

Please consider the top 3–5 programs that your organization invests in (considering both the time and the funding invested). Listing just your top 3 programs is entirely sufficient for us—only list 4 or 5 if you really invest in them all equally and can't select just 3. For each program, it would be helpful for us to know the time invested, the funding invested, the number of years the program has been active, and some of the primary outcomes.

Program name	Corporate Engagement, Animal Welfare
Date commenced	2012
Program expenses (2018)	\$798,338.05 [1]
Program expenses (first 6 months of 2019)	\$589,458.00
Approximate number of staff hours invested (2018)	40,000
Approximate number of staff hours invested (first 6 months of 2019)	19,200
Approximate number of volunteer hours invested (2018)	We have not tracked this to date.
Approximate number of volunteer hours invested (first 6 months of 2019)	We have not tracked this to date.
Most important outcomes/accomplishments from 2018 or 2019	<p>- We estimate that 55 million broiler chickens could be impacted each year once corporate animal welfare policy commitments Mercy For Animals has secured since January 2018 are fully implemented. We also estimate that 18 million birds will be spared from cages each year once corporate cage-free policy commitments we have obtained are fully implemented. It's important to note that we achieve much of our corporate animal welfare progress in partnership with other organizations.</p> <p>- The first- and third-largest retailers in Brazil have committed to eliminating eggs from caged hens in all stores. We launched our Walmart campaign in 2016, and since then we've hosted more than 13 demonstrations; delivered 130,000 petition signatures; coordinated huge tweetstorms; run billboards in strategic locations; and organized online actions centered on popular events, like the World Cup and TV-reality competition <i>Big Brother</i>. Walmart is the third-largest retailer in the country, operating 471 stores across 18 states. We estimate that as many as 2.8 million birds will be impacted each year once Walmart's policy is implemented. Carrefour is the leading retailer in Brazil and has more than 490 locations. After more than two years in dialogue with Mercy For Animals and other animal groups in Brazil, Carrefour became the first retailer to commit to banning the sale in Brazil of eggs from hens confined in cages. Carrefour's commitment was not only an important achievement for the movement and a milestone for the industry but an example for other supermarkets. We estimate that this commitment will impact nearly 5 million hens once implemented.</p> <p>- Also in Brazil, M. Dias Branco, the largest baked goods and pasta manufacturer in the country, committed to going cage-free after pressure from Mercy For Animals. Once implemented, this policy will reduce suffering for nearly 5 million hens every year.</p> <p>- After a movement-wide initiative, Denny's, a restaurant chain with nearly 1,600 locations, committed to giving chickens more space, better lighting, and an environment that allows for more natural behaviors. Denny's has also agreed to transition to strains of birds that have not been bred for unnaturally rapid growth that causes intense pain and to eliminate live-shackle slaughter. We estimate as many as 10 million birds could be impacted each year once the policy is in place.</p> <p>- In the United States, Mercy For Animals set up the whistleblower website ChickieLeaks.com and installed four billboards in rural chicken-farming communities, recognizing that the chicken industry negatively impacts many people, even those in the industry. These billboards gained media coverage in <i>The Atlanta Journal-Constitution</i> and numerous rural and industry publications.</p> <p>- We produced a compelling advertisement calling on McDonald's to show some mercy by ending the extreme cruelty inflicted on chickens in its supply chain. Twenty-five celebrities lent their voices to the video, including James Cromwell, Emily Deschanel, Alison Pill, Kimberly Elise, Matt Lauria, Daisy Fuentes, Andrew Keegan, Emma Kenney, John Salley, Joanna Krupa, and Moby. The ad aired on TV stations around Chicago and gained traction on social media, racking up more than 2.5 million views.</p> <p>-Corporate Animal Welfare US/Canada from January 2018 to date: Broiler commitments: 38 covering 56 brands</p> <p>-Corporate Animal Welfare Brazil from January 2018 to date: Only cage-free commitments: 38 commitments covering 94 brands</p> <p>-Corporate Animal Welfare Mexico from January 2018 to date: Only cage-free commitments: 15 commitments covering 19 brands</p> <p>For more details: www.mercyforanimals.org/impact</p>

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Program name	Investigations
Date commenced	1999
Program expenses (2018)	\$1,041,325.99 [2]
Program expenses (first 6 months of 2019)	\$482,742.00
Approximate number of staff hours invested (2018)	15,360
Approximate number of staff hours invested (first 6 months of 2019)	7,680
Approximate number of volunteer hours invested (2018)	We have not tracked this to date.
Approximate number of volunteer hours invested (first 6 months of 2019)	We have not tracked this to date.
Most important outcomes/accomplishments from 2018 or 2019	<p>- Since January 2018, we've released 10 new undercover investigations. Five were filmed in the United States, one in Canada, three in Mexico, and one in Brazil.</p> <p>- Additionally, we launched six new drone investigations, five filmed at facilities in the United States and one in Mexico (our first drone investigation in Latin America). The heartbreaking footage shows cows being whipped and prodded through a series of pens and walkways leading to their deaths. One animal makes a desperate attempt to escape. Our drones also captured piles of dead pigs at a facility and reveals the scale of factory farming's devastation on the environment. These drone videos have more than 3 million views on social media and were covered by major media outlets.</p> <p>United States Investigations</p> <p>April 2018: Conducted our first investigation into the driftnet fishing industry. Only 20 boats operate in California's driftnet fishing industry, yet a heroic Mercy For Animals investigator managed to board two of them, recording hours of horrific footage showing marine animals beaten and killed.</p> <p>May 2018: Exposed more devastation from commercial fishing, unveiling an industry that leaves its victims to slowly suffocate, violently saws off the fins of live fish, and drowns animals entangled in its nets.</p> <p>July 2018: Filmed workers slamming piglets headfirst into concrete at Tosh Farms, a supplier to the world's largest meat processor, Brazilian company JBS. We held press conferences in California to garner support for the passage of Proposition 12. More than 500,000 people signed our petition calling on JBS to implement a global ban on gestation crates. The investigation also drew widespread coverage from a range of news outlets, including The Associated Press, Politico, <i>The Sacramento Bee</i>, regional NPR stations, and the top business magazine in Brazil, where JBS is based.</p> <p>September 2018: Released another video showing sharks painfully pierced with hooks, stabbed, and bludgeoned over the head with a baseball bat and dolphins and other marine animals trapped and killed in fishing nets. Mercy For Animals worked with other animal protection organizations—Turtle Island Restoration Network, SeaLegacy, and Sharkwater—to form the End Driftnets Coalition. This pressure prompted the passage of a state law banning the use of large-scale driftnets off California's coast.</p> <p>November 2018: Launched an investigation showing stressed mother pigs confined in cruel gestation crates and workers senselessly ripping out the testicles of baby pigs without any pain relief. Workers also violently killed some pigs by smashing their heads against the ground.</p> <p>Canada</p> <p>May 2018: Uncovered the gruesome practice of grinding up live chicks at a Maple Lodge Farms hatchery in Canada.</p> <p>Mexico</p> <p>December 2018: Recorded mother pigs in crates with fly-infested wounds and workers cutting off the tails, clipping the ears, and ripping out the testicles of piglets at six factory farms across Mexico.</p> <p>April 2019: Released new investigation footage from Mexico showing chickens crushed in collapsed transport crates and terrified pigs punched and struggling to breathe. The investigation release helped the legislative advocacy team call on the Mexican senate to approve a proposal (point of agreement) in which the Senate urges the agricultural ministry to modify the regulation on transport in order to comply with international animal welfare standards.</p> <p>July 2019: Revealed, for the sixth time, the horrific animal suffering inside Mexico's government-owned slaughterhouses, including baby pigs carelessly tossed, cut open, and left bleeding—all while conscious and able to feel pain.</p> <p>Brazil</p> <p>August 2018: Conducted our first investigation inside facilities raising chickens for meat across Brazil. Footage from six factory farms shows birds crammed by the thousands in filthy sheds and suffering painful leg deformities.</p>

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Program name	Public Engagement
Date commenced	1999
Program expenses (2018)	\$1,529,893.14 [3]
Program expenses (first 6 months of 2019)	\$745,673.00
Approximate number of staff hours invested (2018)	29,120
Approximate number of staff hours invested (first 6 months of 2019)	15,680
Approximate number of volunteer hours invested (2018)	We have not tracked this to date.
Approximate number of volunteer hours invested (first 6 months of 2019)	We have not tracked this to date.
Most important outcomes/accomplishments from 2018 or 2019	<p>- Our public engagement program inspires news stories in some of the world's largest media outlets, collaborates with influential celebrities to support our campaigns, produces hard-hitting videos that expose factory farming, and educates millions through social media on the benefits of plant-based eating.</p> <p>- From January 2018 to date, we've had over 2.3 billion social media impressions and over 190 million video views from our U.S., Latin America, and Brazil social media accounts. Our work and victories were mentioned 926 times in media outlets, of which 101 mentions were in a top 50 media outlet in the United States, Mexico, and Brazil. Our investigations videos were viewed over 15 million times in the media.</p> <p>- Our high-quality videos and short documentaries highlight a diverse group of plant-based people--ranging from business owners to farmers to every day people. In 2018, our <i>Hurricane Heroes</i> documentary earned a Vimeo Staff Pick award.</p>
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Program name	Institutional Food Policy (meat reduction)
Date commenced	2016
Program expenses (2018)	\$319,520.25 [4]
Program expenses (first 6 months of 2019)	\$150,054.00
Approximate number of staff hours invested (2018)	8,480
Approximate number of staff hours invested (first 6 months of 2019)	3,200
Approximate number of volunteer hours invested (2018)	We have not tracked this to date.
Approximate number of volunteer hours invested (first 6 months of 2019)	We have not tracked this to date.
Most important outcomes/accomplishments from 2018 or 2019	<p>- Mercy For Animals partners with major institutions in Latin America and Brazil, such as schools and local governments, to reduce meat, dairy, and eggs served by at least 20 percent. Since 2018, we've implemented six meat reduction programs; trained 996 chefs in plant-based cooking and nutrition; taught 20 nutritionists the benefits of plant-based eating; and signed on three new institutions.</p> <p>- We estimate that for each year the programs launched in 2018 remain active, 5.8 million vegan meals will be served, potentially sparing approximately 100,000 animals per year.</p> <p>- In 2019, we've secured a commitment from the city of Campos dos Goytacazes. Once the program is implemented, the institution will serve 2 million vegan meals per year, potentially sparing around 40,000 animals per year.</p> <p>- In 2019, we hired an implementation specialist in Brazil to work with institutions to ensure a successful program launch and implementation.</p>

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Program name	Government Affairs and Public Policy
Date commenced	2012
Program expenses (2018)	\$533,891.87 [5]
Program expenses (first 6 months of 2019)	\$192,863.00
Approximate number of staff hours invested (2018)	14,240
Approximate number of staff hours invested (first 6 months of 2019)	3,840
Approximate number of volunteer hours invested (2018)	We have not tracked this to date.
Approximate number of volunteer hours invested (first 6 months of 2019)	We have not tracked this to date.
Most important outcomes/accomplishments from 2018 or 2019	<p>- In 2018, our legal team helped defeat a dangerous amendment to the federal farm bill, keeping hundreds of state and local animal protection laws safe from reversal.</p> <p>- We also supported the Prevent Cruelty California coalition that moved voters in the state to pass the strongest farmed animal protection law on the planet. Prop 12 will ban intensive cage confinement for mother pigs, egg-laying hens, and calves raised for veal in California and the sale in the state of pork, eggs, and veal from intensively caged animals. We estimate 40 million animals will be impacted each year once the law has been fully implemented.</p> <p>- Following three undercover investigations into California's driftnet fishing industry, we united with environmental groups in a campaign to end deadly large-scale driftnets off the state's coast. The ban passed after multiple investigations and widespread volunteer action.</p> <p>- Our legal team also secured 38 charges against Elite Farm Services, one of its chairmen, and Sofina Foods. The charges came after a 2017 Mercy For Animals undercover exposé revealed Elite Farm Services workers punting and throwing chickens and ripping legs off conscious birds.</p> <p>- Mexico's senate unanimously approved a proposal that urges the country's agricultural ministry to reduce the suffering of farmed animals. Mercy For Animals wrote the proposal, formally known as a point of agreement.</p> <p>- Mercy For Animals weighed in through formal public comments on the Hong Kong Prevention of Cruelty to Animals Ordinance. In a letter to the Agriculture, Fisheries and Conservation Department, we urged that all farmed animals be included under anti-cruelty protections.</p>

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Program name	Movement Building (volunteer program)
Date commenced	1999
Program expenses (2018)	\$382,364.59 [6]
Program expenses (first 6 months of 2019)	\$190,749.00
Approximate number of staff hours invested (2018)	11,520
Approximate number of staff hours invested (first 6 months of 2019)	5,760
Approximate number of volunteer hours invested (2018)	7,173
Approximate number of volunteer hours invested (first 6 months of 2019)	2,033
Most important outcomes/accomplishments from 2018 or 2019	<ul style="list-style-type: none"> - Our volunteer program is going through an intense period of transition as we move toward a scalable model and structure that will allow us to build a global movement of activists all working together to end the exploitation of animals for food. - We currently have volunteers in the United States, Brazil, and Mexico. We have plans to expand the program to India and Hong Kong by the end of this year. We are also developing resources that will be available for organizers and activists around the world. Our revamped program will focus on community organizing, leadership development, and movement building. - We have 65 active volunteer communities—that is, communities with an established and trained leader organizing actions. - Since January 2018, our volunteers have completed 1,865 actions, which could be leafleting events, tabling a vegfest, hosting an action party, organizing a demonstration, and more. Our volunteers have logged 9,547 hours.

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