

Essere Animali'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: Investigations

Program expenses (2019):

€117,746

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

25%

Travel costs and room rentals for undercover investigators: €20,557
Technical equipment: €9,034

Program expenses (first 6 months of 2020):

€52,600

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

All investigations have been stopped for more than 3 months due to Covid-19, so all costs are greatly reduced in the first half of this year.

Travel costs and room rentals for undercover investigators: €4,700
Technical equipment: €2,700

Approximate number of staff hours invested (2019):

4,900

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

2,270

Approximate number of volunteer hours invested (2019):

860

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

420

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

- In 2019 we managed to publish a record of 7 in-depth undercover investigations, plus a video collection of the year's night visits in farms. In the first 6 months of 2020, despite Covid-19, we already published 3 investigations with good media attention, and a new one is going to be released in early august. The plan is to publish 7 this year too.
- In 2019 our investigations and footage found a lot of space on Tv, with a total of 24 million viewers reached. To this we have to add people reached through other media (online news, magazines) and social media. In the early part of 2020 we already reached a total of 13,4 million people on Tv thanks to news but mostly collaborations with journalists and programs using our footage.
- [Our investigation on a company producing eggs](#) in different sites, using both caged and cage-free systems, has been [aired by Tg1 on prime time](#) in october 2019, with more than 5 million italians watching it. As a result of the investigation Eurovo, european leader of egg production, [cut its ties with this farm](#), and the Corpo Forestale of Carabinieri started an investigation for animal cruelty, bad hygiene and consumer scam (eggs were sold as organic, but european standards for organically raised hens were not respected).
- Report, the most important and followed investigative journalism program on italian tv, used our footage and worked with us 3 times during 2019 and 1 in 2020: in march in a special on fur farming they aired some of our investigation footage (we are the only italian organization who conducted investigations in mink farms in the country); in may they used a lot of our newly released undercover investigation inside a pig farm supplying Parma Ham; in december they published a special on fish farming in Italy and Greece, realized completely with the aid of our investigators. In march 2020, during the full covid-19 pandemic, Report used some footage of pig farms, obtained with the aid of our investigators, for an episode connecting pandemics and zoonosis to factory farming and eating meat ([here](#) an extract). Every episode of Report has up to 2,5 million viewers.
- In January 2020 we released our second fish farming investigation, continuing to put the spotlight on these neglected animals. After some of the footage was aired on Report in

december, we published the [full undercover work in Greek farms](#) as part of our fish welfare campaign.

- A new short investigation on the capture and killing of swordfish in the italian sea is going to be released in early august 2020
- In april 2019 we released the first ever investigation inside a monkey research lab in Italy. We do not run campaigns on vivisection and focus almost exclusively on factory farming, but since we had the possibility to carry this investigation, we thought it would be important both for the visibility of Essere Animali and as a way to help other organizations. The footage was [aired on Tg2](#) and other tv news and has been crucial for LAV and their campaign to stop blindness experiments on macaques in the city of Parma.
- [Our latest investigation in june 2020](#) has been the first in Italy with an undercover worker inside a broiler farm and was aired on Tg1, seen by 5 million viewers. Thanks to the farm being connected to the famous brand AIA, the video went viral on social media. AIA sponsored some Instagram posts with world renowned influencer Chiara Ferragni, which actually resulted in a backlash: thousands of users commented negatively, citing our latest investigation, and this brought much more visibility for the video and a quick growth of our page.
- In spring 2020 national tv program “indovina chi viene a cena (guess who’s coming to dinner)?”, a very detailed investigative journalism work focused on the food industry, used our footage and cited our campaigns in 3 different episodes. [In one of these we brought journalist Sabrina Giannini inside veal and pig factory farms.](#)
- In february 2020 a farm owner and a worker of Amadori Group, one of the two main chicken producers in Italy and also producing pig meat, have decided to enter a plea bargain in order to avoid a trial for killing and cruelty to animals. It all started with [our investigation inside that pig farm in the Forlì county in 2016](#), along with journalist Sabrina Giannini of Report tv program (now host at “Indovina chi viene a cena”). Animal welfare organization ENPA used our footage for the lawsuit.

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

- Expand it with a “whistleblower” campaign, in order to get information on farms and do more short-term investigations, in order to get media stories and start more legal actions. We already get tipped on some farms and thanks to this we created news even on national media and managed to close down a pig farm in Lodi (news on this to be released in the following months after we have the final official document)
- Hire a new full time Investigations Field Officer. The one we had chosen for her experience is great, but for personal reasons she could work only part time a few days of

the week, and this we found out was not the best option for the specific requests of the job.

- Invest in more investigations outside of Italy, to create international media stories and start cooperations with other organizations too.

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

€160,000

Program 2

Program name: Legal actions

Program expenses (2019):

€18,950

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

6%

Travel costs for lawyers: €1100

Stamps and other bureaucracy: €90

Program expenses (first 6 months of 2020):

€12,500

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

4%

Travel costs for lawyers: €450

Approximate number of staff hours invested (2019):

300

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

120

Approximate number of volunteer hours invested (2019):

0

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

0

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

- 10 factory farms have been suited by our legal team in 2019 and so far 4 in 2020 (this year our opportunities to investigate farms have been shrunk by Covid-19)
- Last year we also started using news found on the media to file lawsuits against farms. For example in Cologne 10.000 hens died of heat after ventilators stopped working in July 2019, and after reading about it on local online news we decided to try a lawsuit, which prompted a police inspection and found what happened was the farmer's fault, who has been charged. It took only a few hours of work for our lawyer and resulted in more news on local media and legal issues for the farm.
- In October 2019, after a tip from a local resident we visited a pig farm in the county of Pavia, where we documented dozens of dead and suffering animals both inside and outside the sheds. We do not consider this a proper in-depth investigation, as we do dozens of these one-night visits in a year, more as support for legal actions and media news. This time [we managed to show the footage on Tg1](#), seen by almost 5 million Italians. Our legal team worked on a complaint, which was the main interesting news for the TV (along a similar one filed by LAV in a nearby dairy farm), and as a result we recently found out the farm has closed, since it was forced to implement structure works they probably could not afford (news yet to be released).
- Our legal team and a lawyer expert on environmental issues managed to close down 3 mink farms in 2019-2020. We used some interesting ideas to target mink farms: one of them has been filing complaints to local authorities for the presence of asbestos on rooftops of animal sheds (typical of old fur farms in southern Europe). One of the biggest mink farms in the country could not afford to remove asbestos from more than 30 sheds and closed the activity in 2019. In another occasion we worked with LAV to close a newly built 13,000 mink farm in Villadose, using successful evidence that their license was obtained without all proper screenings and with some faults. The Regional Administrative Court (TAR) accepted our request and forced the farm to close. This same tactic can be applied with other farms in the region, and hopefully around Italy.

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

- Expand it with a “whistleblower” campaign, in order to get information on farms and investigate them, to get media stories and start more legal actions. Thanks to whistleblowers we already closed down one pig farm and filed complaints against a few other factory farms.
- Expand our successful legal action at the Villadose mink farm to other mink farms in the same region, and then probably in other regions.
- We will work more on news and occasions of heat strokes for animals in farms or barn fires, defending animals who suffer and die due to farmers’ negligence. It takes quite a short time for our lawyer and can result in media stories, fines and trials.

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

€40,000/€50,000

Program 3

Program name: Pig welfare campaign

Program expenses (2019):

€43,000

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

17%

Facebook advertising for the campaign video and petition: €2,000

Building a human-size cage and touring with it: €5,500

Program expenses (first 6 months of 2020):

€23,500

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

6%

Facebook advertising for June 2020 online campaign: €1,500

Approximate number of staff hours invested (2019):

1,800

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

1,100

Approximate number of volunteer hours invested (2019):

100 for stalls/street actions

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

0 due to covid-19 all stalls/street actions have been canceled

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

The [SOSpig](#) campaign was launched in april 2019 with the goal to target retailers and ask them to ban sow stalls, gestation crates, tail docking and castration of piglets in their supplying farms. The campaign was launched with a video using a lot of footage from our undercover investigations. We think this is a winnable campaign, but it will take time to see the first successes, since it is really a pioneer campaign in our country and actually all over Europe.

- The petition has grown rapidly and now has more than 156000 signatures
- Tg2, one of the two main news on italian tv, [talked about the campaign](#) and showed our footage
- We created [a viral video](#) in which we invited people in the centre of Milan to try and move inside a human-size cage. More than 1,1 million people watched it on facebook.
- In october 2019 we toured with that cage in the centre of 5 different cities in the north of Italy, mobilizing volunteers to leaflet and collect signatures for the campaign
- In december 2019 ex-minister and Parliament member Michela Brambilla cited our campaign in a law proposal asking for a national ban of cages for sows and mutilations on

piglets. Our president Simone Montuschi has been invited to speak about the campaign and our investigations in pig farms at the press conference inside the Parliament.

- We immediately started contacts with the main supermarket retailers in Italy, proposing our requests. During 2019, we had meetings with all of them. This corporate outreach work has been halted and heavily affected by Covid-19 in 2020.
- Our campaign has influenced an ongoing deeper research and goal-setting work on the issue alongside Eurogroup For Animals and among most of their over 70 member organizations, for a european wide campaign on these issues.
- Since Compassion In World farming is doing some partly similar work with pig farmers and a few retailers, even if not a proper corporate campaign, we decided to write a sort of “italian pig commitment”, with joint requests we agree on for pig welfare, so that everything runs more smoothly and our requests sound more professional during meetings with corporates.

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

This first year of SOSpig has been a first step of soft campaigning: creating awareness on the issue, talking to the media, collecting signatures on the petition and addressing our requests generically to all italian supermarkets in a gentle way. In the meantime we started positive contacts and meetings with them.

The second step of the campaign will start in october this year with more pressure on corporates. The third step in 2021 will be a direct pressure campaign on a single company, mobilizing activists and our online volunteers until they agree on our requests.

In the meantime we hope to be able to publish a first success, in order to mobilize against other targets with a lot more strength.

Hiring a campaigns manager coordinating online and offline actions for all our corporate campaigns. At the moment we have two persons working on pig and fish campaigns essentially as corporate outreach and networking with european groups on these issues. We need one person expanding and strengthening the organization’s yearly plan of online and offline actions for these and other campaigns and coordinating our volunteer/activists engagement.

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

€60,000

Program 4

Program name: Fish welfare campaign

Program expenses (2019):

€53,700

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

11%

Scientific paper from an organization of ethologists, with useful informations for communication on fish sentience: €3,000

Facebook advertising for videos and petition: €1,500

Materials to promote the campaign at veg festivals: €1,200

Program expenses (first 6 months of 2020):

€24,000

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

16%

Specific web page, drawings and mail funnel for quiz on fish species: €3,200

Facebook advertising for quiz: €800

Approximate number of staff hours invested (2019):

2,400

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

960

Approximate number of volunteer hours invested (2019):

150

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

20

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

- As part of the project to create awareness on the suffering of fish in farms, during 2019 our investigation team went to film fish farms in Greece along with journalists of Tv program Report, aired in december, and published as a full investigation in january 2020. During the year we also obtained other interesting hidden cameras, underwater and drone footage in different italian fish farms, part of a new work-in-progress investigation to be released in 2021.
- Still part of the awareness strategy in February 2020 we launched a friendly looking online quiz called "[What fish are you?](#)". More than 11000 people took the quiz, which had a lot of traction on Instagram thanks to the engagement of influencers and micro-influencers and a lot of people sharing on their stories which farmed fish they found out to be. More than 6000 new people joined our newsletter with the quiz, where they are getting news on the campaign and other issues. Part of the 2020 plan is also a specific engagement strategy on fish welfare for them.
- So far more than 86000 people signed our petition asking retailers to implement proper stunning methods and better welfare for fish in farms. This we consider a really good number being a campaign on fish.
- During 2019 we had meetings with the main italian retailers to discuss our requests for better welfare in fish farms, with some of them even 2 or 3 times. This is the first campaign of its kind in Europe and it's not easy at all to get a first success, since we are asking quite an important switch for farmers. We got quite good and positive attention though, and brought a lot of scientific evidence supporting our requests, primarily the one for proper stunning methods. With a couple companies, talks are more advanced and we are confident they will take some steps, however not so soon since also Covid-19 did not help at all. Being a pioneering campaign we are confident after the first successes breaking the ice others will come a lot easier.
- We are sharing information and cooperating behind the scenes also with [Friends of the Sea](#), an organization with a sustainable certification program for aquaculture.

- Our campaign has influenced debates and research among Eurogroup For Animals and many of the member organizations interested in campaigning for fish. We are collaborating in the drafts of a joint european request for better welfare in fish farms
- Our campaign has won the “Campaign for animals award” 2019, voted by more than 70 member organizations of Eurogroup for Animals as the most innovative and relevant of the year.

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

As for pig welfare, this campaign on corporations started very softly, also because this is a new issue for them and we need first of all to build momentum and attention on fish sentience and problems with welfare in farms. We think we are working quite well on this first step, so next year is time to pass to step two of the campaign, with more direct pressure on the companies we think can be the first ones accepting our requests.

Apart from ongoing investigations, one on fish farms is to be released every year in the near future, and will also invest more budget on awareness campaigns.

International cooperation on fish is growing and we foresee to be part also of a global or european level campaign in the near future.

Hiring a campaigns manager coordinating online and offline actions for all our corporate campaigns. At the moment we have two persons working on pig and fish campaigns essentially as corporate outreach and networking with european groups on these issues. We need one person expanding and strengthening the organization’s yearly plan of online and offline actions for these and other campaigns and coordinating our volunteer/activists engagement.

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

€60,000/€65,000

Program 5

Program name: Vegan outreach campaigns

Program expenses (2019):

€56,200

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

27%

VegWeek (week guide printing costs, website, social media ads, events): €6,500

Veganuary (media campaign): €4,000

Materials for university outreach campaign: €4,500

Street actions (world vegan day, vegetarian week): €800

Program expenses (first 6 months of 2020):

€31,000

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

50%

VegWeek project (content, printing costs, website, social media ads, video, radio advertising):
€13,000

Veganuary (facebook ads and media campaign): €3,000

Approximate number of staff hours invested (2019):

1,900

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

800

Approximate number of volunteer hours invested (2019):

550

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

50

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

- Our [VegWeek](#) takes place every year in may. In 2019 we had 9100 sign-ups, and in 2020 after redesigning it and investing more funds and resources we had a record of 21.600 participants. Due to Covid-19 we had to cancel all public events and a high visibility media

action we had planned, but our online strategy was reinforced and worked pretty well. We totalled more than 80000 people taking part in Veg Week since its launch.

- Since last year we automated the challenge and email funnel in order to make it easy for people to try a VegWeek whenever they want, even if they do not have all the social media and engagement part of the project happening in may. Almost 3000 more signed-up since may 2020.
- In 2019 we started working to bring Veganuary to Italy, with the great result of more than 15000 signups this January, becoming [the country with 7th largest number of sign-ups and Milan the 6th city](#) with more signups in the world.
- During 2019 we leafleted 30000 vegan guides in front of Universities in different Italian cities, focusing mostly on Bologna and Milano, as part of a university outreach program.
- In June 2019 our local group in Brescia, composed of volunteers, organized the first edition of Livegreen Festival, a two day event with food, conferences, film screenings and stalls. Not a very big one, but still a great success for the city with a good turnout. Unfortunately this year's edition had to be cancelled due to Covid-19.
- Altogether our online pledge campaigns brought more than 25000 new contacts in our newsletter in 2019 and 2020. This is great not only for the possibility to engage them in other campaigns but also for fundraising.

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

- We are planning to start implementing a corporate campaign for Veganuary 2020, with a contract person for a few months, inviting restaurant chains and retailers to launch vegan products and offers during January
- We want to start a new specific social media channel and engagement project to nurture all the contacts signing up for our veg challenges. This is important both to help them during a transition to a plant-based diet and also to widen the reach for our campaigns.
- We have plans to expand even further our VegWeek
- Plans for the university outreach campaign are halted for all 2020 due to Covid-19

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

€85,000

Program 6

Program name: MenoPerPiù - meat reduction program for canteens

Program expenses (2019):

€35,000

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

14%

Staff training on CSR: €2,000

Participation at events and festivals: €3,000

Travel costs: €800

Program expenses (first 6 months of 2020):

€ 18,000

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

9%

Travel costs €300

Chef for a plant-based canteen recipe book: €1,200

Approximate number of staff hours invested (2019):

1,600

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

750

Approximate number of volunteer hours invested (2019):

0

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

0

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

This new project was started in the spring of 2019 and it took a few months to have the [website](#) and all materials ready for an official launch. The goal is to change menus in company and public canteens in order to reduce the presence of meat and other animal products by at least 20%. Our project can help them along the way on all steps, up to creating specific recipes or giving trainings for their chefs.

- We do not have public successes yet, but are next to goal with a few companies. We already had positive meetings with automotive giant Fiat (55000 workers) and implemented the first step, a conference on the sustainability of food inside their main offices in Torino, also streamed in the company internal channels. Works on the menu with their caterer have been halted by Covid-19. The same happened with Christian Dior (only 400 workers but a big name for the media). The catering industry has been the one probably most affected by Covid-19, and many italian companies are still mostly using remote work.
- We had meetings and recent calls with 5 other companies interested in the project. Everything will move again in september, hopefully.
- We obtained that the italian B-Corp summit of 2020, taking place in july in Rome, would have a completely vegan menu for the whole day, with possibility to be present and talk about our project too. Unfortunately the summit was canceled due to Covid-19 before this was officially stated on their website.
- We signed an agreement with [FunnyVeg Academy](#) hosting the most important vegan chefs in the country, among them also vip chef Simone Salvini (host of a tv show). They will be partners of the project for professional trainings dedicated to canteens' cooks. This gives a lot more credibility and makes the project complete.
- We started cooperating with [Food Insider](#), an italian organization ranking school canteens and creating a network among parents and teachers. They love our project and after our meetings included in their rankings an evaluation on the presence of too much meat and the quality of plant-based alternatives. We are going to cooperate on future projects for the reduction of meat in school canteens.

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

We expect to have the first public successes quite soon, which will be used to get media attention for the project and expand its reach and credibility among companies.
No expansion plans for 2021, just to get as many results as possible.

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

€40,000

Program 7

Program name: Ban fur farms campaign

Program expenses (2019):

€3,500

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

100%

Travel expenses to check farms €1,000
Shooting of a video for the campaign €1,500
Printed materials: €500
Demos and stalls of local groups: €500

Program expenses (first 6 months of 2020):

€1,000

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

100%

Shooting and editing of a video inside a closed-down farm: €1,000

Approximate number of staff hours invested (2019):

0 - we do not have a person paid for this campaign. Most of the work we do for this project at the moment is: legal actions; volunteers doing checks at farms; volunteers in local groups doing some stalls or outreach on the issue; our communication team working to keep it alive on the web and following important news. Our president is just supervising work and strategy.

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

0

Approximate number of volunteer hours invested (2019):

150

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

20

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

This is a really low budget campaign where we never had a specific paid campaigner. The main results of the last two years have been with legal actions and not with proper campaigning, but are actually part of this [project to end the italian fur farming industry](#).

- As already stated in project 2: our legal team and a lawyer expert on environmental issues managed to close down 3 mink farms in 2019-2020. We used some interesting ideas to target mink farms: one of them has been filing complaints to local authorities for the presence of asbesto on rooftops of animal sheds (typical for old fur farms in southern europe). One of the biggest mink farms in the country could not afford to remove asbesto from more than 30 sheds and closed the activity in 2019. In another occasion we managed to close, together with LAV, [a newly built 11000 minks farm in Villadose](#), using successful evidence that their license was obtained without all proper screenings.
- [Our work checking active or closed farms](#) discovered 4 more officially closed farms in 2019-2020 and 2 still officially open but empty since the beginning of 2019. With all these news we created media stories in local newspapers and generated hype and positive impact on our followers/members.
- The number of minks killed in italian farms in the last winter has been of approximately 100000, compared to 145000 in the previous year and 160000 in 2017 (400000 in the '90s)

- During the last months our communication team and press office used widely the news of Covid-19 cases in dutch and danish mink farms, getting attention on the media and reaching politicians with our ask for an immediate ban in Italy

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

This was our most important campaign a few years ago, but now we are shrinking it both in budget and time investment, moving all our resources to factory farming and plant based promotion.

We managed to halt the possible expansion of the italian fur farming industry and halved the number of farms. Only 10 are active at the moment and probably more are going to close soon because of the huge global crisis of the sector or as a result of some of our legal actions.

We will keep working on the issue only with legal actions, checking farms to announce new closures and calling politicians for a national ban whenever we see a good moment or opportunity, even if italian politics are really disappointing and we expect to probably see almost all farms closed down before a ban will be voted. No big actions or campaigns planned, just keeping up the positive momentum of a collapsing industry and staying in touch with friendly politicians.

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

€4,000/€5,000

Program 8

Program name: Foie gras corporate campaign

Program expenses (2019):

€2,500 for online actions coordinator

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

0%

Program expenses (first 6 months of 2020):

€ 2,800

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

10%

Media action at Iper store in Milano with 30 volunteers: €300

Approximate number of staff hours invested (2019):

120 - approx one month of work for our online actions coordinator

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

40

Approximate number of volunteer hours invested (2019):

60

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

50

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

This campaign has already reached almost all of the targets we had set at the launch in 2015, but is still going on with an extremely limited budget and limited resources, as a way to achieve the last needed success and as a way to engage our online activists.

We are compiling this part not as a prominent program for the organization but more as a follow-up to the program results before 2019.

- As a result of online protests during 2019 Carrefour, french renowned retailer with 1077 stores in Italy, [pledged not to sell foie gras anymore](#). We then launched a campaign against Iper, last remaining target for the campaign, still with no results.
- In January 2019 we launched a petition and online pressure on TV cooking show MasterChef, asking them to take foie gras off the show. During a phone call the production promised they would not use it or promote it in the 2020 season, but did not want to put it black on white. This year we just kept an eye on it and actually they never

used it during cooking tests, except for it being part of a recipe prepared by a Michelin starred restaurant in France during the program. Not a great victory, but a good result.

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

We will keep pushing lper with online campaigns and probably some volunteer run actions. We want to get this victory to say we took foie gras out of all italian supermarkets, but we are not going to invest that much energy or funds, since actually lper doesn't sell high quantities of the product and this is a secondary campaign for Essere Animali.

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

€2,000/€3,000

What was your charity's total revenue in 2019?

€518,053

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

€399,000

What were your charity's total expenditures in 2019?

€563,966

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

€288,022

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

€218,256

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

€263,000

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

€0

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

€0

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.

Grant from Open Philanthropy Project of \$150,000 disbursed in January 2019

Grant from Open Philanthropy Project of \$220,000 disbursed in January 2020 and to be disbursed again in January 2021

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

Apart from grants for specific projects, we received a total €19,000 from three different donors for our investigations and legal actions

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

We do not have revenue generating programs

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

Yes, our goal was to raise €540,000 but we did not meet it.

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

11

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

5

Is there anything else you'd like us to know about your charity's staff?

2 of the part-time contracts are going to be full-time in september/october

Our full-time working day has 6 hours (4 hours for part-time), since we believe a worker can effectively give his/her best in this time, achieving all outcomes of the day and then have more free-time for a more fulfilling personal life (and more energy for the next day at work).

The monthly wage in Essere Animali is a bit lower than the average italian salary for an 8 hour job, but compared by the hour it's a bit higher. Our plan is to give better wages to all staff in 2022, bringing them at the average italian wage with only 6 hours of work. This way we want to retain and attract highly skilled workers and help build a happy and strong team.

Is there anything else you'd like us to know about your charity's funding situation?

All numbers in the first fields of this form are to be considered in Euros (€)

Our funding situation is quite stable and steadily growing year after year, but we still feel in some areas we are definitely understaffed and cannot expand projects or use all ideas and opportunities at best.

Due to Covid-19 we saw a decline in income for a couple months and had to start cutting some budget on projects in order not to have to cut it from wages or workers. Actually a forced halt to many activities we had planned was also a way to save some money, this is why in the first half of 2020 our expenses have been quite low.

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

At the moment we do not expect any big change, whether positive or negative. We expect to see more of our steady growth as we also hired a new full time person in charge of fundraising.

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 expect a revenue of at least €720,000, plus an initial asset of €190,000

We expect to spend €720,000 on staff and projects, always keeping an asset of €190,000/200,000 at the end of the year

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

- Double the number of online activists for our campaigns, with new online tool built.
- A stronger and better working organization, with less overloaded staff and all of them focused on just one project.
- Strengthen our international collaboration and visibility.
- Release new investigations and continue our excellent media work, reaching at least 20 million people through tv.
- At least 20 factory farms were inspected with short one-off investigations, as part of our legal action and whistleblower projects too.
- More than 1,5 million unique visitors on our websites and +20% reach on social media.
- Introducing our MenoPerPiù meat reduction project inside the canteens of at least 10 companies.
- Engage more than 40000 people in veg pledge campaigns and the first 5 corporates jumping in with release of veg products/offers.
- First successes for our fish and pig welfare corporate campaigns.
- Bringing to closure more mink farms.
- Winning last foie gras campaign target.

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

No, 2021 wants to be the year we strengthen our existing programs and hire staff to work more smoothly and take some daily workload off our managers, in order to start two new programs in 2022 and 2023.

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.

- 1 videomaker, for communication team and campaigns
- 1 campaign manager coordinating online and offline actions for all our campaigns.
- 1 person to expand awareness and challenges on plant based eating,
- 1 person for corporate work on plant based alternatives, also as support for our meat reduction project in company canteens
- 1 year contract with freelance web designer to help build specific tools for our campaigns and fundraising

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

We would not start any new projects. We would work on critical parts of the organization's structure and activities where new people could help us work better, free some time for overloaded staff and get more results.

This is a list out of our 2021-2025 plan of desired expansion, comprising what we could start implementing from next year on with an extra funding of €350,000.

Investigations:

We plan to expand our investigation team and to contract people for specific projects, expanding our work outside of Italy. Also our part time investigations field officer would become full time - extra €50,000

Legal Actions:

We currently work with an extremely low budget for lawyers. More funds would mean we could file and work on more lawsuits, especially expanding the mink farming legal campaign, and having a more expert lawyer for the most crucial trials we are following - extra €40,000

Communications and Campaigns:

We would hire a videomaker, to maximise the strength of videos in social media communication and for corporate campaigns, and also to explore and use at best the big opportunities of Youtube as a social media. We already have a great candidate, young, highly motivated and very skilled. - extra €30,000

Also a one year contract with a freelance web designer to help build specific tools for our campaigns and fundraising while our web designer is working on the redesign of the website and brand identity. We are at the moment paying external services for specific projects, costing us more than a contract person, and delaying a lot of interesting ideas - extra €40,000

Corporate Campaigns:

We could hire a campaign manager coordinating online and offline actions for all our campaigns. At the moment we have two persons working on pig and fish welfare, essentially as corporate outreach and networking with european groups on these issues. We need one person expanding and strengthening the organization's yearly plan of actions for these and other campaigns and coordinating our volunteer/activists engagement, since at the moment the person doing this is also active in other roles inside the organization - extra €30,000
more budget for actions and promotion - extra €30,000

Plant Based Products:

At the moment our vegan campaigns are run by a person also working on other projects inside the organization. We would like to hire a person to expand our awareness work and veg

challenges and take some load off this person, in order to have other projects work better. The goal is not only to have more signups, but creating long-term relationships with all people joining our VegWeek and Veganuary pledges. We have dozens of thousands of contacts to nurture and a specific long term project both on social media and via email could help them stay focused on this way of eating and further expand our reach - extra €30,000

We also want to expand our plant-based campaigns with corporate work, using the VegWeek and Veganuary pledges to launch and include new plant-based alternatives in retailers and in big corporate chain restaurants. The idea would be to hire a person for this work with corporates, also helping the MenoPerPiù project on companies canteens in some periods of the year - extra €30,000

Fundraising:

We would invest in direct marketing campaigns with the aim to grow the number of monthly donors and members - extra €30,000

Extra:

Invest in staff: higher wages, trainings and team building: €40,000

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

https://drive.google.com/file/d/16_9w6BOOVrV09N-VWYbGT5PPIx-y2pxT/view?usp=sharing