

Follow-Up Questions for Compassion in World Farming International (2019)

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

- We would further increase and speed up our programmatic output, policy work, and supporter engagement around the need to end factory farming entirely and reach a Global Agreement to replace factory farming with a regenerative food system
- Increase, fast track and widen our activities on advocating for policy measures by key government, major food companies and influential bodies to encourage the consumption of less and better meat and dairy
- Increase and widen our work on driving better animal standards in the global food supply chain by working with food companies

In your reported accomplishments, you mention some outcomes achieved by CIWF USA. Does the budget info you provided also include CIWF USA's budget?

Yes the budget information provided for Compassion in World Farming International includes the CIWF USA budget. Compassion in World Farming International is the consolidation of all Compassion legal entities worldwide.

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.

Averting Farmageddon and reaching a Global Agreement to replace factory farming with a regenerative food system

- Project Manager
- Business engagement manager
- Researcher X 6
- Member state outreach admin officer
- UN general assembly engagement manager
- UN Food organisation engagement manager
- Public relations/marketing specialist
- Liaison specialist
- Content specialist
- Digital producer

- Desk Officer

Advocating for policy measures by key government, major food companies and influential bodies to encourage the consumption of less and better meat and dairy

Corporate Engagement liaison manager

- Market Analyst (US). Also included in the US submission
- Food Business Coordination (US). Also included in the US submission
- Senior Project Manager
- Data Analyst
- Research Manager
- Marketing and Communications Manager
- Corporate Engagement Manager
- Corporate Engagement Officer

Drive better animal standards in the global food supply chain by working with food companies

- Head of Technical
- Food Business & events manager
- Junior Food Business manager
- Food Business Manager X 2
- Marketing and Communications Manager
- Research Manager X 2
- Corporate Compliance Coordinator (US). Also included in the US submission
- Senior Food Business manager (US). Also included in the US submission
- Food Business Manager Investment Specialist (US). Also included in the US submission
- Animal welfare specialist (US). Also included in the US submission
- Public Engagement manager – Compliance (US). Also included in the US submission
- Commercial Supply chain specialist (US). Also included in the US submission
- Food Business Manager (Asia Focus)
- Research Manager (Asia Focus)

Operations to underpin expansion

- Business development manager
- Head of Legal
- Global financial controller
- Global payroll manager
- Global Finance Business partner
- Global Head of Recruitment
- Global HR Business Partner
- Learning and development manager
- IT manager
- Admin assistant (US). Also included in the US submission

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.

Averting Farmageddon

- Global Agreement to replace factory farming with a regenerative food system; research, production, printing, sponsorship, grants to charity partners, media and public relations services, travel and expenses
- Advocating for policy measures by key government, major food companies and influential bodies to encourage the consumption of less and better meat and dairy; research, production, printing, sponsorship, grants to charity partners, media and public relations services, travel and expenses

European Legislation

- End the Cage Age; advertising services, design services, digital publishing and advocacy services, event management, IT support and development, photography, props and campaign material, training, translation, travel and expenses
- Fish Public Engagement/Evidence Base and Knowledge Transfer; digital publishing and advocacy services, media and public relations services, memberships and subscriptions, printing, props and campaign material, training, travel and expenses.
- Antibiotics; research, strategy and leadership services, digital publishing and advocacy services, travel and expenses
- Live Transport; investigations, audio and visual equipment, venue hire, travel and expenses
- Labelling; design, event management
- Responsive; catering, grants to charity partners, travel and expenses
- Operations; media and public relations services, membership and subscriptions, travel and expenses
- Learning and development; Conference attendance, travel and expenses

Food Business

- Eat less and Better meat and dairy; management services, research
- Fish Corporate Engagement; production, research, venue hire, printing, event management, travel and expenses
- Awards; Catering, Equipment hire, event management, Photography, props and campaign material, venue hire, travel and expenses
- Business Benchmark on Farm Animal Welfare; Event management, management services, production, travel and expenses
- Eggtrack; Event management, management services, production, travel and expenses

- Marketing and Communications; Design services, digital publishing and advocacy services, media and public relations services, legal and governance, production
- Operations; Conference attendance, management services, media and public relations services, membership and subscriptions, software asset management, training, translation, travel and expenses
- Research/Knowledge transfer; production, research, design services
- Supermarket Survey; Management services, production, software asset management, translation
- Forums; Catering, venue hire.
- Grants to charity partners

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

48.3% of the expenses are not related to staff. Please note this is based on program expenses 1.4.2018 – 31.3.2019. Please also note that included in the 48.3% is travel costs. We do not classify this as staff costs. A key element of our work requires us to travel.