

## Follow-Up Questions for Albert Schweitzer Foundation (2019)

If you raised 1.5x your fundraising goal next year, what would you spend the additional funding on?

- More lawsuits. We recently had a [great animal protection ruling](#) in Germany that makes lawsuits on behalf of animals more promising than ever. We see a lot of value in pushing the animal welfare standards in Germany to the next level: If the biggest economy in Europe does it, this should have ripple effects across Europe. We're currently planning to launch lawsuits for broiler chickens and pigs; pigs will require at least three lawsuits for each stage of the system: sows & piglets, early fattening, fattening (not sure if these are the correct English terms and whether three stages are used in the US as well).
- Increasing our "war chest" for broiler campaigns as we're about to enter a "make or break" stage in the campaign: We've got some big targets ahead of us (especially the retailers) that will probably take a lot more campaigning than Sodexo and Nomad Foods did.
- Expanding our fish work. We're currently spending somewhat less than we want to.
- More mid-term than short-term: Increasing our international presence. Mid-term because we're currently running on full steam (as explained in the interview).

In the spreadsheet "Top 3–5 Programs" for corporate-related campaigns, you report outcomes for September 2018 onwards. Was there a particular reason for not including the rest of 2018? And if you would like to, we would welcome you to share any additional accomplishments from that time.

Yes, I thought you wanted a full 12 months worth of accomplishments. Also: I'm pretty sure we reported our accomplishments until August 2018 in our last evaluation round, so I wanted to avoid having successes counted twice.

How many new staff members would you like to hire within the next year if you had sufficient funds? Please specify for what roles or campaigns.

- Germany
  - One additional fundraiser (we currently only have one full-time position)

- One additional person for corporate outreach (we then should be able to cover the German food industry well)
- One additional comms person (the comms team currently can hardly keep up with communicating all of our campaigns, victories, etc.)
- Probably one person for lobbying/legislative work (we've found that German animal protection groups are mostly good cops in that area and the movement needs a bad cop - we haven't yet fleshed out how we're going to enter this type of work, but at least one full-time position seems likely)
- Possibly one additional IT role (we're in the process of figuring out whether that's needed or not)
- Poland: We'll probably leave the team size the way it is for a while as we feel we're currently well-suited to play a good role in the movement.
- Next country (yet to be determined): about 5 positions mostly for corporate outreach and corporate campaigns + some admin and some comms.

Regarding the top 3–5 programs you provided, give a description of the expenses that are NOT related to staff. Expenses related to staff include salaries, insurance, travel costs, and similar expenses.

- Corporate outreach: external consultants/project managers (mostly for fish work, some other expert work). Other than that, our corporate outreach almost exclusively produces staff costs as staff are researching food companies, building relationships with companies, negotiating with companies, etc.
- Corporate campaigns: non-staff costs are for campaign materials: banners, videos, special protest materials like a "chick grinder" etc.
- Legal: hiring external lawyers (see also question 6)

Regarding the top 3–5 top programs you provided, estimate how much of the expenses are NOT related to staff. Provide either an amount in USD or a percentage.

- Corporate Outreach: 26% non-staff
- Corporate Campaigns: 20% non-staff (will increase with an increasing number of campaigns - the team needed a bit of time to get ready to campaign and will increase their output over time)
- Legal: 91% non-staff

Your expenses for your legal advocacy program are particularly high relative to the number of staff hours invested in the program. Could you provide some insight into how funding is typically used in that program?

Almost all costs are non-staff as we're hiring external lawyers to run our lawsuits. We don't have staff members that do the actual legal work. The few hours you see in the sheet are my time (setting priorities, coordinating), time from the campaigns team (we sometimes but rarely do protests around our campaigns) and time from our comms team (speaking and writing about our legal work).

In the spreadsheet “Top 3–5 Programs”, you report: “REWE Group decided to go cage-free (this is because ALDI included textiles into their animal welfare policy and we advised them to go fur-free; REWE later copied and pasted the ALDI policy). This took 1 hour or less (we hardly do any work on the topic).” Did you mean to say REWE group meant to go fur-free here? If not, can you elaborate on the connection between ALDI’s fur-free commitment and this one?

Yes, sorry: "REWE Group decided to go **fur-free**" (we also made REWE Group International commit to going cage-free but that's a different topic).

Overall, I'm not sure whether I stressed that our campaigns team has recently grown and we spent quite a bit of time on onboarding and conceptualizing our campaigns work. That's why our campaigns team (naturally) hasn't yet delivered the efficiency we're expecting to see from 2020 onwards. This is probably hard to feed into your evaluation, but I thought it was worth mentioning.