

# Follow-Up Questions for The Federation of Indian Animal Protection Organisations (2019)

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

We already have a broad spread of work - policy change, movement building, vegan advocacy, mass media, corporate change, research, training, investigations etc. - across farmed animals, wild animals and companion animals. So while we would like to introduce new campaigns/expand existing work across these areas over the next year, we would like to improve our organisational systems and bring relevant skills/expertise so that our existing work can be more effective. We expect this would help us make our work more robust, improve quality, scale and make it efficient. I.e. if we are able to bring in creative agencies for improving our messaging, we expect that our existing retention rate would go up.

- Improving our advocacy by hiring a high-end creative/PR agency to create greater quality messaging, invest in systems to create and deliver targeted content to media, government stakeholders (in addition to public advocacy we are already undertaking)
- Enhancing planning, evaluation and research by investing in necessary short-term consultants to improve processes, training of existing staff on those, and getting ERP software for planning, project management and evaluation
- Provide better infrastructure so our staff can be more efficient - improved internal server, communication lines, internet, collaborative software for data management, finance
- Train staff in campaign tactics, campaign communications, project management

In addition to strengthening the internal processes to make them more efficient, we are also planning to scale up some of our campaigns that have been successful at the city-level. Two of the campaigns, Rabies Free India and Stop Slaughter Cruelty, are at a stage where we are obtaining meaningful wins for the animals in terms of enforcement of existing policies and also at the level of introduction of new guidelines to improve the welfare of animals, and we would like to scale these two campaigns majorly to a few more states.

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.

We would like to hire the following staff to grow our existing team:

- Management staff: 2 (Chief Operating Officer and head of programmes)

- Fundraising staff: 2 (CSR and Grants)  
Communications: 2 (social media and videos)
- Research: 2 (1 jr researcher and 1 undercover investigator)
- HR: 1 recruiter
- Campaigns: 5 (corporate, movement building, plant-based businesses, partnerships, training)

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.

Other than staff costs expenses include:

- Printing of Programme Materials – leaflets, banners, guides, reports etc for all our outreach
- Media & Advertisement – includes print and expensive outdoor media
- Postage/ Courier – leaflets, materials
- Resource Consultants – short term expertise – e.g. for print media, translation etc.
- Training, Seminars, Meetings, Workshops, Event Organisation
- Communication/Internet
- Stationery
- Housekeeping/overheads

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.

**%age of total cost**

	2018-19	2019-20
Staff Cost	56%	47%
Other than Staff Cost	44%	53%