

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	<b>Public Awareness Campaigns:</b> broilers and layers — campaigns that caused commitments (or intend to); media coverage; social media; ballot initiative support
Date commenced	I'm Not Lovin It campaign against McDonald's (broiler welfare ask) launched March 25th, 2018. Global campaigns launched: Marriott (December 6, 2018), Starbucks (April 21, 2018; relaunch February 8, 2019), Hilton (May 8, 2019), and Best Western (May 8, 2019). Prop 12 Signature Gathering (Nov 2017), Get Out the Vote (August 2018).
Program expenses (2018)	\$1,855,885.83
Program expenses (first 6 months of 2019)	\$1,086,293.14
Approximate number of staff hours invested (2018)	46,995 hours
Approximate number of staff hours invested (first 6 months of 2019)	25,117 hours
Approximate number of volunteer hours invested (2018)	We do not track volunteer engagement by hour and we don't have a way to provide a meaningful estimate.
Approximate number of volunteer hours invested (first 6 months of 2019)	We do not track volunteer engagement by hour and we don't have a way to provide a meaningful estimate.
<p>Most important outcomes/accomplishments from 2018 or 2019</p> <p><i>Be as specific as possible. Links or other documentation is also helpful. If desired, you may email us a separate document with this information. (If we know about an outcome from a previous review cycle, there is no need to mention it again here.)</i></p>	<p>*Our Open Wing Alliance won global cage-free campaigns from Marriott, Starbucks, Hilton, and Best Western. In July, 2019, Marriott reported it was 44% cage-free globally.</p> <p>*We've received ~90 media hits on our I'm Not Lovin It campaign against McDonald's since the beginning of the launch, launched a large-scale ad campaign in June, 2019, in partnership with an ad agency, Don't Panic, that resulted in 35 media hits and 75 newswire pick ups, 12,562 petition signatures, and over 700,000 video views on the primary ad, we have heard that McDonald's is feeling the pressure of our campaign through our coalition partners and have witnessed first hand by responses in person at their HQ. In response to the pressure we (and other groups in the coalition) have been applying, McDonald's has agreed to meet semi-regularly (roughly once every 4 months) with coalition partners to discuss the policy ask, is funding a \$4 million study into 'welfare outcomes' for their chicken supply chain, created a chicken sustainability council, and added language to their animal welfare policy about our demands, we attended McDonald's annual shareholder meeting and presented a question to leadership about chicken welfare. In addition to a host of grassroots actions across the country and outside McDonald's HQ around the shareholder meeting, we reached out to McDonald's top 100 investors which resulted in 10 responses and 3 meetings.</p> <p>*Ballot Initiative: Prop 12 passed in November 2018 with 62.7% of the vote in California. THL staff and volunteers were actively involved with signature gathering and GOTV efforts.</p>

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Program name	<b>Movement Building:</b> volunteer recruitment and training, OWA training and grants
Date commenced	<b>2018 OWA Training Events &amp; Grants:</b> Global Summit in April 2018, South Africa Summit in July 2018, Mexico Summit in Sept. 2018, Latin America Summit in Nov. 2018, Romaina training in March 2018, Taiwan training in May 2018, South Africa training in July 2018, Greece training in Sept. 2018, Croatia training in Sept. 2018. Distributed first installment of 2018 grants in March 2018, second installment in Sept. 2018. <b>2019 OWA Training Events &amp; Grants:</b> Brazil Summit in March 2019, Global Summit in May 2019, Netherlands training in May 2019, Peru training (for 3 groups) in June 2019, Romaina training in June 2019. Distributed first installment of 2019 grants in March 2019.
Program expenses (2018)	\$1,389,584.70
Program expenses (first 6 months of 2019)	\$1,091,193.19
Approximate number of staff hours invested (2018)	28,731 hours
Approximate number of staff hours invested (first 6 months of 2019)	21,450 hours
Approximate number of volunteer hours invested (2018)	We do not track volunteer engagement by hour and we don't have a way to provide a meaningful estimate.
Approximate number of volunteer hours invested (first 6 months of 2019)	We do not track volunteer engagement by hour and we don't have a way to provide a meaningful estimate.
Most important outcomes/accomplishments from 2018 or 2019	<p>*Recruited 16 new groups to join OWA (65 groups total)</p> <p>*Launched chickenwatch.org to help the movement track cage-free and broiler commitments</p> <p>*Hired a full-time OWA Grant Specialist, full-time OWA Events Coordinator, and a full-time OWA Latin America Coordinator</p> <p>*Provided personalized training in corporate campaigning for 10 OWA groups (countries mentioned in C4 of this sheet)</p> <p>*Conducted 9 webinars on topics related to corporate campaigning and animal activism with an average of 44 participants</p> <p>*OWA Grantees secured 84 corporate policies in 2018 and 81 corporate policies in 2019</p> <p>*We ended 2018 with 120 active grassroots volunteers and 9,704 online activists through Fast Action Network (FAN) email list and FANbot Facebook Messenger robot in the US. In 2018, we trained and actively mentored student campus organizers in 23 states.</p> <p>*In 2018, the Campus program developed a Student Handbook and program curriculum, trained 60 students at a Campus Outreach Conference, and held monthly leadership trainings. The National Volunteer program held 5 webinars, 3 top volunteer calls, and created a volunteer training website. The Grassroots staff held multiple trainings for volunteers and the general public on effective advocacy.</p> <p>*In 2019, THL re-envisioned our grassroots organizing program. This new structure unifies our grassroots teams, with a large team of field organizers overseeing both students and volunteers in a given region or city, mobilizing them to build community and lead grassroots actions. Rather than having 15 staff members organize 15 protests, in the new model 15 staff members will recruit and train 150 volunteer leaders to organize 150 protests. By expanding the scope of each grassroots employee, and by giving volunteers more autonomy and ownership, we not only amplify our reach but develop the organizing capacity of our movement as a whole.</p> <p>*In 2019, we launched the Student Alliance for Animals, a coalition of US student animal rights clubs, similar in concept to the OWA. The inaugural student summit convened in August.</p> <p>*In 2019, we launched a fellowship program to recruit, place, and support fellows to work in any department of THL. These fellows will expand their professional and advocacy skills and increase job readiness, building the depth and capacity of the movement.</p>

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Program name	<b>Corporate Outreach:</b> number of meetings and commitments
Date commenced	Ongoing
Program expenses (2018)	\$670,298.73
Program expenses (first 6 months of 2019)	\$314,548.89
Approximate number of staff hours invested (2018)	12,745 hours
Approximate number of staff hours invested (first 6 months of 2019)	7,530 hours
Approximate number of volunteer hours invested (2018)	0 hours
Approximate number of volunteer hours invested (first 6 months of 2019)	0 hours
Most important outcomes/accomplishments from 2018 or 2019	<p>*Broiler policies:</p> <p>*2019: Fresh Ideas, &amp;Pizza, NexDine, Farmer's Fridge, Blue Sushi Sake Grill, Legends Hospitality, Fresh Brothers, Thomas Cuisine, Tender Greens, Sun Basket, Denny's, Sterling Spoon Hospitality, Parkhurst Dining, HelloFresh, Blaze Pizza</p> <p>*2018: First Watch, sweetgreen, Black Bear Diner, McCain Foods, Blue Apron, AccorHotels, Royal Caribbean Cruises, PCC Community Markets, Papa John's Pizza, Brioche Dorée, Mimi's Café, La Madeleine French Bakery &amp; Cafe, Four Seasons Hotels and Resorts</p> <p>*2018 &amp; 2019 Japan cage-free policies: Four Seasons Hotels, Nestle Japan, Wabisuke, Watanabe Farms, Yamasuke Farms, Eggg, Yoneya, Tudanaka Onsen Prin Hompo, Rankoan, Egg Tokyo, Sekizuka Farm, Onomura Farm, Nanakusano Sato Matsuda Mayonnaise, Daicio Mamorukai, Papacaldo, Cocoron Farm, Daichino Tamago, Rustica, Costa Vista Okinawa Hotel &amp; Spa, Asukayama Terrace, Sunshine Farm, Hotel Continental Fuchu, Hilton Japan</p>

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Program name	<b>Veg Advocacy:</b> (ads)
Date commenced	We've been engaged in Veg Outreach for close to 10 years.
Program expenses (2018)	\$555,728.60
Program expenses (first 6 months of 2019)	\$268,647.45
Approximate number of staff hours invested (2018)	4,901 hours
Approximate number of staff hours invested (first 6 months of 2019)	1,792 hours
Approximate number of volunteer hours invested (2018)	0 hours
Approximate number of volunteer hours invested (first 6 months of 2019)	0 hours
Most important outcomes/accomplishments from 2018 or 2019	<p>*1,997,233 Veg Starter Guides/Cookbooks distributed online</p> <p>*41,366,594 visits to webpages with factory farm cruelty footage</p>
<p><i>Be as specific as possible. Links or other documentation is also helpful. If desired, you may email us a separate document with this information. (If we know about an outcome from a previous review cycle, there is no need to mention it again here.)</i></p>	<p>*In 2018, we also spent \$1,756.95 on ads recruiting participants for the 22-Day Vegan Challenge program. The ads generated 2,483 Challenge sign-ups.</p>

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Program name	<b>Public Awareness Campaigns:</b> broilers and layers — campaigns that caused commitments; media coverage; social media
Date commenced	
Program expenses (2018)	\$152,801.40
Program expenses (first 6 months of 2019)	\$133,457.37
Approximate number of staff hours invested (2018)	4992 hours
Approximate number of staff hours invested (first 6 months of 2019)	3120 hours
Approximate number of volunteer hours invested (2018)	501 hours
Approximate number of volunteer hours invested (first 6 months of 2019)	250 hours
Most important outcomes/accomplishments from 2018 or 2019  <i>Be as specific as possible. Links or other documentation is also helpful. If desired, you may email us a separate document with this information. (If we know about an outcome from a previous review cycle, there is no need to mention it again here.)</i>	*Grupo Posadas Campaign: 5 protests.  *Grupo Mera campaign: 1 protest. 2 work-parties, 2 HQ's visits, 15 leafletings (2 in 3 different cities simultaneously), 9 Facebook Live Transmissions, 3 blimps, 1 mobile billboard, 95 emails with 200 online calls to action, 4 boycotting events on line.  *19 articles written by staff (Open-Eds), 5 mentions of media of our campaigns 1 of them in a high circulation media, 5 apperances in radio, 1 tv apperance.

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Program name	<b>Movement Building:</b> volunteer recruitment and training, OWA
Date commenced	
Program expenses (2018)	\$50,933.80
Program expenses (first 6 months of 2019)	\$44,485.79
Approximate number of staff hours invested (2018)	1664 hours
Approximate number of staff hours invested (first 6 months of 2019)	2080 hours
Approximate number of volunteer hours invested (2018)	88 hours
Approximate number of volunteer hours invested (first 6 months of 2019)	44 hours
Most important outcomes/accomplishments from 2018 or 2019	<p>*We have a National Volunteer Program with a presence in 5 cities who help in campaign actions.</p> <p>*Our Red de Acciones Efectivas or online volunteer program has 2400 people with an email open rate of 13%.</p> <p>*We have 60 active Whatsapp volunteers.</p> <p>*Hosted 6 online trainings with attendance ranging from 35 - 50, with topics such as effective communication, campaigns, the role of the woman in the animals rights movement, etc.</p> <p>*Trained 3 Latin American groups in Lima, Peru during the Grantee Training for the OWA, about corporate outreach and campaigns.</p> <p>*Participated in the OWA Global Summit and organized the OWA MX Summit</p> <p>*Lead the constant collaboration and meetings with the other OWA groups with presence in Mexico. We facilitated the conversations with other groups to set the minimal ask criteria for cage-free system in Mexico.</p> <p>*We collaborated in the implementation of the new THL branded website in Spanish.</p>

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Program name	<b>Corporate Outreach:</b> number of meetings and commitments
Date commenced	
Program expenses (2018)	\$25,466.90
Program expenses (first 6 months of 2019)	\$22,242.90
Approximate number of staff hours invested (2018)	832 hours
Approximate number of staff hours invested (first 6 months of 2019)	1040 hours
Approximate number of volunteer hours invested (2018)	0 hours
Approximate number of volunteer hours invested (first 6 months of 2019)	0 hours
Most important outcomes/accomplishments from 2018 or 2019	0 commitments
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Program name	<b>Public Awareness Campaigns:</b> broilers and layers — campaigns that caused commitments; media coverage; social media
Date commenced	
Program expenses (2018)	£118,186.54
Program expenses (first 6 months of 2019)	£92,854.82
Approximate number of staff hours invested (2018)	5460 hours
Approximate number of staff hours invested (first 6 months of 2019)	2280 hours
Approximate number of volunteer hours invested (2018)	Split between Program 1, 2 & 3 (3 = smallest portion) At the very least 1490 hours, but we believe a significant proportion of volunteer effort is not reported to THL. Plus 34 hours for Fast Action Network Oct - Dec (no data before October)
Approximate number of volunteer hours invested (first 6 months of 2019)	Split between Program 1 & 2. At the very least 1324 hours, but we believe a significant proportion of volunteer effort is not reported to THL. Plus, 97 hours for Fast Action Network.
Most important outcomes/accomplishments from 2018 or 2019	<p><i>Be as specific as possible. Links or other documentation is also helpful. If desired, you may email us a separate document with this information. (If we know about an outcome from a previous review cycle, there is no need to mention it again here.)</i></p> <p><b>*Campaign wins: 15 in 2018, 3 in 2019 (4 if you include using coordinated volunteer pressure but not an official campaign launch)</b></p> <p><b>*2018:</b>  <a href="#">Rossopomodoro</a>, <a href="#">Noble Foods</a>, <a href="#">Hotel Chocolat</a>, <a href="#">Dorchester Collection</a>, <a href="#">Wrapchic</a>, <a href="#">Toni Macaroni</a>, <a href="#">Dim T</a>, <a href="#">Wildwood Restaurants</a>, <a href="#">D&amp;D London</a>, <a href="#">W D Irwins</a>, <a href="#">Pizza Go Go</a>, <a href="#">Bills</a>, <a href="#">Millennium Copthorne</a>, <a href="#">Nandos</a>, <a href="#">Pret A Manger</a></p> <p><b>*2019:</b>  <a href="#">Sodexo</a>, <a href="#">LePain Quotidien</a>, <a href="#">Wagamama</a>, <a href="#">Marstons (with volunteer pressure only)</a></p> <p><b>*Please visit this link for information about Communications.</b></p>



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Program name	<b>Movement Building:</b> volunteer recruitment and training, OWA
Date commenced	
Program expenses (2018)	£53,202.95
Program expenses (first 6 months of 2019)	£49,197.00
Approximate number of staff hours invested (2018)	2535 hours
Approximate number of staff hours invested (first 6 months of 2019)	2670 hours
Approximate number of volunteer hours invested (2018)	Split between Program 1, 2 & 3 (3 = smallest portion) At the very least 1490 hours, but we believe a significant proportion of volunteer effort is not reported to THL. Plus 34 hours for Fast Action Network Oct - Dec (no data before October)
Approximate number of volunteer hours invested (first 6 months of 2019)	Split between Program 1 & 2. At the very least 1324 hours, but we believe a significant proportion of volunteer effort is not reported to THL. Plus, 97 hours for Fast Action Network.
Most important outcomes/accomplishments from 2018 or 2019	<p><a href="#">*Volunteers Recruited &amp; trained:</a> 93 in 2018, 40 in 2019</p> <p><a href="#">*Action Parties:</a> 18 in 2018, 20 in 2019</p> <p><a href="#">*Number of training sessions given:</a> 93 in 2018, 79 in 2019</p> <p><a href="#">*Number of webinars for volunteers:</a> 1 in 2018, 7 in 2019</p> <p><a href="#">Please visit this link for information about Communications.</a></p>

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Program name	<b>Corporate Outreach: Commitments</b>
Date commenced	
Program expenses (2018)	£111,387.65
Program expenses (first 6 months of 2019)	£114,090.87
Approximate number of staff hours invested (2018)	3705 hours
Approximate number of staff hours invested (first 6 months of 2019)	3997.5 hours
Approximate number of volunteer hours invested (2018)	Split between Program 1, 2 & 3 (3 = smallest portion) At the very least 1490 hours, but we believe a significant proportion of volunteer effort is not reported to THL. Plus 34 hours for Fast Action Network Oct - Dec (no data before October)
Approximate number of volunteer hours invested (first 6 months of 2019)	N/A
Most important outcomes/accomplishments from 2018 or 2019	<p><a href="#">*Please see this spreadsheet for all the commitments and dates.</a></p> <p><a href="#">*We also got 2 Sisters Food group to pledge to provide ECC chicken to businesses (they're the largest UK and 5th largest producer in EU)</a></p>
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Program name	<b>Veg Outreach:</b> ads, veganuary, etc.
Date commenced	
Program expenses (2018)	£6,023.10
Program expenses (first 6 months of 2019)	£3,900.43
Approximate number of staff hours invested (2018)	292.5 hours
Approximate number of staff hours invested (first 6 months of 2019)	217.5 hours
Approximate number of volunteer hours invested (2018)	Split between Program 1, 2 & 3 (3 = smallest portion) At the very least 1490 hours, but we believe a significant proportion of volunteer effort is not reported to THL. Plus 34 hours for Fast Action Network Oct - Dec (no data before October)
Approximate number of volunteer hours invested (first 6 months of 2019)	0 hours
Most important outcomes/accomplishments from 2018 or 2019	Number of veg options stickers placed 225 in 2018, none in 2019 (due to branding)
<p><i>Be as specific as possible. Links or other documentation is also helpful. If desired, you may email us a separate document with this information. (If we know about an outcome from a previous review cycle, there is no need to mention it again here.)</i></p>	