

Follow-Up Questions for The Humane League (2019)

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

Our strategic planning and budgeting process has only just begun for 2020, so this answer may change in the coming months. But some of the areas with the most room for more funding include:

The Open Wing Alliance

- Increased grant funding for our member groups.
- Increased funding for regional training events.
- More aggressive expansion into Asia, including a regional coordinator.
- Increased staff to support the above.

US Cage-Free Accountability Work

- Expanded corporate relations and campaigns staff and associated funding.
- A specialist focused on outreach to investors and financial institutions.
- An expanded legal team to support enforcement of Prop 12 and Question 3 and the additional campaign actions.

Supporting the international branches of The Humane League

- With our Mexico office gaining independent charity status, we will be able to expand their team in 2020 and hope to bring on several new staff members.
- Continuing to support The Humane League UK with large grants. This may decrease over time as their own fundraising ramps up.
- Any support that our staff in Japan require, including one-off projects or new staff.

Additionally, we would like to continue to increase our salaries and benefits. Expanding the above programs would also require growth across departments like legal, tech, communications, and operations.

When did your key programs commence? (please specify the exact year for each key program)

- a. Veg outreach 2005
- b. Public Awareness Campaigns 2005
 - i. US cage-free 2009
 - ii. Mx cage-free 2015
 - iii. US broiler 2016

- iv. UK cage-free 2016
- v. Question 3 2016
- vi. Japan cage-free 2017
- vii. Global cage-free 2017
- viii. UK broiler 2018
- ix. Prop 12 2018
- c. Movement Building 2005
 - i. Volunteer recruitment and training 2005
 - ii. Launch of OWA 2016
- d. Corporate Outreach 2015

Do you have any update on the 2016 commitment from United Egg Producers to end chick culling?

UEP's commitment: "...we encourage the development of an alternative with the goal of eliminating the culling of day old male chicks by 2020 or as soon as it is commercially available and economically feasible."

Based on [our research](#), we believe technologies will be commercially available in 2020. As technologies emerge, we plan to hold UEP accountable for this commitment

Do you have any updates on the Humane League Labs program and outcomes?

Yes; over the last year, The Humane League Labs has published reports on [measuring diet change](#), [candidate colleges and universities for running diet change research](#), [egg production in the United States](#) and [methods for performing a systematic review and meta-analysis of animal-welfare related diet change research](#). Labs has several ongoing projects: a prioritization of farm animal advocacy research; an RCT of THL's online ads program; an econometric analysis to identify the causal relationship between corporate cage-free commitments and cage-free production; reanalysis of our [study on messaging](#); the systematic review and meta-analysis previously mentioned and an initiative to increase the transparency and openness of research and evaluation in the farm animal advocacy movement.

This year, Labs expanded to employ an additional researcher with a background in psychology. Over the coming year, Labs plans to hire another researcher with a background in political science or policy and one to three temporary research fellows. As we complete our current gamut of projects, our research agenda will be increasingly guided by the results of our research prioritization. We intend to select projects addressing a range of interventions in animal advocacy, including corporate animal welfare campaigns; political work; diet change at the individual and institutional level and through the promotion of plant-based alternatives; and movement building.

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.

Please see Question 1 for more context. As above, we will be making more firm decisions in our strategy/budget process in November, so this will likely change in the coming weeks. That said, some positions that have been discussed for the short term:

- National Director of Organizing (US, currently hiring)
- Financial Institution Engagement Specialist (US)
- Staff Attorney (US)
- Corporate Relations Coordinator (US)
- Corporate Campaigns Coordinator (US)
- OWA Asia Regional Coordinator
- OWA Corporate Campaign Coordinator
- Operations Coordinator (Mexico)
- Several THL Mexico program positions
- International campaign support positions within the UK team

Additionally, there are a number of Organizing, Communications, Technology, and Operations staff positions that we will be considering in our budget process. Those teams will need to expand at pace with the above to ensure sufficient bandwidth within the organization.

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.

Supplies & Equipment	For program, campaign, events, & office supply needs
Marketing & Advertising	Advertising/PR/Marketing Related Expenses
Printing & Shipping	Professional printing services and all shipping/postage fees
IT Expenses & Subscriptions	IT Expenses, Memberships, Dues, Monthly Subscriptions
Event Registration	Tabling & Conference/Event Fees
Event Expenses	Venue, Food & Beverage, Entertainment, A/V
Professional Fees	For professional services and independent contractor fees for services rendered
Grants/Travel Awards	Program and travel grants to other organizations

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 (Jan-Dec) non staff expenses were 29.07%
- 2019 (Jan-Jun) non staff expenses were 33.22%

In the Top 3–5 programs spreadsheet, you provided a list of companies in the US and Japan as accomplishments of the corporate outreach program. Did you obtain commitments from all those companies?

- a. Yes
- b. All commitments [listed here](#) (with the exception of Costco and Unilever) were achieved by The Humane League
- c. 2019 US policies (as of Sep 27)
 - i. 1. Blaze Pizza 2. HelloFresh 3. Parkhurst Dining 4. Sterling Spoon Culinary Management 5. Denny's 6. Sun Basket 7. Tender Greens 8. Thomas Cuisine 9. Fresh Brothers 10. Blue Sushi Sake Grill 11. Legends Hospitality 12. &Pizza 13. Farmer's Fridge 14. Fresh Ideas 15. Union Square Hospitality Group 16. Honeygrow 17. Conagra Brands 18. Caesar's Entertainment
- d. 2018 US Policies
 - i. 1. Brioche Dorée 2. Mimi's Café 3. La Madeleine French Bakery 4. Papa John's Pizza 5. Bruegger's Bagels 6. PCC Community Markets 7. Royal Caribbean Cruises 8. Accor Hotels 9. Blue Apron 10. McCain Foods 11. Sweetgreen 12. First Watch

How much did you grant to the following between Jan 2018 and Jun 2019?

- a. THL UK
 - i. \$1,079,691.67 (total funding to THL UK)
 - ii. \$243,994.49 (These funds were not granted, THL UK was funded through the THL budget until they became a separate entity last year or in-kind contributions for support since the formation of a separate charity)
 - iii. \$835,697.18 (granted to THL UK)
- b. THL Mexico
 - i. \$283,517.52 (These funds were not granted, THL Mexico was funded through the THL budget until they became a separate entity this year)
- c. OWA Grantees
 - i. \$182,494.13 (includes program grants and travel awards)