



ANIMAL CHARITY
EVALUATORSSM

NONHUMAN RIGHTS PROJECT QUESTIONNAIRE, 2019

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BUDGET AND RESOURCE ALLOCATION

Budget information

1.1 | What were your charity's total expenditures in 2018?

\$886,272

1.2 | What were your charity's total expenditures in the first six months of 2019?

\$498,457

1.3 | What was your charity's total revenue in 2018?

\$1,225,255

1.4 | What was your charity's total revenue in the first six months of 2019?

\$410,556

1.5 | What were your charity's other assets in 2018?

Our other assets in 2018 totaled \$1,602,973 and included the following:

- Cash
- Investments
- Prepaid expenses
- Office equipment

1.6 | What were your charity's other assets in the first six months of 2019?

Our other assets in the first six months of 2019 totaled \$1,548,472 and so far, included the following:

- Cash
- Investment
- Prepaid expenses
- Office equipment

1.7 | Did your charity receive any large (>20% of its budget) grants in the past two years?

Yes. We received a grant from the NoVo Foundation, who contributed \$500,000 across the past two years, two anonymous donations that totaled \$600,000.

1.8 | If your charity receives any restricted donations, approximately how much did it receive in the past year, and what programs did that support?

N/A

1.9 | If your charity has any revenue-generating programs, how much revenue did they generate in 2018 and the first six months of 2019?

Listed below are the revenue-generating programs we have taken part in in 2018 and the first six months of 2019:

- Corporate Sponsorship - Hourglass Cosmetics is our corporate sponsor, who donates 1% of all online sales profits to us. In 2018, this totalled \$4,731 and in the first six months of 2019, this totalled \$57,692.
- Facebook - We use facebook as a revenue channel for our online supporters. Most larger donations from Facebook come from Birthday Fundraisers which we promote on our website and in email marketing. In 2018, donations totalled \$11,077 and in the first six months of 2018, donations totalled \$4,187.
- AmazonSmile - AmazonSmile donates .5% of shoppers' carts to our charity if shoppers select the NhRP as their chosen charity on AmazonSmile.com. In the first six months of 2019, this totalled \$549.

1.10 | Did you set a fundraising goal for last year? If so, did you meet it?

Our goal was to exceed the previous year's fundraising, and yes, we did.

1.11 | Do you expect your funding situation in the coming year to differ significantly from the situation in the past few years? If so, how?

No

1.12 | (Optional): Is there anything else you'd like us to know about your charity's funding situation?

Our donation revenue has continued to climb at a consistent pace, and we are on track to raise nearly \$1.5 million in total in 2019. As our work and victories continue to gain attention, we are gaining new supporters at every level, from small donors to foundation grants. We are however conservative in ensuring that our spending stays in the black.

The Holtzman Wildlife Foundation began supporting us in 2018, which came about as a direct result of a New York Times op-ed about the amicus curiae brief submitted by a group of philosophers in our chimpanzee rights cases. Other foundations that have supported us this year include Arcus, the Cottonwood Foundation, the Greenbaum Foundation and the Maurice Amado Foundation.

Where it regards our small to mid-tier donors, starting this year, the NhRP has formulated and executed distinct strategies for donor acquisition and retention. To acquire new donors, we ran our first direct mail campaign along with a targeted email outreach campaign, both with high engagement and open rates. On our website, we updated our Donate page (i.e. added Apple Pay capabilities) to make it even simpler to contribute online both through Desktop and Mobile. We also added a Shop link to our website, where supporters may purchase tees and in the future accessories, with all proceeds going to the NhRP. Lastly, we have continued to build our grassroots support through rallies, action alerts, facebook advertising and online campaigns which has helped to bring in approximately 2,000 donations from small and mid-tier donors in the first half of 2019.

Concurrently, we are focusing on a retention strategy that aims to build stronger, long-lasting relationships with donors. We revamped our acknowledgement program by segmenting our donors and providing more personalized, high touch interactions and recognition for their contributions. Furthermore, we are focusing more effort on high-touch experiences, personally reaching out to and meeting with more of our donors, particularly our major donors. Through these meetings, we have gained some unique and unexpected sources for new funding. For example, one of our donors, who is a small business owner, spreads the word of our mission by providing his customers with literature about the NhRP with every purchase. Another donor has independently organized two screenings of Unlocking the Cage to fundraise within her community.

Staff resources

1.13 | How many full-time staff are currently employed by your organization?

7

1.14 | How many part-time staff are currently employed by your organization?

5

1.15 | How many paid interns are currently working with your organization? (Please provide estimates for average number of working hours per week, if possible.)

0

1.16 | How many unpaid interns or other volunteers are currently working with your organization? (Please provide estimates for average number of working hours per week, if possible.)

3. One is 25 hours a week, one is 7 hours a week, and one is 5 hours a week. All are attorneys.

1.17 | (Optional): Is there anything else you'd like us to know about your charity's staff and volunteers?

The NhRP has relationships with a network of professional consultants, both paid and pro bono, to assist with accounting, public relations, legal consulting, graphic design, video editing, events, and other areas. They often provide free sporadic expert advice on discrete questions, especially our legal consultants in employment law (Littler, Boston) and our local counsel in Connecticut (Cohen & Wolf).

Programs and activities

1.18 | Which programs/interventions does your charity employ, *investing at least 10% of its annual budget and/or staff time*?¹

- Legal work for animals
- Legislative advocacy
- Media campaigns
- Rallies/protests are a relatively new but rapidly growing area for us; legislative work is expanding, so “grassroots political campaigning” could soon become an area where we spend 10% of time/budget, as could lobbying.

1.19 | (Optional): Is there anything else you'd like us to know about your charity's programs?

International litigation, legislation, and education could become 10% of our work soon.

LEADERSHIP AND STRATEGY

Staff leadership

2.1 | Please identify 1–5 key members of your organization’s leadership team. You may wish to include only the President/Executive Director, or you may wish to include department directors and/or country directors. Below, for each leader, please list: (1) their name, (2) their role, (3) the number of years they've been with your organization, and OPTIONALLY (4) a brief description of their leadership style.

¹ This question was initially presented with multiple choice options. Charities were able to select as many options as they wanted and write in additional responses. Here, we only present the responses they selected and/or added; this is not a complete list of the options that charities were given.

- Steven M. Wise, founder and president, 23 years. Open, collaborative, orderly, respects diverse points of view/expertise and encourages sharing of ideas/opinions in the interest of developing clarity, building consensus, and identifying obstacles/opportunities
- Kevin Schneider, Executive Director, 10 years total (4 as ED; 6 as a legal volunteer). Friendly, approachable, collegial, actively solicits views and assesses needs of staff.
- Lauren Choplin, Communications Director, 6 years total, 3 as CD). Highly focused and attentive to detail, thoughtfully brings people together and ensures all voices are fully heard and understood in the interest of developing clarity, building consensus, identifying obstacles/opportunities
- Courtney Fern, Director of Government Relations, 1.5 years. Confident, creative, flexible, extremely adept at assessing needs and identifying obstacles and opportunities. Proactive. Highly supportive of other departments.

Board

2.2 | Please provide a list of board members and brief descriptions of their occupations or backgrounds (job titles/industries or links to LinkedIn are sufficient). If this information is available online, feel free to simply provide a link.

- Steven Wise – President - lawyer, law professor, author
- Gail Price-Wise – Vice-President – management, consulting
- Jane Goodall – Board Member – president of Jane Goodall Institute
- Arnold Perlstein – Board member – lawyer, writer

Strategic planning

2.3 | Does your organization have a strategic plan?

Yes

2.4 | If your organization has a strategic plan, please provide a link here or email it to us.

See email.

2.5 | As an organization, what are your most important goals for the coming year? If we've previously evaluated your organization, have your goals changed since then?

- Win pending legal cases on behalf of nonhuman animals in New York and Connecticut
- File first habeas corpus cases on behalf of nonhuman animals in California and Colorado.
- Obtain passage of first municipal ordinance(s) that grant legal rights to nonhuman animals.
- Assist lawyers in other countries to obtain legal rights for nonhuman animals through litigation and/or legislation in their countries.
- Build new volunteer program.

- Build out educational section of website/resource library.

Collaborations

2.6 | Is your organization engaged in collaborations with other advocates or advocacy groups? If so, which ones?

Yes. We have partnerships with law schools including the University of Denver, Harvard's Animal Law Program, and have helped inspire the creation of new ones in Israel. We maintain and seek out connections with other animal groups and related cause-area groups and key influencers on social media in accordance with a multi-year strategy of sustained engagement and information sharing. At our first grassroots advocacy rally in Connecticut, we joined forces with Western Mass. Animal Rights Advocates (WMARA), FOUR PAWS International, CT Residents Seeking Sanctuary For The Commerford Animals, CompassionWorks International, and Animal Defenders International, who had been raising awareness of Beulah, Karen, and Minnie's plight for years. In New York, we had representatives from Voters For Animal Rights and In Defense of Animals speak at the rally as supporting organizations. We expect to partner with other organizations as we delve into our legislation work and are looking for the right opportunity to do so re: litigation work.

2.7 | In the past three years, has your organization worked with any external advisors or consultants? Please provide details.

- Prof. Garrett Broad, Fordham University (surveys and focus groups to assess public support for nonhuman animal rights)
- Roger Wolfson (Outreach)
- Karen Hinton/Fenton (PR)
- Sagon-Phior (PR)
- Cohen & Wolf (Legal)
- Kindvertising (Content Marketing)
- Dialogue Theory (Website rebrand/development)

CULTURE AND HUMAN RESOURCES

Culture

3.1 | Do you have a workplace code of ethics or a similar document that clearly outlines expectations for employee behavior?

Yes, see email.

3.2 | Do you regularly interview staff or conduct surveys to learn about staff morale and work climate?

Via interviews, yes.

3.3 | (How) do you integrate and encourage diversity practices within your recruitment and hiring process?

We advertise our staff positions on job boards, including diversity bar associations, that will help us engage diverse talent, and we are always looking for more and better ways to do so.

Human resources policies

3.4 | How much time and funding is allocated for the professional development of staff?

It is the NhRP's policy to be responsive to the education and training needs our staff. Professional development is either initiated by staff request or when management identifies training needs for specific staff members. This has been about 4 hours per year per person.

3.5 | Do you offer a health care plan or a healthcare reimbursement account?

Yes, healthcare reimbursement is offered to all full-time employees.

3.6 | How many days of paid time off, sick days, and personal leave do you offer full-time employees per year?

Staff are permitted to take vacation time as needed. Staff receives 48 hours of sick time per year that can accrue to a maximum of 72 hours.

3.7 | List of HR policies²

- Staff salaries are determined by a formal compensation plan
- A written statement that your organization does not discriminate on the basis of race, sexual orientation, disability status, or other characteristics
- A written statement supporting gender equity and/or discouraging sexual harassment
- A simple and transparent written procedure for filing complaints
- An optional anonymous reporting system
- Explicit protocols for addressing concerns or allegations of harassment or discrimination
- All reported instances of harassment or discrimination are documented, along with the outcomes of each case
- Flexible work hours

² This question was initially presented with multiple choice options. Charities were able to select as many options as they wanted and write in additional responses. Here, we only present the responses they selected and/or added; this is not a complete list of the options that charities were given.

- Remote work option is available
- Audited financial documents (including the most recently filed IRS form 990) are available on the charity's website
- Formal orientation is provided to all new employees
- Funding for training and development is consistently available to each employee
- Funding is provided for books or other educational materials related to each employee's work
- Simple and transparent written procedure for employees to request further training or support
- All staff work remotely and have for the life of the organization. We may begin opening offices soon, in LA and NY. Our Denver lawyer will have the option to work out of the U of Denver law school, alongside professor/habeas corpus scholar/animal law expert Justin Marceau.

3.8 | If your organization has an employee handbook or written list of policies, please provide a link here or email it to us.

See email.

3.9 | Is there anything else you'd like us to know about your organization's human resources policies?

As a small and all remote organization in the early stages of organizational growth, we are continuing to actively seek out and implement new policies to protect our staff and volunteers and help them thrive within the organization and beyond.