

## Follow-Up Questions for Faunalytics (2019)

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

Our minimum fundraising goal for 2020 will be \$300,000, with a stretch goal of \$400,000. The incremental amount from raising 1.5x would be \$150,000 to \$200,000. This amount would allow Faunalytics to increase staffing for key positions (see below) and devote more resources to measuring and increasing our impact for animals.

On those latter points, Faunalytics would spend some of the additional funding (\$20,000 to \$25,000) on outreach and communications. Our emphasis would be on communicating the results of our independent studies and increasing utilization of our research. We would carefully measure the results of those efforts and refine them in future years.

Faunalytics would also spend some of the funding to improve our website and online research library. This would include adding more personalization options for readers to find curated content more easily, providing more infographics and webinars, and improving the overall speed and performance of faunalytics.org.

Lastly, we also believe that there is a need for better coordination among researchers focused on animal advocacy. Faunalytics is exploring whether to take a more central role in organizing research across organizations. Ideas include a research “summit” and better tools for collaborating on and tracking research.

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.

Faunalytic is currently in transition and will be identifying a successor for our executive director within the next 3-6 months. As a small team, whether we hire internally or conduct an external search will factor into which positions we hire for over the next year. With sufficient funds, we would very likely hire three new people in the next twelve months.

One person would be focused on leadership, administration, and fundraising, either serving as the executive director or supporting the person selected for that role. Another would be a third researcher to increase our capacity for independent studies. The third person would be focused on outreach, communications, and impact measurement.

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.

#### Expenses

- Costs of Studies
- Data Collection
- Web Developers
- Hosting and Storage
- Software

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.

#### 2018

- Independent Studies: \$43,457
- Partner Studies: \$1,420
- Online Library: \$17,517
- Total: \$62,394

#### 2019 (Jan–Jun)

- Independent Studies: \$10,675 \*
- Partner Studies: \$15,000
- Online Library: \$7,086
- Total: \$32,761

\* Note that our independent study costs this year will largely come in the third and fourth quarter, with multiple new studies being launched, each with substantial external data collection costs.