

EAST's Reporting of Financials (2020)

This document contains responses written by the charity. ACE has made no content changes other than the removal of confidential information.

Program 1

Program name: Policy Advocacy

Program expenses (2019):

US \$52,999

Proportion of expenses that go to non-staff costs (2019):

\$3,023, or 5.7%

Program expenses (first 6 months of 2020):

US \$23,154

Proportion of expenses that go to non-staff costs (first 6 months of 2020):

US \$2,001, or 8.6%

Approximate number of staff hours invested (2019):

Unfortunately it is difficult for us to estimate this in a meaningful way. As a small team we frequently support each other's work, resulting in large amounts of work across program areas, depending on the skill sets required for the project. As our skill sets and work allocation are not divided neatly according to program area, it is thus difficult to provide an estimate for staff hours invested that we can be confident is precise.

Approximate number of staff hours invested (first 6 months of 2020):

Same as above.

Approximate number of volunteer hours invested (2019):

Same as above.

Approximate number of volunteer hours invested (first 6 months of 2020):

Same as above.

Most important outcomes/accomplishments (2019 and the first 6 months of 2020):

Initiated a policy review into the abolition of battery cages in Taiwan

We successfully opened a government review into a phase out of battery cages in Taiwan. The policy evaluation (PE) will examine (1) the global cage-free trend, (2) farm biosecurity and food safety management, (3) possible socio-economic effects, (4) changes to legal and regulatory frameworks, and finally (5) a survey on egg farmers attitudes.

EAST will lead the way in prosecuting the global cage-free trend PE (1), in conjunction with OWA members and other groups. We managed to expedite the start of the review by securing funding in 2019 government budgets for the first stages of PE (2) and (5), which will see a comprehensive census of egg farmers completed by the end of this year. While there is not yet government budget for PE (4) this year or next, we successfully secured a local sponsor to fund such an evaluation, and the work has been [subcontracted](#) to a law professor at National Chengchi University. We have submitted proposals to the government to secure the necessary funding for outstanding items in next year's budget. The review is a notable step forward for Taiwan's approximately 40 million laying hens, putting a phase out of battery cages in Taiwan on the agenda of the government for the first time.

Levelling the playing field for cage-free eggs

We initiated a review of the guidelines that regulate alternative housing systems. The process offers the opportunity to tighten the requirements for enriched cage systems (on par with EU requirements), making cage-free systems more competitive and attractive to producers. We are also engaged in promising discussions to improve labelling measures in Taiwan.

Reduced interest rates on government loans to cage-free farmers

We successfully quashed an attempt by the Council of Agriculture to open the government-backed loan scheme to farmers investing in conventional battery cage systems—triggered by industry complaints—with the insertion of a 750 cm² per hen space requirement. We also secured a [reduction](#) in the interest rate from 1.04% to 0.79%, making it easier for producers to invest in cage-free systems.

Brought fish welfare into the policy arena

In October 2019, Taiwan's Fisheries Agency (FA) held the first ever government [symposium](#) on aquatic animal welfare following the launch of an EAST investigation into the antiquated practice of fish binding. The symposium brought together academics, industry players, and government

officials, and saw the FA send a formal letter to Taiwan's fish markets urging them to end the practice of fish binding. At the event, Deputy Director General of the FA Lin Kuo-ping denounced fish binding as cruel and [predicted](#) 'fish binding will become history', elevating the discourse around fish welfare in Taiwan.

Eradicated unnecessary animal tests from chemical toxicology testing

We secured [new progress](#) from Taiwan's Environmental Protection Administration (EPA) for animals used in toxicology testing, after arranging a high-level visit from Dr. Maurice Whelan of the European Commission's Joint Research Centre. Among these were commitments to publish toxicology test results for registered chemicals to avoid duplicate testing, mandate applicants prioritize non-animal testing methods for imported chemicals, and determine a timeframe for mandating the priority use of non-animal methods for testing domestically-produced chemicals.

Achieved protections for poultry and protected species in transport

Following our advocacy, the Council of Agriculture amended the [Animal Transport and Management Regulations](#) to include poultry and protected terrestrial and marine species. The move will see mandatory training of employees responsible for animal transportation, minimum space requirements, hot weather provisions, and other protections. The reform will see tens of millions of chickens, ducks, and geese protected during transport for the first time.

Secured a permanent place for animal welfare in public policy

Building on legislation requiring Taiwan's government to produce an [animal welfare white paper](#), we effectively influenced the content of the first white paper published in 2019. As the most active contributor among animal advocacy groups, our participation in the drafting process resulted in the significant elevation of the interests of farmed animals, the inclusion of fish welfare—which was initially excluded, and substantial provisions for animals used in research, for example the establishment of a national center for the 3Rs to drive the adoption of non-animal methods.

How, if at all, do you plan to expand/shrink this program?

While we must consider decisions to expand or shrink programs through the prism of anticipated income, more often our decisions will depend on the windows of opportunity that are available. We find these opportunities are a large factor in determining the success of our campaigns, and give us the greatest leverage in which to apply our resources. For example, our recent campaign to abolish animal tests for joint health claims on food products saw greater than anticipated willingness from the Taiwan Food & Drug Administration (TFDA) to accept our demands. This opened up the opportunity to discuss increasing the audit frequency of animal research institutions with the COA, which had previously proved reluctant for fear of encroaching on other departments.

We also weigh up other factors—for example, we shrunk the Taiwan Animal Protection College’s (TAPC) Autumn series, devoting more time to planning the subsequent series, as we realized we required more external support to deliver the program effectively.

What do you expect the total expenses for this program to be in 2021?

This will be determined in response to the factors noted above, at a nearer date.

Program 2

Program name: Legislative Advocacy

Program expenses (2019):

US \$44,240

Proportion of expenses that go to non-staff costs (2019):

US \$2,442, or 5.5%

Program expenses (first 6 months of 2020):

US \$17,524

Proportion of expenses that go to non-staff costs (first 6 months of 2020):

US \$1,022, or 5.8%

Approximate number of staff hours invested (2019):

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Approximate number of staff hours invested (first 6 months of 2020):

Same as above.

Approximate number of volunteer hours invested (2019):

Same as above.

Approximate number of volunteer hours invested (first 6 months of 2020):

Same as above.

Most important outcomes/accomplishments (2019 and the first 6 months of 2020):

Unifying legislative demands for animals in Taiwan

In addition to our existing legislative work, one notable development is the unification of [legislative demands](#) across leading animal protection groups in Taiwan as part of the Animal Protection Legislation Movement Alliance (APLMA), building a coalition for future legislative change. Key among the eight demands are reforms that affect the lives of animals used in farming and research, such as the inclusion of animal protection in the constitution, the enactment of species specific animal welfare guidelines for farmed animals, and government promotion of plant-based eating, which EAST was instrumental in putting on the agenda.

The full list of legislative demands are as follows:

1. The inclusion of animal protection ideals in the Constitution
2. The notion that animals are not ‘things’, and the introduction of compensation for emotional distress resulting from harm inflicted upon animals
3. The introduction of animal protection-specific police officers
4. Humanitarian animal relief practices in disaster management operations
5. Transparency and resource sharing regarding animal experiments
6. The institutionalization of professional lab animal veterinarians in experiments labs
7. The enactment of animal welfare and sustainable production guidelines for various species of farmed animals
8. The promotion and education of plant-based eating

How, if at all, do you plan to expand/shrink this program?

Same as previous answer for this section.

What do you expect the total expenses for this program to be in 2021?

Same as previous answer for this section.

Program 3

Program name: Corporate Engagement

Program expenses (2019):

US \$34,821

Proportion of expenses that go to non-staff costs (2019):

US \$2,866, or 8.2%

Program expenses (first 6 months of 2020):

US \$10,107

Proportion of expenses that go to non-staff costs (first 6 months of 2020):

US \$1,123, or 11.1%

Approximate number of staff hours invested (2019):

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Approximate number of staff hours invested (first 6 months of 2020):

Same as above.

Approximate number of volunteer hours invested (2019):

Same as above.

Approximate number of volunteer hours invested (first 6 months of 2020):

Same as above.

Most important outcomes/accomplishments (2019 and the first 6 months of 2020):

Strengthened our partnership with Carrefour to shift Taiwan's egg market

Since Carrefour and EAST announced Carrefour's cage-free commitment in 2018, we have [worked with](#) Carrefour to implement their commitment. This saw Carrefour [launch](#) its first-ever cage-free line of private label eggs last year, fulfilling stage two of its four-stage commitment. From a base of almost nothing in 2018, cage-free eggs now account for 22% of Carrefour's eggs sales nationwide.

Helped food manufacturers embark on their cage-free journey

For over a year we have worked closely with household names Hunya Foods, Shu Shin Bou, and Matcha Prince to begin sourcing cage-free eggs, culminating in several market-leading [cage-free dessert products](#) entering retail stores as exemplars for the cage-free movement. This has also seen us resolve key supply chain hurdles such as the absence of cage-free liquid eggs and egg whites on the Taiwanese market, which previously stymied progress for food manufacturers. We also overhauled our [corporate outreach](#) materials as part of these efforts.

Helped restaurant chains embark on their cage-free journey

After discussions with EAST, Nam Chow Group agreed to expand its existing cage-free egg use across its portfolio, including restaurant chain Dian Shui Lou, brewery and eatery Paulaner Munchen, and ice cream chain Duroyal. This discussion followed the launch of a [global coalition campaign](#) against Dian Shui Lou competitor, Din Tai Fung, which saw the Asia-based brand say it would switch to cage-free eggs in [Australia](#) and the [US](#)—though the company is yet to release a global commitment.

How, if at all, do you plan to expand/shrink this program?

Same as previous answer for this section.

What do you expect the total expenses for this program to be in 2021?

Same as previous answer for this section.

Program 4

Program name: Industry Engagement

Program expenses (2019):

US \$32,246

Proportion of expenses that go to non-staff costs (2019):

US \$2,975, or 8.5%

Program expenses (first 6 months of 2020):

US \$12,210

Proportion of expenses that go to non-staff costs (first 6 months of 2020):

US \$1,264, or 10.4%

Approximate number of staff hours invested (2019):

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Approximate number of staff hours invested (first 6 months of 2020):

Same as above.

Approximate number of volunteer hours invested (2019):

Same as above.

Approximate number of volunteer hours invested (first 6 months of 2020):

Same as above.

Most important outcomes/accomplishments (2019 and the first 6 months of 2020):

Increased the number of animals covered by the Cage Free Alliance certification

Eight new 100% cage-free farms joined the Cage Free Alliance from March 2018 to February 2019, bringing the total number of [member farms](#) to 30, together raising more than 550,000 hens. This is an increase from approximately 150,000 hens at the end of 2018. Another 18 farms applied to join the CFA but initially failed to meet the required standards, providing a steady pipeline for future growth. The growing prominence of cage-free farming among small-scale has also attracted the interest of major producers, with some already moving new investment to cage-free systems.

Built rapport with major producers

Expanding on the work of the Cage Free Alliance—whose members are primarily small- to mid-sized producers—we began outreach to larger producers, scaling up our approach. While still in the early stages, this approach has so far proved fruitful, and it is evident that major producers are observing the shifts in the market. We are actively supporting two such large-scale producers in their cage-free transition.

Further established the Cage Free Alliance scheme

2019-20 was a critical period for the establishing the fundamentals of the Cage Free Alliance. In this period we released the first set of animal welfare standards for Alliance members, based off RSPCA standards, input from domestic academics, and industry consultation, and conducted audits of all member farms. We released the [second edition](#) of the Welfare Standards for Laying Hens in April 2020, tailoring the standards based on observations from our first year of audits. We also established an advisory team composed of academics from National Chung Hsing University, which has proved instrumental in providing professional guidance to farmers to improve animal welfare. Finally, we have held two technical workshops to address critical management problems observed during farm audits, with the first workshop attracting upwards of [70 egg farmers](#) and equipment providers. Originally scheduled for April, the second workshop was held in July of this year as a result of the pandemic.

How, if at all, do you plan to expand/shrink this program?

Same as previous answer for this section.

What do you expect the total expenses for this program to be in 2021?

Same as previous answer for this section.

Program 5

Program name: Public Education

Program expenses (2019):

US \$29,634

Proportion of expenses that go to non-staff costs (2019):

US \$3,147, or 10.6%

Program expenses (first 6 months of 2020):

US \$19,950

Proportion of expenses that go to non-staff costs (first 6 months of 2020):

US \$1,769, or 8.9%

Approximate number of staff hours invested (2019):

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Approximate number of staff hours invested (first 6 months of 2020):

Same as above.

Approximate number of volunteer hours invested (2019):

Same as above.

Approximate number of volunteer hours invested (first 6 months of 2020):

Same as above.

Most important outcomes/accomplishments (2019 and the first 6 months of 2020):

Achieved new levels of recognition for under-represented issues on social media

Our reinvigorated engagement on social media brought oft-ignored animal welfare issues to the fore of public consciousness. Our [campaign launch](#) on [fish binding](#)—a gateway to other fish welfare issues—was shared by more than 4,000 people, with a reach of more than 1.3 million. Our [caged duck](#) campaign achieved a similarly large audience, [reaching](#) over 240,000 people on Facebook. While not expressly a farmed animal issue, our narrative-style [Pigs of God](#) campaign received the most traction online, garnering a reach of more than two million over the course of the campaign, with the [launch post \(translated\)](#) attracting nearly 250,000 interactions. The egregious nature of the cruelty involved in the pig-weighing makes it a compelling prompt to question our relationship with animals typically used for food.

Leveraged partners to reach consumers where they are

We partnered with institutions to further our message, reaching beyond our own captive audience. Educating consumers at the point of purchase, we partnered with Carrefour to place [video](#) broadcasting battery cage footage in the egg aisle of all Carrefour stores. Building on this, Carrefour's cage-free private label eggs carry a heart-warming message from Fei Fei the hen in every box, informing consumers of the plight of caged hens. In another project, we partnered with the Vision Project, an initiative of one of Taiwan's largest newspapers, on an [interactive online feature](#) that explores in-depth the lives of farmed animals.

Mobilized influential online voices

Experimenting with new forms of connecting with the public, for the first time we partnered with online influencers to educate consumers on the realities of egg production and our new [online home for consumers](#). This new avenue produced promising results, with 10 influencers producing [innovative, custom content](#) for their combined audience of 1.6 million (on the platforms on which they shared the content).

Cultivating a community around animal protection

In 2019-20 the Taiwan Animal Protection College (TAPC) held more than 12 public education events and two professional training workshops, educating interested members of the public, industry professionals, and future advocacy leaders on animal protection concepts, building a community around animal protection in Taiwan.

How, if at all, do you plan to expand/shrink this program?

Same as previous answer for this section.

What do you expect the total expenses for this program to be in 2021?

Same as previous answer for this section.

Program 6

Program name: Research and Investigations

Program expenses (2019):

US \$71,497

Proportion of expenses that go to non-staff costs (2019):

US \$3,684, or 5.2%

Program expenses (first 6 months of 2020):

US \$46,791

Proportion of expenses that go to non-staff costs (first 6 months of 2020):

\$3,436, or 7.3%

Approximate number of staff hours invested (2019):

Unfortunately it is difficult for us to estimate this in a meaningful way. As a small team we frequently support each other's work, resulting in large amounts of work across program areas, depending on the skill sets required for the project. As our skill sets and work allocation are not divided neatly according to program area, it is thus difficult to provide an estimate for staff hours invested that we can be confident is precise.

Approximate number of staff hours invested (first 6 months of 2020):

Same as above.

Approximate number of volunteer hours invested (2019):

Same as above.

Approximate number of volunteer hours invested (first 6 months of 2020):

Same as above.

Most important outcomes/accomplishments (2019 and the first 6 months of 2020):

As we view Research & Investigations as a support and foundation to our other programs, we have described the outcomes of this work under the respective program areas.

How, if at all, do you plan to expand/shrink this program?

Same as previous answer for this section.

What do you expect the total expenses for this program to be in 2021?

Same as previous answer for this section.

What was your charity's total revenue in 2019?

393746

What was your charity's total revenue in the first six months of 2020?

328313

What were your charity's total expenditures in 2019?

298112

What were your charity's total expenditures in the first six months of 2020?

137349

What were your charity's financial assets (i.e., cash, savings, investments, etc.) in 2019?

328022

What were your charity's financial assets (i.e., cash, savings, investments, etc.) in the first six months of 2020?

629760

What were your charity's liabilities (if any) in 2019?

328022

What were your charity's liabilities (if any) in the first six months of 2020?

19572

Did your charity receive any large (>20% of your budget) grants in the past two years? If so, specify the amount and (expected) date of disbursement if possible.

- 2019-20: US \$521,000 grant from the Open Philanthropy Project to support campaigns for layer hens, farmed fish, broiler hens, water fowl, and humane slaughter for 2 years, with disbursements of US \$103,330 on June 5, 2019; \$81,685 on January 21, 2020; and \$48,786 on April 21, 2020
- 2017-20: US \$322,000 grant from Oceans 5 to support fishing transparency work, with disbursements of US \$40,821 on April 10, 2018; \$43,498 on December 26, 2018; \$25,510 on December 27, 2019; and \$43,873 on February 17, 2020

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

Restricted donations in the past year (August 2019 – August 2020)

- January 2020: US \$521,000 grant from the Open Philanthropy Project to support campaigns for layer hens, farmed fish, broiler hens, water fowl, and humane slaughter
- March 2020: US \$49,000 grant from the Open Wing Alliance for general operating support to advance cage-free work over the course of one year
- March 2020: US \$30,000 grant from the Centre for Effective Altruism's Animal Welfare Fund to support work on institutional corporate campaigns to improve farm animal welfare and movement building in Taiwan

- April 2020: US \$40,000 grant from Animal Charity Evaluators to support the campaign to incorporate animal protection in Taiwan's constitution

If your charity has any revenue-generating programs, how much revenue did they generate in 2019 and the first six months of 2020?

Our only revenue generating program is ticket sales to Taiwan Animal Protection College (TAPC) events, though this generates negligible revenue that primarily covers speaking fees for speakers.

Did you set a fundraising goal in 2019? If so, what was the fundraising goal and did you meet it?

We set a fundraising goal of 10 million TWD, or US \$333,333.

Our total revenue in 2019 was US\$393,746, exceeding our fundraising goal.

How many full-time staff are currently employed by your organization? Please specify by country.

7

How many part-time staff are currently employed by your organization? Please specify by country.

3

Do you expect your funding situation in 2021 to differ significantly from the situation in the past few years? If so, how?

Averaged over the last five years, our revenue has grown 12.7% per annum from 2015 to 2019. From 2018 to 2019, our revenue grew 10.8%.

We do not anticipate any major deviation from existing trends for our financial situation in 2021, though there is some uncertainty about the impact the COVID-19 pandemic and global economic retraction will have on individual and institutional giving.

Do you make a projection of your financial situation in 2021? If so, what do you expect your revenue, expenses, and assets to be?

We will have a more detailed picture of our financial situation at the end of the calendar year when we conduct our annual financial review, with more information on successful and unsuccessful grant applications.

However, we do not make projections of our future financial situation.

As an organization, what are your most important goals for 2021? If we've previously evaluated your organization, have your goals changed since then?

Important goals for 2021 include –

Policy Advocacy

- Advance the government's policy review into abolishing battery cages
- Secure the enactment of animal welfare guidelines for dairy cattle and waterfowl, similar to those already enacted for laying hens (dairy cattle guidelines expected to be announced within 2020)
- Make mandatory the preferential use of non-animal testing methods for all new chemical registrations, animal drug production, and food health claims

Legislative Advocacy

- Establish the inclusion of animal protection in the constitution as an area of legitimate scholarship and discourse in legal circles, and secure broader support among legislators and political parties
- Put our priority legislative demands on the political agenda through the Animal Protection Legislative Movement Alliance (APLMA; priority demands: the enactment of animal welfare and sustainable production guidelines for various species of farmed animals; the promotion and education of plant-based eating; transparency and resource sharing regarding animal experiments; the institutionalization of professional lab animal veterinarians in experiments labs)

Industry Engagement

- Bring current applicants to the Cage Free Alliance into compliance with the rigorous Welfare Standards for Laying Hens standards
- Secure interest from large-scale producers in transitioning to cage-free production

Corporate Engagement

- Move at least five companies with global or regional cage-free commitments to begin transitioning their supply chains in Taiwan

- Work with Carrefour to set new sourcing standards to protect pig welfare—the first of a major food company in Taiwan

Public Education

- Trial new models of interacting with the public to achieve greater awareness of the plight of caged laying hens

We may adjust these goals in response to the dynamic policy and legislative environment, as windows of opportunity offer many of the best opportunities to make change in these realms.

Do you have plans to start any new programs? If so, please elaborate and include the expected costs of these programs.

We plan to begin preliminary work on broiler and quail issues, creating social awareness as a foundation for further institutional change.

Do you have plans to start any new expansions to other countries? If so, please elaborate and include the expected costs of these expansions.

We do not plan to expand internationally.

How many new staff members would you like to—and realistically be able to—hire within the next year if you had sufficient funds? Please specify for what roles or programs.

Identifying suitable staff who possess the right skillsets and align with our mission can be challenging. Realistically, we would like to hire at least two new staff in the below roles in the coming year. The order in which we fill these roles is highly dependent on our ability to find the right candidate.

- Auditor – to audit farm compliance with welfare scorecards and standards for laying hens, dairy cattle, and pigs
- Researcher – Especially in the area of fish welfare, ocean conservation and animals research
- Specialized staff – we would like to bring on staff specialized in law or scientific research to support our programs, though it is very challenging to recruit such staff

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

If we were to exceed our fundraising aims by such a large amount we would expand our capacity in our existing programs and invest in research to tackle the many unknowns that impede

progress for animals in Taiwan, for example insights into industry and producers who use animals for food.

Does your organization have a strategic plan? If so, please provide a link here or email it to us.

We do not have a strategic plan. We have typically taken an opportunistic, pragmatic approach, seizing whatever opportunity is available to secure the best possible outcome for animals in that situation.

You may view our 2019 annual report (in Chinese) here:

https://issuu.com/east_taiwan/docs/2019_final