-profit of which she remains Board Chair, earned a Master's Degree in Agricultural Economics and pursued a professional opera career, performing most recently with Delaware Valley Opera. She serves on the boards of Boston Midsummer Opera, 7th Avenue South Alliance, Cantata Profana, Compassion in World Farming US and Friends of the Coleman Station Historic District. She lives in Greenwich Village and Millerton, NY with her husband, David Head.
5. Lyn Devon - <https://www.lyndevon.com/>

## Strategic planning

**2.3 | Does your organization have a strategic plan?**

Yes.

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

We will email it to you.

**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?**

Our goals for the year include a focus on expanding our compliance work as well as organizational sustainability. Details of this are outlined in the strategic plan.

When we were evaluated two years ago, our organization was half of the size that it is now. Our decision and ultimate ability to expand the team has allowed us to expand our work to include increased company outreach, increased public engagement, increased collaboration with other organizations, and an increased focus on compliance. We understand that a commitment a food company might make voluntarily or as is now required by law with regard to higher welfare is meaningless if not upheld and that is why we are laser focused on compliance work.

## Collaborations

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

Compassion USA has worked with MFA, AE, THL, ASPCA, WAP, HSUS and COK.

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

We work with a pro bono law office that helps us with legal matters that may arise. We also enlist the services of various public engagement professionals such as social media influencers, graphic designers, web designers, etc. We have also used market researchers and filmmakers.

## CULTURE AND HUMAN RESOURCES

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### Culture

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

Yes

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

Yes

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

First, we work with our hiring managers to ensure that there is compliance with CIWF policies and current laws regarding discrimination in hiring practices. Our staff is also trained regarding the UK Equality Act of 2010 which sets a higher bar for compliance and encompasses more protected identities than US law. Second, we are currently developing a comprehensive DEI plan for the organization that includes recruitment and hiring practices.

Human resources policies

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

We currently have a budget of \$8,000 allocated for current staff.

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

Yes. A health reimbursement account.

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

25 days paid vacation and 4 weeks paid sick leave per fiscal year.

**3.7 | List of HR policies<sup>2</sup>**

- 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
- A simple and transparent written procedure for filing complaints
- 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

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<sup>2</sup> 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.

- All reported instances of harassment or discrimination are documented, along with the outcomes of each case
- Regular, mandatory trainings on topics such as harassment and discrimination in the workplace
- An anti-retaliation policy protecting whistleblowers and those who report grievances
- Flexible work hours
- Internships are paid (if your organization has interns; leave blank if it does not)
- 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
- Paid trainings in intercultural competence (for multinational organizations only)
- We have a business travel policy that supports our anti-harassment policy and decreases the risk of harassment while traveling. Our default is for all traveling employees to have their own private accommodations. Travel accommodations are shared ONLY with the consent of both employees AND the knowledge and approval of the Executive Director and US Head of Operations.

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

Unfortunately, this is not a simple request to fulfill. As a global organization, our HQ maintains a number of global policies that are then modified as needed to be country specific. I am happy to answer questions on specifics if needed.

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

No