



ANIMAL CHARITY  
EVALUATORS



**A GREATER GOOD FOR ALL**

2020 Guide to Effective Giving

# A LETTER FROM THE **EXECUTIVE DIRECTOR**

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This year, our team of researchers has completed our seventh and strongest set of charity evaluations yet. We revisited our approach to cost-effectiveness estimates, added rigor to our evaluation of organizational culture, and hired a staff member focused on investigating empirical claims reported to us by charities.

We are thrilled to recommend nine outstanding organizations working around the globe to reduce animal suffering. Our four Top Charities represent particularly effective giving opportunities for advocates who seek to make an impact with their donations. We also feature five Standout Charities—strong charities that would be able to do even more for animals with your support.

Given our list of nine outstanding organizations, we recognize the challenge of selecting which ones to support. This inspired us to create the Recommended Charity Fund in 2017, which gives you the option to support multiple impactful animal charities with just one gift, leaving our research team to disburse your contribution among our recommended charities.

Additionally, we expanded our giving options a couple of years ago with the introduction of the Effective Animal Advocacy Fund. This Fund is for donors who wish to support a broader set of promising organizations that are often smaller than our recommended charities, have shorter track records, or work in important but neglected areas.

Strategic donors may also wish to consider supporting our work at ACE. With our modest annual operating budget, we have influenced over \$26M in donations to highly effective charities working around the world since 2014. With your continued support, we look forward to conducting more groundbreaking research, further improving our flagship evaluation program, and inspiring more donors to support the important work of high-impact animal charities.

Thank you for your support—together we can make a bigger difference for animals.



A handwritten signature in black ink that reads "Leah Edgerton". The signature is written in a cursive, flowing style.

Leah Edgerton, Executive Director  
Animal Charity Evaluators



# CHARITY RECOMMENDATIONS

One of our main goals at ACE is to identify the most effective animal charities. We begin by considering a large number of charities: those we have previously reviewed that are due for an update, those we have identified as potentially promising, and those that have requested to be reviewed. From there, we select the charities that we think are most likely to meet our seven recommendation criteria and invite them to participate in our comprehensive review process. Over the next few months, we engage directly with the participating charities, review records, estimate impact, and make our annual recommendation decisions.



# TOP CHARITY

## ALBERT SCHWEITZER FOUNDATION

**Albert Schweitzer Foundation (ASF)** works primarily in Germany, though they now have a branch in Poland as well. They work as a nonprofit (rather than making grants like a typical foundation). They conduct corporate outreach campaigns encouraging companies to (i) adopt cage-free policies, (ii) make chicken and fish welfare commitments, and (iii) commit to providing additional and improved vegan options. ASF also engages in legal work; for instance, in the last year, they funded a lawsuit against a state Minister of Agriculture and defended undercover investigators in a trespassing case in Germany. Additionally, their scientific division researches topics related to animal welfare and ways to make their work more effective.

### WHAT YOU GET FOR YOUR \$1,000 DONATION:

\$618 Corporate Outreach

\$216 Legal Advocacy

\$166 Corporate Campaigns

\*Please note that due to rounding, the amounts above do not always add up to exactly \$1,000.

ASF has demonstrated a strong focus on effectiveness, scientific research, and goal-setting. They consistently and strategically consider how they can have the greatest impact in their work and actively look for ways to improve their strategy. They recently expanded their corporate outreach campaigns internationally and have helped coordinate major E.U. chicken welfare campaigns with the Open Wing Alliance (OWA). They also launched their Aquaculture Welfare Initiative last year and at least eight retailers have signed up to date.

## WHY WE RECOMMEND ALBERT SCHWEITZER FOUNDATION

ASF has a solid track record of corporate outreach in Germany, and we are optimistic that their strategy and skills will lead to meaningful progress in Poland and other parts of Central and Eastern Europe, areas with younger and smaller animal advocacy movements. Additionally, ASF is one of the first animal charities beginning to prioritize corporate outreach on behalf of farmed fishes. We believe that farmed fish advocacy may be particularly impactful due to the large scale and neglectedness of farmed fish suffering.

## ROOM FOR FUNDING

We estimate that ASF's plans for expansion will cost approximately \$560,000 to \$1.9 million, which we expect them to raise a portion of themselves. This number does not take into account potential increases or decreases in revenue. We expect they would use additional funding to increase their staffing, expand to a new country, and hire

external lawyers to conduct more lawsuits. We also expect they would use additional funding to expand their corporate campaigns and their corporate outreach work related to fish welfare.



*Albert Schweitzer*  
Albert Schweitzer Foundation

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**To make a donation please visit:**  
[animalcharityevaluators.org/asf](http://animalcharityevaluators.org/asf)



# TOP CHARITY

## ANIMA INTERNATIONAL

**Anima International** was founded in 2018 through a merger of two organizations: Anima, which has been working in Scandinavia since 2000, and Otwarte Klatki (Open Cages), which has been working in Poland and other countries in Eastern Europe since 2012. Anima International runs corporate campaigns, releases undercover investigations, and engages in online and offline ad campaigns and outreach. They also organize protests, found and train advocacy groups, organize conferences on animal advocacy and the legal protection of animals, reach out to restaurants and foodservice companies to increase the prevalence of plant-based options, and organize VegFests.

We have the impression that Anima International's leadership is attentive

### WHAT YOU GET FOR YOUR \$1,000 DONATION:

- \$312 Corporate Outreach
- \$279 Media Campaigns
- \$185 Capacity Building
- \$129 Promotion of Plant-Based Products
- \$95 Legal Advocacy

to strategy and looks for ways to adapt or change their tactics to increase their impact. They have a clear sense of how to measure their progress and set specific and measurable goals. Their approach to movement building addresses gaps in managerial skills and lack of diversity and equity, while simultaneously building momentum in relatively neglected countries with young animal advocacy movements. As such, we think they are well-positioned to engage in highly impactful work.

## WHY WE RECOMMEND ANIMA INTERNATIONAL

Anima International has shown a strong commitment to strategy and to adapting their advocacy based on new information and developments. Their approach of using their media campaigns to directly support and increase the cost-effectiveness of their other programs seems like a particularly effective tactic. Additionally, Anima International has been building the capacity of the movement and working to overcome gaps in skills and diversity in relatively neglected countries with young movements. Their strategy of expanding their reach by finding and supporting local groups seems especially promising, and we believe that their extensive volunteer program could be a potential pool from which to hire full-time staff.

## ROOM FOR FUNDING

We estimate that Anima International's plans for expansion would cost between \$370,000 and \$2.5 million. This number does not take into account potential increases or decreases in revenue. We expect they would use

additional funding to hire new staff members in the nine different countries in which they currently operate.



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**To make a donation please visit:**  
[animalcharityevaluators.org/anima](http://animalcharityevaluators.org/anima)





# TOP CHARITY

## THE GOOD FOOD INSTITUTE

The Good Food Institute (GFI), which is headquartered in the U.S., works to transform the animal agriculture industry by promoting the development of competitive alternatives to animal-based meat, dairy, and eggs. GFI provides business, legal, scientific, and strategic guidance for plant-based and cellular product companies. They also engage in regulatory and statutory policy work to level the playing field for plant-based and cell-cultured products in the consumer market. GFI builds relationships with food processing companies, chain restaurants, grocery stores, and food-service companies to improve and promote cell-cultured and plant-based alternatives to animal products. Finally, GFI works with grant-making institutions, universities, corporations, and governments to mobilize resources for research in plant-based and cell-cultured meat.

### WHAT YOU GET FOR YOUR \$1,000 DONATION:

\$278 International Expansion

\$257 Research Grants

\$192 Legal Advocacy

\$138 Research

\$134 Corporate Outreach

We feel confident in GFI's leadership and strategic vision. They are focused on effectiveness and seem determined to maximize the efficiency of their operations and the impact of their work. GFI has established five international subsidiaries; we expect this kind of international advocacy to be important to ensure the adoption of plant-based—and especially cell-cultured—meat worldwide. Our impression is that GFI has been involved in one way or another in a large portion of the major developments in the plant-based and cell-cultured meat sectors since their founding.

## WHY WE RECOMMEND THE GOOD FOOD INSTITUTE

Animal advocates have been working for decades to weaken the animal agriculture industry by encouraging individuals and institutions to reduce the demand for animal products and implement humane reforms. We are happy to support the effective implementation of those interventions, but we also believe that engaging in a wider range of promising tactics may increase the movement's chance of success. Developing and promoting attractive alternatives to animal products seems like a promising way to transform the animal agriculture industry. There are few charities working in this area, and GFI has shown strong leadership and efficiency.

## ROOM FOR FUNDING

We estimate that GFI's plans for expansion would cost between \$1.4 million and \$4.7 million. This number does not take into

account potential increases or decreases in revenue. We estimate that GFI could use an additional \$1.0 to \$5.0 million for research grants. We expect they would use additional funding to hire new staff; expand their programs in science and technology, policy, and corporate engagement; replenish their operating reserves; and scale their organizational infrastructure.



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**To make a donation, please visit:**  
[animalcharityevaluators.org/gfi](https://animalcharityevaluators.org/gfi)

# THE GOOD FOOD INSTITUTE



# TOP CHARITY

## THE HUMANE LEAGUE

**The Humane League (THL)**'s mission is to end the abuse of animals raised for food. THL engages in a variety of programs designed to persuade individuals and organizations to adopt behaviors that reduce farmed animal suffering. They are headquartered in the U.S. but they operate globally, with a team based in Japan as well as independent charities located in the U.K. and Mexico. THL's largest programs, based on their budget, are their corporate campaigns and grassroots legislative advocacy. They encourage corporations to enact policies dictating higher animal welfare standards and they educate the public using outreach materials such as humane education presentations and online videos. Through their grassroots offices and campus leadership program, they recruit and train new animal advocates. THL

### WHAT YOU GET FOR YOUR \$1,000 DONATION:

\$507 Corporate Outreach

\$395 Capacity Building

\$97 Individual Outreach

also works to build the animal advocacy movement internationally through the Open Wing Alliance (OWA), a global coalition founded by THL whose mission is to end battery cages globally.

We view THL as a leader in the animal advocacy movement and a model for other organizations. THL makes particularly strong efforts to assess their own programs and to test ways to improve them. The success of their corporate campaigns and the publication of their research through Humane League Labs (HLL) has shifted the outlook and programming of several other advocacy organizations toward pursuing the most effective ways to help animals.

## WHY WE RECOMMEND THE HUMANE LEAGUE

THL has an exceptional commitment to using studies and systematic data collection to guide their approach to advocacy. Their corporate campaigns are especially strong, and they often take the lead in collaborating with other groups to facilitate knowledge-sharing about their strategic approach. They have been flexible in using their grassroots network for a variety of advocacy efforts—including individual outreach, support for corporate campaigns, and grassroots legislative advocacy. We find THL to be an excellent giving opportunity because of their strong programs and evidence-driven outlook.

## ROOM FOR FUNDING

THL's plans for expansion are expected to cost between \$1.1 million and \$4.6 million.

This number does not take into account potential increases or decreases in revenue. In addition, THL could use an additional \$400,000 to \$2.0 million for grants via the Open Wing Alliance. We expect they would use additional funding to expand their teams in the U.S., Mexico, and the U.K.; support THL Japan; and increase salaries and benefits.



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To make a donation please visit:  
[animalcharityevaluators.org/thl](http://animalcharityevaluators.org/thl)

# THE HUMANE LEAGUE

# STANDOUT CHARITIES

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Standout Charities are also among the most effective groups that ACE reviews, but they don't quite meet the criteria to be considered Top Charities. In 2017 we introduced a distinction between General Interest and Special Interest Standout Charities. We think that General Interest Charities will appeal to the majority of our audience, while Special Interest Charities have unique features that might make them particularly appealing to a smaller subset of donors with specific interests.

## GENERAL INTEREST



**Compassion in World Farming USA** is a U.S.-based organization focused on changing corporate practices and policies through corporate campaigns, their Food Business program, and their 25×25 program. These programs seek to influence retailers, food services, and manufacturers to adopt animal welfare policies and practices that measurably improve the lives of farmed animals or reduce the number of animals in supply chains. In support of this, they run initiatives to harness public engagement to influence these companies. To a smaller extent, they also support national legislative efforts as they pertain to banning close confinement systems and “ag-gag” bills.



**Federation of Indian Animal Protection Organisations** (FIAPO) is an Indian organization founded in 2010. They are primarily focused on reducing the suffering of farmed animals and position themselves as a key driver of movement building in India. FIAPO engages in several different types of programs including media and online outreach, veg pledges, individual grassroots outreach, grassroots political campaigning, and legislative advocacy. They also provide strategic assistance and training for other organizations and activists, organize conferences, increase access to and availability of vegan options, and build cross-movement alliances with other organizations.

## SPECIAL INTEREST



**Faunalytics** is a U.S.-based organization working to connect animal advocates with information. This mostly involves conducting independent research, working directly with client organizations on various research projects, and promoting existing research and data for individual advocates through the content library they host on their website, all of which are forms of capacity building. *We recommend Faunalytics for donors who are particularly interested in supporting research.*



**Sinergia Animal** is a Brazilian organization that engages in corporate outreach with the goal of reducing animal suffering and decreasing the consumption of animal products. They focus especially on countries where major international animal advocacy organizations are not currently working; they aim to work as pioneers, paving the way for other organizations to expand their operations. *We recommend Sinergia for donors who want to promote corporate reforms in relatively neglected countries.*



**Sociedade Vegetariana Brasileira (SVB)** is a Brazilian organization that promotes plant-based diets by organizing veg fests, promoting Meatless Mondays, administering a vegan label, and working with restaurants to increase their vegan offerings. They also work with health professionals to spread knowledge of the health benefits of plant-based diets. *We recommend SVB for donors who are interested in promoting plant-based diets in Brazil.*

If you'd like to support one or more of our recommended charities, we encourage you to donate to our Recommended Charity Fund. **For more information about this giving option, please visit: [animalcharityevaluators.org/rcf](http://animalcharityevaluators.org/rcf)**



# THE IMPACT OF **YOUR DONATION**

You can greatly increase your impact by supporting the most effective animal charities and promising programs. In addition to our comprehensive research, we offer many convenient giving options to help you maximize the good you do for animals through your donations.



ACE  
**RECOMMENDED  
CHARITY FUND**



**The Recommended Charity Fund** is a convenient option for anyone who wishes to support ACE's recommended charities through a single donation. Its disbursement is determined by ACE's research team, simplifying the process for donors who want to give to the most effective animal charities. 100% of the Fund is directed to ACE's Top and Standout Charities.

The Fund is disbursed twice per year (January and July) according to the distribution that our research team believes is most effective at that time. Because January's disbursement falls soon after our annual release of new charity recommendations and July's disbursement falls soon after our mid-year check on Top Charities' room for more funding, we are able to use timely information to guide our allocation decisions.

Each time we make grants, we determine how best to apportion the funds among our Top Charities and Standout Charities. We consider each charity's recommendation status as well as its ability to effectively use more funding. We may diverge from this schedule to make additional grants if we receive more donations than expected or if we learn of an especially urgent need for funding at one of our recommended charities. More information about past grants and updates on what this Fund has accomplished for animals can be found on our website.

To support the Recommended Charity Fund please visit:  
[animalcharityevaluators.org/rcf](http://animalcharityevaluators.org/rcf)

ACE  
**EFFECTIVE  
ANIMAL  
ADVOCACY  
FUND**



**The Effective Animal Advocacy Fund** is for anyone who is interested in making the animal advocacy movement more effective. It is complementary to our Recommended Charity Fund, supporting smaller or less well-funded charities that are highly promising and often working in neglected countries or regions.

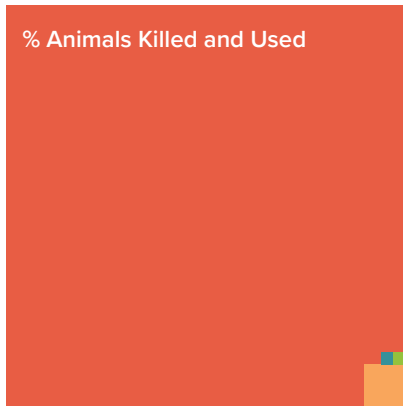
ACE created this Fund for three main reasons. First, we believe that the movement should continue to fund a wide range of approaches because a broad, pluralistic animal advocacy movement will be more impactful overall than a narrow, monistic animal advocacy movement. Second, we believe that we should continue to support a broad range of interventions given that there is little available evidence supporting the effectiveness of any given one. Third, we believe that building relationships with a large group of individuals and charities will make our own work more effective by providing us with new information to consider and new individuals and groups to collaborate with.

Since its launch in late 2018, the Effective Animal Advocacy Fund has awarded grants to a diverse group of 66 charities around the globe. Applications are accepted and evaluated based on three criteria adapted from the standard effective altruism prioritization factors of scale, tractability, and neglectedness. Funding decisions are made by a review committee including several of ACE's team members. More information about the selection process, grantees, and future funding cycles can be found on our website.

To make a donation please visit: [animalcharityevaluators.org/eaaf](https://animalcharityevaluators.org/eaaf)

# CAUSE PRIORITIZATION

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Yearly in the United States



Yearly in the United States

Animal suffering in our world is diverse and immense, but the magnitude of human-caused animal suffering inflicted on farmed animals dwarfs all other categories.

Despite the fact that farmed animals represent over 99% of animals used by humans, charities that exclusively advocate for farmed animals receive less than 1% of all donations to animal charities. This suggests that in order to have the most impact, donors should concentrate their efforts on preventing the suffering of as many factory farmed animals as possible.

Further evidence for this can be seen in the impact that donations have across different

causes. Using estimates from major humane societies across the United States, ACE found that it probably costs a typical shelter more than \$100 to save a single animal. In comparison, we estimate that on average, the same donation to our Top Charities will likely spare thousands of animals from a lifetime of suffering. Because of these facts, we strongly recommend supporting farmed animal charities—specifically those highlighted in this guide.

# SUPPORT OUR WORK

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**Animal Charity Evaluators (ACE)** is dedicated to finding and promoting the most effective ways to help animals. We use evidence-based research to help advocates, charities, and donors effect change for as many animals as possible. To date, we have influenced more than \$20 million in donations to a variety of impactful charities working around the globe to reduce animal suffering.

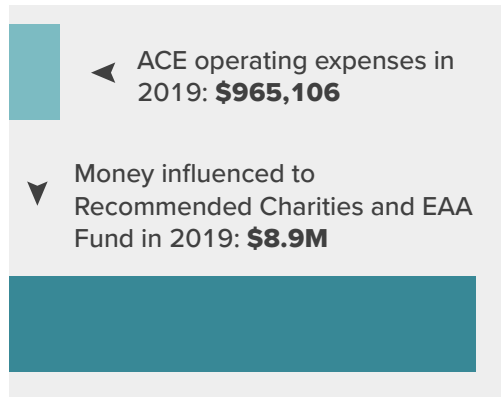
Our annual comprehensive evaluations provide actionable advice and guidance for charities and individuals seeking to increase their impact for animals. Most of the charities that we consider for review don't have self-evaluation programs, so our work provides a framework that can be used to advance their advocacy. Our research on the effectiveness of specific interventions informs our evaluations and enables organizations and advocates to better focus their time and efforts on impactful methods that reduce the most animal suffering.

We hope that you will support ACE's influential work, in addition to giving to our recommended charities featured in this guide. Your generosity makes it possible for us to continue providing informative research, comprehensive charity evaluations, and impactful giving opportunities to make the animal advocacy movement more effective. Together we can create the most change for animals.



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# ANIMAL CHARITY EVALUATORS



“Many people tell me that they want to change the way we treat animals, but don’t know to which organization they should give. I’m very pleased that now I can point them to Animal Charity Evaluators, where they can find the best available research and thoughtful discussion to answer that difficult and very important question.”

–Peter Singer, Professor at Princeton University;  
Author of *Animal Liberation*