

Follow-Up Questions for Anima International (2019)

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

Strengthen our movement building project

We are convinced that as a movement we should invest more resources in global movement building. Factory farming is a global endeavour and many corporations we are targeting are also operating in multiple markets around the world. We also believe that in many parts of the world, local organizations will be much more effective in creating lasting change than local offices of international organizations. New organizations, especially from regions that are not active members of the international animal rights movement, can potentially increase innovation in the animal protection movement and in this way make it more effective.

We also aim to introduce both new and long-standing members of the animal rights movement to more effective methods of campaigning (as opposed to abolitionist approaches for example) such as incremental change campaigns, meat-reduction and corporate outreach. Similarly, we are keen to expand our resource library to give free and easy access to tried and tested campaign content such as videos, leaflets, guides, advice and campaign plans.

Create a production team

One of our strengths is the ability to create excellent investigation projects and other materials that inspire compassion towards farm animals. We have been sharing our materials for free with other organizations for many years and we would like to increase the amount of content we are able to produce and share with a dedicated campaign production team.

The team would not only be responsible for the creation of new materials, but also for logistics of translation and the preparation of different language versions. Our high-quality investigation content could then be used by any like-minded organisation in the world, for free, with very limited time constraints being placed on their team on the ground. We are particularly excited to see how this could help younger, less-experienced organisations in more neglected areas of the world to build awareness about animal cruelty, get much needed victories and also build the brand of their organisation.

Strengthen our international campaigning team

One of our goals for the coming years to increase the impact of our work and create bigger change for animals is to focus on campaigns against international companies. Having staff and volunteers in nine different countries already we are able to significantly increase the pressure we put on corporations and could do even more with a stronger international team dedicated to

running such far-reaching campaigns. One example of an international campaign we organised recently was the Ikea broiler commitment campaign, which Anima International took the lead on.

To be able to keep on delivering such campaigns in a sustainable way, we need to strengthen the campaigning team and it makes a lot of sense to ensure that there are other powerful, international animal protection groups able to take the lead, whereas at the moment the Humane League takes on a lot of this responsibility. With more big players at the table we can crush our corporate targets much quicker.

Strengthen our meat reduction team

Reducing meat intake is one of the most effective ways we can help animals. As we continue to expand our reach by starting work in new countries, our strategy is to gradually roll out the best adaptations of what we consider the most effective meat reduction programs, including large-scale institutional and plant-based corporate outreach. The potential for doing more work in this area is enormous and only limited by the resources available.

We recently developed a new Slack space for all campaigners working on meat reduction (Food Fight) no matter their location, where we both work on connecting great minds, but also providing training for new campaign managers outside Anima International. We also produce, share and distribute content to support their work, such as videos, ads and stories with media potential with the aim of helping those working on meat reduction achieve their campaign aims, anywhere in the world.

Capacity building in Russia

Russia is one of the most important political powers in the world and the Russian language is the second language of the internet (together with German). At the same time the country uses its own social media (vKontakte and Telegram), which makes it an interesting arena for spreading information about the problems of factory farming and animal suffering, which is currently incredibly neglected when compared to time spent campaigning on Facebook. In our opinion, Russia also has interesting potential for food-tech innovation. We already have a team of three full-time staff members and plan to build on this significantly.

Impact research

We are very interested in adding to the global debate on effective tactics and strategies in the animal protection movement. We would like to replicate some studies in different cultural contexts, but also look into different approaches in measuring the progress of campaigns. We are interested in drawing from political science and economics to better inform our work. We are also planning to publish the results of our work for the benefit of the movement as a whole.

Increase fundraising capacity in Ukraine and Norway

We are especially interested in building the fundraising capacity in those two countries because they are not yet saturated with fundraising campaigns. We believe that reaching out to individual

small donors is not only a great way to bring more resources to the movement, but also one of the ways to create social change, since donors identify more with the goals of animal protection organizations.

In the coming years we want to ensure we have robust and effective fundraising campaigns, staff and processes within both of these countries which will run alongside the campaign work we already do there.

Strengthen the organization as a whole

Another important area we would like to focus on is creating a more robust organizational structure and strengthening our internal processes. We want to make sure the organization is sustainable and that our most important resource—people—are not overburdened and have time to develop and be creative.

Is the budget information provided in the Top 3–5 Programs Spreadsheet in EUR or USD?

USD

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.

If we raise sufficient funds, we would like to hire approximately 30 new staff members in the coming year. This is a lot of new staff, but divided amongst the nine different principal countries in which we operate we are confident we would have the required structure and staff-power to successfully integrate them without putting strain on our systems or current employees. Below you will find more details of the positions:

Anima International

- International Grassroots Coordinator
- IT Project Manager
- Fundraiser: Major Donors
- Impact Researcher
- EU Funds Specialist

Farmed Animals Awareness Team

- Video Specialist
- Video Specialist
- Graphic Designer
- Investigator

- Investigator

Russia

- Campaign Manager
- Communication Manager
- Volunteer Coordinator
- Corporate Outreach Specialist
- Legal Advisor

Movement Building Project

- Online Learning coordinator
- Asia Specialist
- Africa Specialist
- Middle-East Specialist

Farmed Animals Campaigning and Corporate Outreach

- 3 positions spread among different countries (UK, Poland, Ukraine)
- 2 Global Campaign Coordinators with focus on cage-free campaigns in Asia

Institutional Meat Reduction

- International Corporate Engagement Specialist
- International Corporate Engagement Assistant
- Meat reduction Specialist (Poland)
- Meat reduction Specialist (Norway)
- Meat reduction Specialist (Denmark)
- Meat reduction Specialist (Ukraine)

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.

Movement Building

- Educational opportunities for staff and volunteers, such as workshops, books, e-learning
- Organizing conferences (venue, logistics, marketing, travel costs reimbursement for activists from less wealthy countries)
- Equipment for local groups
- Gatherings for staff and volunteers (venue, catering)
- Volunteer recruitment (printed materials, venues for training)
- Donations/grants to other organizations

Plant-based product promotion

- Workshops and presentations materials for food companies
- Organizing plant-based food conferences
- Printed materials (leaflets etc.)
- Participation in food-related conferences/events
- Film production
- Organizing contests for plant-based businesses
- Food related publications (e.g guidebooks, restaurant rankings)
- Advertising (online, outdoor)
- Organizing plant-based fine dining events (venues, ingredients, chef's salaries, advertising)
- Lesson plans for plant-based Mondays in schools
- Donations/grants to other organizations
- Opinion polls
- Streetwork equipment

Obtaining corporate commitments to higher welfare

- Participation in farming related conferences/events (entrance fees, materials)
- Printed materials (leaflets, posters, postcards)
- Opinion polls
- Streetwork materials
- Advertising (online, outdoor, press)
- Campaigning websites (coding, domains, stock photos)
- Demonstrations/protests (insurance, printed materials)
- Legal help and fees

Media campaigns

- Printed materials
- Advertising (online)
- Software licences
- Filming/photo production
- Branding
- Investigations and interventions costs
- Legal help and fees

Legislative advocacy

- Filming/photo production
- Streetwork equipment
- Materials for exhibitions in parliaments or respective institutions (brochures, VR gear, posters, video screenings, etc.)
- Opinion polls
- Advertising (TV, outdoor, press, online)

- Sending materials to politicians
- Legal fees
- Demonstrations (buses, printed materials)
- Meetings with politicians (e.g. venues for debates, logistics)
- Investigations and interventions costs

Investigations and interventions costs

Investigations and interventions are a part of

- Obtaining corporate commitments
- Media campaigns
- Legislative advocacy

They include:

- Equipment
- Car maintenance
- Legal help and fees
- Undercover investigation logistics (e.g. accomodation for investigators)
- Travel expenses

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

- Movement building: ~20%
- Plant-based product promotion: ~30%
- Obtaining corporate commitments to higher welfare: ~50%
- Media campaigns: ~50%
- Legislative advocacy: ~60%