

Please consider the top 3–5 programs that your organization invests in (considering both the time and the funding invested). Listing just your top 3 programs is entirely sufficient for us—only list 4 or 5 if you really invest in them all equally and can't select just 3. For each program, it would be helpful for us to know the time invested, the funding invested, the number of years the program has been active, and some of the primary outcomes.

Program name	Enforcement and policy change for slaughter reform
Date commenced	Year 2016 (Pilot done in 2015)
Program expenses (2018)	4,590,742
Program expenses (first 6 months of 2019)	1,602,039
Approximate number of staff hours invested (2018)	2,664 hours
Approximate number of staff hours invested (first 6 months of 2019)	1,332 hours
Approximate number of volunteer hours invested (2018)	20,880–27,840 hours
Approximate number of volunteer hours invested (first 6 months of 2019)	10,440–13,920 hours
Most important outcomes/accomplishments from 2018 or 2019	<ul style="list-style-type: none"> o Network - 174 activists were mentored in 12 cities across the country who file complaints against illegal roadside meat shops or act as informants, who raise the alarm about the presence of illegal meat shops or reopening of closed meat shops o Action/ Impact - a) Regulated or closed 557 illegal roadside meat shops in collaboration with government regulatory agencies by filing a total of 1,236 complaints against these shops. b) 237 butchers across the country were sensitised to animal cruelty via workshops that were conducted in conjunction with government authorities to implement reforms in the slaughter practices and to ensure high welfare standards for animals in their meat shops. c) A concentrated effort by an activist in Mangalore against an illegal meat market for a total of 8 months resulted in saving 70,000 birds (mostly chickens).

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Program name	Legislative change for preventing factory farming in dairies
Date commenced	Year 2012
Program expenses (2018)	2,832,797
Program expenses (first 6 months of 2019)	1,458,395
Approximate number of staff hours invested (2018)	2,664 hours
Approximate number of staff hours invested (first 6 months of 2019)	1,332 hours
Approximate number of volunteer hours invested (2018)	240 hours
Approximate number of volunteer hours invested (first 6 months of 2019)	120 hours
Most important outcomes/accomplishments from 2018 or 2019 <i>Be as specific as possible. Links or other documentation is also helpful. If desired, you may email us a separate document with this information. (If we know about an outcome from a previous review cycle, there is no need to mention it again here.)</i>	<ul style="list-style-type: none"> o Policy successes <ul style="list-style-type: none"> a) Guidelines for registration of cattle premises rules were issued by Haryana, Madhya Pradesh, Tamil Nadu, Telangana and Andhra Pradesh b) Submission of 'Gau Gatha' report to the regulatory authorities in UP resulted in the passage of voluntary guidelines for the welfare of animals in cattle rehab centers for dairy animals o Action <ul style="list-style-type: none"> a) Workshops have been conducted with the government bureaucracy and other stakeholders in UP and Mathura for the implementation of dairy and gaushala guidelines b) <u>Investigation</u> - Nation-wide investigations of over 200 gaushalas across 17 states culminated in the 'Gau Gatha' report o Impact <ul style="list-style-type: none"> Voluntary guidelines passed in UP impacted ~ 6,500 gaushalas and in turn 300,000 cows that were abandoned

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Program name	Mass Media (outdoor, digital) advocacy
Date commenced	2017
Program expenses (2018)	10,163,483
Program expenses (first 6 months of 2019)	4,093,294
Approximate number of staff hours invested (2018)	4,884 hours
Approximate number of staff hours invested (first 6 months of 2019)	2,882 hours
Approximate number of volunteer hours invested (2018)	270 hours
Approximate number of volunteer hours invested (first 6 months of 2019)	20 hours
Most important outcomes/accomplishments from 2018 or 2019 <i>Be as specific as possible. Links or other documentation is also helpful. If desired, you may email us a separate document with this information. (If we know about an outcome from a previous review cycle, there is no need to mention it again here.)</i>	<ul style="list-style-type: none"> o Successes <ul style="list-style-type: none"> a) Obtained collaborations with 21 Food & Beverage companies to offer vegan products and/ or the vegan version of their most famous offering, including an entire mall b) Obtained endorsements for the 21 day compassion challenge (a step-by-step guide to becoming vegan) by 7 celebrities o Reach <ul style="list-style-type: none"> a) Celebrities who have given their endorsement of the 21 day compassion challenge having a total following on social media of ~4.2 million. b) ~5,000 people have signed up to try the 21 day compassion challenge c) ~458.9 million people were introduced to veganism over mass media (billboards and social media) d) A total of 102 coverages in news media (print and digital) (87 in 2018 and 15 in 2019 (till June)) and the total readership of all the publications is ~700 million.

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Program name	Movement Building
Date commenced	2012
Program expenses (2018)	3,102,086
Program expenses (first 6 months of 2019)	1,908,544
Approximate number of staff hours invested (2018)	2,664 hours
Approximate number of staff hours invested (first 6 months of 2019)	1,332 hours
Approximate number of volunteer hours invested (2018)	6,072–12,000 hours
Approximate number of volunteer hours invested (first 6 months of 2019)	2,850–6,000 hours
Most important outcomes/accomplishments from 2018 or 2019	<ul style="list-style-type: none"> o Member servicing a) Number of member organisations increased by 85% (currently 130 members) in our network. b) 100 member organisations received legal and social media help in addition to strategic and fundraising assistance for effective animal protection work o Networking and capacity building a) 220 activists (150 activists from Living Free and 70 activists from Stop Slaughter Cruelty campaign) were mentored via 22 network calls (13 Living Free and 9 Stop Slaughter Cruelty) b) Conducted 25 workshops in 18 different cities across the country training over 500 activists in grassroots action for animals c) Trained 150 activists in different animal protection fields via 2 intensive regional residential bootcamps d) Conducted the national conference, India For Animals (IFA) 2018 where over 500 activists were provided the chance to learn from and interact with leaders from across the globe in the field of animal rights/ protection. e) Built alliances with a total of 14 organisations, of which 3 are human rights organisations (Eg. Oxfam), 3 are environment protection organisations (Eg. Navdanya), 2 are education organisations (Eg. Pratyek), 1 is a waste management organisation, 1 is a public health organisation and 1 is a wildlife protection organisation as a means of expanding the stakeholder reach for our work

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Program name	Grassroots Vegan Advocacy
Date commenced	2014 (pilot in 2013)
Program expenses (2018)	1,748,028
Program expenses (first 6 months of 2019)	672,121
Approximate number of staff hours invested (2018)	4,440 hours
Approximate number of staff hours invested (first 6 months of 2019)	2,220 hours
Approximate number of volunteer hours invested (2018)	29,095–45,480 hours
Approximate number of volunteer hours invested (first 6 months of 2019)	14,547.5–22,740 hours
Most important outcomes/accomplishments from 2018 or 2019	<ul style="list-style-type: none"> o Network a) Expanded the programme to 10 additional cities (bringing the total number of cities in our network to 78) adding over 50 activists in the process o Training a) Organised training sessions for a total of 163 activists in 3 cities in collaboration with CEVA where Dr. Melanie Joy and Mr. Tobias Leenaert conducted sessions on effective vegan advocacy b) Zonal leadership development workshops were conducted in 4 cities helping develop grassroots activist leaders o Action/ Impact a) Reached out to over 400,000 people with a message to move towards a vegan lifestyle via leaflets, Video Outreach and Virtual Reality outreach b) Conducted movie screenings (related to veganism - Cowspiracy, What the Health, etc.) in 6 cities c) <u>Innovation</u> - Introduced 4 new outreach methods in the span of 1.5 years (Truth on Wheels, Question Your Notion, Erase the Divide and Have a Heart) d) FIAPO served as the knowledge partner for the Kind fest organised in Bangalore, while also organising a total of 4 other fests across the country reaching out to over 42,000 people in each of the fests

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