

Sinergia Animal'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: Cage-free egg campaigns and investigations in Latin America

Program expenses (2019):

USD 240,461.66

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

- *Direct actions, materials and freelance activists: 10% of the total budget*
- *Digital campaigning and PR services: 9% of the total budget*
- *Travel expenses and investigations: 10% of the total budget*
- *International leadership (these are staff costs, but these leaders also oversee other programs): 28%*

Direct actions and PR services: Highly visual direct actions are carried out to influence public opinion and make our cage-free egg campaigns harder-hitting. We work with PR companies to secure media coverage.

Digital campaigning: We run Facebook and Instagram ads to have consumers signing our petitions. The impact level of engagement with ads is shared regularly with companies' executives.

Travel and investigations: We travel for team retreats, summits, and training events. We also conduct investigations and launch media exposés to expose the suffering of laying hens in cage farms.

Program expenses (first 6 months of 2020):

USD 155,394.65

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

- Direct actions, materials and freelance activists: 1% of the total budget
- Digital campaigning and PR services: 7% of the total budget
- Travel expenses and investigations: 2% of the total budget
- International leadership (these are staff costs, but these leaders also oversee other programs): 25%

Direct actions and PR services: Highly visual direct actions are carried out to influence public opinion and make our cage-free egg campaigns harder-hitting. We work with PR companies to secure media coverage. But these actions had to be paused due to the pandemic.

Digital campaigning: We run Facebook and IG ads to have consumers signing our petitions. The impact level of engagement with ads is shared regularly with companies' executives.

Travel and investigations: We travel for team retreats, summits, and training events. We also conduct investigations and launch media exposés to expose the suffering of laying hens in cage farms. All travel plans and new investigations were paused since late February, due to the pandemics.

Approximate number of staff hours invested (2019):

12,101 hours

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

6,890 hours

Approximate number of volunteer hours invested (2019):

100 hours

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

50 hours

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

Cage-Free Egg Policies secured in Argentina, Chile, and Colombia 2019. All policies' links are available at www.sinergiaanimal.org/politicas or on the names of companies below:

- Carrefour Argentina, 3rd largest supermarket chain with over 500 locations.
- [Arcor](#): The largest food manufacturer in Argentina exporting to 120 countries.

- Partial policy secured via a 2-year campaign.
- Cafe Martinez, Argentina. 2nd largest coffeehouse chain with 177 locations.
- Le Pain Quotidien, Argentina. Bakery-restaurant group with 12 locations in Argentina.
- Green Eat, Argentina. Healthy fast-food chain with 17 locations in Argentina.
 - Policy secured via [campaign](#)
- Tea Connection. Restaurant chain with 16 locations in Argentina, Chile, Mexico, and Brazil.
 - Policy secured via campaign
- Tostado Cafe Club, Argentina. A coffee chain with 12 current locations.
- Harper Juice Bar, Argentina. A coffee and restaurant chain with 3 locations.
- Unifood, Chile. 2nd largest multi-brand restaurant operator, with over 120 locations.
- Carl's Jr, Chile. International fast-food chain with 12 locations in Chile.
- Explora, Chile. Hotel chain operating in Peru and Chile, but also expanding to Argentina and Bolivia.
- Los Saldes, Chile. Chilean bakery chain with 8 locations in Santiago.
- Clementina, Chile. Catering and bakery company with three locations in Santiago.
- Hoteles Altiplanico, Chile. Chilean boutique hotel chain.
- [Grupo Exito \(Casino Group\)](#), Colombia. Largest supermarket chain group with 577 locations and a 63% market share.
 - Partial policy secured [via a campaign](#).
- Juan Valdez, Colombia. 2nd largest coffeehouse and restaurant chain with 200 locations.
- Levapan, Colombia. A food manufacturer and the third-largest mayonnaise producer in Colombia. International policy for Colombia, Dominican Republic, Peru, Brazil, Ecuador, Paraguay, and Uruguay.
- Sandwich Qbano, Colombia. One of Colombia's largest fast-food chains. The policy applies to all products in their 240 establishments located in Colombia, the United States, and Panama.
- [Dunkin Donuts](#). After negotiations with Sinergia Animal, the chain updated its global cage-free egg policy and committed to serving only cage-free eggs in their breakfast meals in all Latin and Caribbean countries. A better wording for eggs as ingredients is still being negotiated.
- We participated in campaigns led by OWA and helped secure global policies from four leading international hotel chains: Best Western, Wyndham Hotels & Resorts, Wyndham Destinations and Hilton Hotels.

Campaigns, petitions, and media coverage:

In 2019/20, Sinergia Animal ran 10 cage-free egg campaigns in Argentina, Chile, and Colombia. We were supported by over 400,000 people on our Change.org petitions; our social media ads reached over 4.5 million people, and we performed 52 peaceful acts on the streets¹. We also secured [191 media hits related to our corporate cage-free campaigns](#) and peaceful demonstrations.

¹ More evidence of these numbers can be provided under request.

Pictures and references can be found on our [2019 Year in Review report \(page 6\)](#) and [2020 January to May Progress Report \(pages 5 to 8\)](#).

Investigations released:

In 2019/2020, Sinergia Animal released four undercover investigations exposing the reality of egg farms in Latin American countries.

- In Argentina, we released the [country's first media exposé of battery cages](#). Actor and musician Nicolás Pauls narrated the video of our investigation with images of national egg farms. On our social media ([Facebook](#) and [Instagram](#)), we got over 300,000 views, and media coverage was vast, totaling in 22 publications, including two TV stations — Cronica TV and America TV (Argentina's third-largest station). The work was also reported by 'La Nación', the second-largest newspaper in the country.
- A [supply chain investigation](#) exposing a supplier of Grupo Exito, Colombia's largest retailer, reached over 300,000 views on social media and was featured by [Melodía Estéreo](#), a popular radio station in Colombia.
- In Chile, their work was covered by one of the country's most popular media outlets, [El Ciudadano](#). Footage disclosed the reality behind an egg supplier of Carozzi, one of Chile's largest food manufacturers. Hens were found confined in dirty cages, and it was exposed that the company had carried out the culling of 30,000 birds due to a farm's closure after social and environmental problems.
- In the first months of 2020, Sinergia Animal provided free training and carried out the first undercover investigation showing the sad reality of the egg industry in three provinces of Ecuador, in partnership with the NGO Protección Animal Ecuador (PAE). The [video was released in July 2020](#) and narrated by Ecuadorian actress Maria Teresa Guerrero.

Tracking program:

In June 2020, Sinergia Animal launched the first version of its [Cage-Free Tracker program](#). 14 out of 63 companies reported their progress in transitioning to sourcing cage-free eggs on a national level in Chile, Colombia, and Argentina, or regionally in Latin America. Results were sent to the media and we secured [16 media hits, including one in a major TV channel in Colombia](#).

We started producing illustrated and referenced progress reports, which can be seen at:
<https://www.sinergiaanimalinternational.org/reports>

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

In May 2020, we managed to secure funds to increase the budget for this program to USD 400.000,00 per year, for the next two years (mid 2020 to mid 2022). Around 30% of this budget increase also includes leadership and support roles that also work with other programs.

Extra funding will allow us to have harder-hitting campaigns, and engage more supporters online. Also, due to difficulties in securing new commitments in Chile and the relatively small number of laying hens in the country, our Chilean team will start engaging with Peruvian and Ecuadorian companies as well. More funds will enable us to carry out investigations, launch online campaigns, and do media outreach in these two countries, and help local organizations carry out peaceful protests.

Programs' goals, strategies and rationale can be seen in our [Strategic Plan](#).

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

USD 400.000,00

Program 2

Program name: Feeding Tomorrow (Institutional Meat Reduction)

Program expenses (2019):

USD 14,891.04

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

25%

- Travel expenses to have in-person meetings with decision-makers and allies.
- Website design and hosting.
- Printing materials.
- Chefs and dieticians are paid as consultants to produce materials and training.

Program expenses (first 6 months of 2020):

USD 25,110.00

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

2% (all travel plans were cancelled since February)

- Travel expenses to have in-person meetings with decision-makers and allies.

- Website design and hosting.
- Printing materials.

Approximate number of staff hours invested (2019):

960 hours

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

1,680 hours

Approximate number of volunteer hours invested (2019):

Zero

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

Zero

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

Nine institutions have committed to having one day per week when they will serve 100% plant-based meals in 2020.

Public and private institutions and their potential (in units) to serve plant-based meals once a week:

Public institutions:

- Institución Educativa Comercial del Norte: around 250 students / 250 vegan meals per week
- Institución Educativa Técnica Tomás Cipriano de Mosquera: around 350 students / 350 vegan meals per week
- Institución Educativa Agropecuaria La Capilla: around 200 students / 200 vegan meals per week
- Institución Educativa Cajete: around 150 students / 150 vegan meals per week
- Institución educativa Carmen de Quintana: around 250 students / 250 vegan meals per week
- Universidad del Cauca: around 20,000 students / 20,000 vegan meals per week

Private institutions:

- Fundación Universitaria de Popayán: around 8,000 students / 8,000 vegan meals per week
- Corporación Universitaria Autónoma del Cauca: around 3,000 students / 3,000 vegan meals per week
- Colegio Gimnasio Ángeles: around 400 students / 400 vegan meals per week

We have created social media channels ([Facebook](#) and [Instagram](#)) for this program that will serve as platforms for promoting flexitarian and reductionist diets. They will focus less on animal ethics and more on health, nutrition, and the environment for consumers who are more likely to reduce than eliminate consumption. This is a way of bringing pragmatism and diversity to our advocacy strategies with the general public. In 2020, these networks will be boosted to attract a larger audience.

With this program, we also aim to work with the Colombian Ministry of Health in new dietary guidelines that encourage more plant-based diets. We secured two meetings with the Ministry of Health and we expect to meet them soon for the third time to present scientific data on plant-based diets and health, at their request.

Additionally, we secured more than 60 meetings with city councils and dialogue with them to implement the initiative in city schools is ongoing.

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

In late 2020, this program will be expanded in Colombia, with one more part-time team member working to secure new commitments and start implementation. Feeding Tomorrow will also start in Thailand, Indonesia and Argentina. Program managers will be hired in October 2020. We secured funds to hire a Global Food Policy Director, who works half of her time in this program, and the other half in vegan consumer campaigns. She will be responsible for coordinating the expansion to other countries as well.

Programs' goals, strategies and rationale can be seen in our [Strategic Plan](#).

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

USD 103,980.00

Program 3

Program name: Vegan challenges and celebrity engagement

Program expenses (2019):

USD 14,690.84

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

18%

- Building and hosting websites
- Using social media ads to have signups

Program expenses (first 6 months of 2020):

USD 28,035.00

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

12%

- Hosting websites
- Using social media ads to have signups

Approximate number of staff hours invested (2019):

660

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

1,140

Approximate number of volunteer hours invested (2019):

700

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

700

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

In 2019, we launched our first vegan challenge in Spanish, called '[21 Days Veg Challenge](#)', which provides daily culinary and nutritional advice through informative emails to consumers in Argentina, Chile and Colombia who want to try a plant-based diet for 21 days. The content and answers to questions from participants are provided by nutritionist Constanza Romero, president of the Chilean Association of Vegetarian Nutritionists.

Through social media ads and media publications, more than 18,500 Latin American consumers have signed up to participate. The campaign has also featured in over 18 media publications in Chile, Argentina and Colombia (in [2019](#) and [2020](#)). In Chile, our campaigner was invited to speak on the TV channel Zona Latina ([2020 report, page 11](#)).

In Argentina, it was supported by two celebrities — [Liz Solaris](#) and [Brenda Martin](#) — and in Colombia by actress [Jimena Hoyos](#), who narrated an animated video, courtesy of the Latvian NGO Dzīvnieku Brīvība. In Chile, an animation (courtesy of Animals Australia) to promote the campaign was narrated by [vegan actress Eliana Baseti](#).

The same campaign model was launched in late 2019 [in Indonesia](#), where it is supported by more than six national institutions and companies. Currently, nearly 3,000 consumers have signed up. Our '21 Hari Veg' is promoted by two celebrities on social media - [Andovi da Lopez](#) (1.3 million followers) and [Nino Fernandez](#) (117 thousand followers). So far, it was covered by [12 media outlets](#).

In Thailand, we partnered with Challenge 22, one of the world's most interactive and effective vegan challenge models, in which participants are guided by mentors and nutritionists for 22 days on Facebook groups. Over 5,000 Thai consumers have signed up to participate in our '[Thai Challenge 22' campaign](#) and three national organizations support and promote the campaign. The campaign has been featured by seven [different Thai media](#). Our campaigners were interviewed by the TV Channel 13 Siam Thai ([2020 report, page 11](#)).

In April, Sinergia Animal joined the global campaign "[World Day For The End of Fishing](#)". We produced a [video](#) and educational banners that were shared on social media by [21 celebrities and influencers](#) in Brazil, Argentina, Chile, Colombia, Peru, and Thailand that have, in total, around 2 million followers ([2020 report, page 9](#)), and resulted in [three media hits](#).

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

Yes, we have now secured funds to have one director working half of her time to coordinate all the vegan challenges, and the other half coordinating institutional reduction programs. Currently, we are also looking for a digital marketing manager to improve our performance with social media ads to double or triple the number of participants every year. We will also use more funds in ads.

In Indonesia, our team working with the vegan challenge will also start working with restaurants in the implementation of vegan options in their menus.

If we can secure funds, we plan to build partnerships with other organizations in the Philippines, Vietnam or Malaysia to launch vegan challenges for consumers.

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

USD 82,080.00

Program 4

Program name: Cage-free egg campaigns and investigations in Indonesia and Thailand

Program expenses (2019):

USD 79,66.00

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

- Travel - 8%
- Digital campaigning - 5%
- Team expenses (transport, food and retreat) - 3%

Travel and investigations: Sinergia Animal's CEO travelled to Thailand and Indonesia and stayed for 5 months to meet local advocates and train staff. Travel expenses were also related to investigative work.

Digital campaigning: website hosting, social media ads to promote petitions and recruit activists.

Team expenses: We had an Asian retreat in 2019 and the team eats out and uses taxis often to meet companies.

Program expenses (first 6 months of 2020):

USD 37,832.00

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

- Digital campaigns and PR services - 33%

Digital campaigns: website hosting, social media ads to promote petitions and recruit activists.

PR Services: we work with PR companies to secure media coverage for our campaigns.

Approximate number of staff hours invested (2019):

5,600

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

3,440

Approximate number of volunteer hours invested (2019):

168

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

336

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

Policies we helped secure:

- After a Sinergia Animal's campaign, Subway announced a cage-free egg policy covering more than 1,000 restaurants in Singapore, Malaysia, Thailand, Philippines, Vietnam, Taiwan, and South Korea.
- After negotiations with Sinergia Animal and other organizations, Tesco Lotus, the largest retailer in Thailand and a leading retailer in Malaysia, with over 2,000 stores in these two countries, committed to going cage-free by 2028.

- Sinergia Animal also helped secure cage-free egg commitments from Burger King in [Thailand](#) and [Indonesia](#).

Investigations:

- In Indonesia, we carried out the country's first media exposé of battery-cage farms. Investigators obtained footage from [13 egg farms](#) that resulted in [13 media hits](#), including in mainstream outlets.
- In Thailand, we carried out a similar investigation with Anima International, which will be released soon.

Initial Steps and movement building:

- We started from scratch in these two countries in early 2019 and there was important work to do in the beginning, such as:
 - We had to find lawyers to support our campaigns teams.
 - In Indonesia we established a partnership with Animal Friends Jogja Animal. With them, we are carrying out demonstrations as part of our cage-free egg campaign directed at [McDonald's in Indonesia](#), and together we are building a community of volunteers, which already has nearly 1,500 members.
 - Our first peaceful demonstration was very successful and featured in [7 media outlets](#).
 - Our campaign was also promoted by 7 Indonesian influencers, who together have over [3.4 million followers on social media](#).
- In Thailand, we now have a network of 3,200 online volunteers. We are also running a campaign asking [McDonald's to go cage-free](#). Peaceful acts were cancelled due to the pandemic. But the campaign has already been featured in [7 media outlets](#).

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

We managed to secure funds to have one new Global Director, solely working with Corporate Engagement, to help us double the number of responsive companies in Asia. More funds will also be used to work with specialized media agencies and ads for online campaigns. We will consider working with cage-free campaigns in one more country in Southeast Asia (Malaysia, Vietnam, or the Philippines) if the political climate allows.

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

USD 166,060.00

Program 5

Program name: Investigations

Program expenses (2019):

USD 5,015.00

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

30%

We use funds to buy proper equipment and hire professional fixers, photographers and filmmakers to join our teams in undercover investigations.

Program expenses (first 6 months of 2020):

Zero. For the investigations we carried out in the first months of 2020, expenses were already included in cage-free investigations in Asia and Latam. No other investigations were conducted in 2020 due to the pandemic.

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

Zero.

Approximate number of staff hours invested (2019):

Dairy investigations in Latin American countries - 300 hours

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

Zero (excluding battery cage investigations).

Approximate number of volunteer hours invested (2019):

Zero.

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

Zero.

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

To raise consumer awareness in Chile, Argentina, and Colombia on 'World Plant-Based Milk Day', in August 2019 we launched [three investigations](#) that revealed the sad and cruel reality of calves in the dairy industry in these countries. The videos on our social networks reached 937,000 people.

We exposed newborn animals being separated from their mothers just hours after birth. After that, they are kept tied to short ropes in open fields for up to four months, with no social contact or protection from the cold and heat. The practice would be considered illegal in the European Union. Individual cages are also used, and evidence that males are malnourished has been reported.

In Chile, our images were published by '[El Ciudadano](#)', one of the largest news portals, and were viewed by over four million people, plus [ten publications on other media outlets](#). In Argentina, the investigation was covered by [five different media outlets](#), including 'Infobae', the country's largest online news portal.

In 2020, we will launch and promote our new media center website (<https://www.media.sinergiaanimal.org/>) under a CC 0 1.0 Universal License, the least restrictive one in terms of credits and copyrights. We want to make resources freely available to journalists, organizations and activists to use without making credit mandatory.

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

We plan to expand it. We now secured funds to have a Global Research & Investigations Director to increase our capacity to do more and more impactful investigations. We also secured funding for the next year to carry out investigations for fish farming and bycatch in Asia and Latin America. More investigations about battery cages are also planned and covered by this specific budget.

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

USD 62,000.00

Program 6

Program name: Reducing suffering in neglected areas in Brazil

Program expenses (2019):

USD 1,500.00

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

NA

Program expenses (first 6 months of 2020):

USD 7,800.00

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

Zero.

Approximate number of staff hours invested (2019):

100

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

1020

Approximate number of volunteer hours invested (2019):

Zero.

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

Zero.

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

Dairy-cattle

In 2020, Sinergia Animal conducted in-depth research about a neglected area in Brazil.

[Academic research data suggests that 80% of male calves](#) are discarded days after birth using cruel methods, such as being hammered on their heads, suffocation, or starvation. Those that are not discarded, including females, are kept in veal crates for up to four months. Sometimes, they are kept tied to short ropes or chains, isolated and without any protection against the cold or heat in open fields. In 2019 and 2020, we also attended awareness-raising events with the Brazilian BAR Association about this topic.

In 2020/21, we will raise awareness amongst Brazil's largest dairy companies about the importance of adopting better welfare standards. We are also about to launch an online consumer awareness campaign to decrease dairy consumption and promote plant-based alternatives.

This work has the potential to reduce the suffering of about 50% of the national herd, or seven million animals. This is the percentage of industrial milk production that is controlled by large companies in the country.

2020-2021 goals:

- Secure commitments to phase out brutal killing of male calves, and the tethering and confinement in veal crates from 2 to 3 of the largest producers
- Run hard-hitting campaigns if needed
- Convince Embrapa, a Brazilian governmental think tank for producers, to stop recommending the killing of male calves

Pig welfare

In 2019, we helped secure a [commitment from Pamplona](#), Brazil's 5th largest exporter of pork products. The policy refers to phasing out gestation crates.

In recent years, Sinergia Animal and other animal protection organizations have secured commitments from the six largest pig producers to eliminate gestation crates in Brazil. However, producers insist on using mixed systems that allow the use of gestation crates for up to 42 days. Some have additionally committed to ending mutilations without pain relief, but have no transparency plans or initiatives that are reliable enough. Although Brazil is not a neglected country in our opinion, we see this area, as well as the dairy sector, as being 'neglected'. Major organizations quickly moved to working with laying hens, leaving the enforcement of these pig welfare policies neglected.

For this reason, we will run negotiations and campaigns to demand transparency from these companies, the end of 42 days in gestation crates, the end of mutilations without pain relief, and the end of the use of antibiotics in non-therapeutic ways.

2020–2021 goals:

- Secure better commitments from 2 to 3 of the largest producers
- Secure 3 to 5 additional commitments from food retailers and chains
- Run hard-hitting campaigns if needed

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

We plan to expand it to be able to secure the goals mentioned above.

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

USD 31,850.00

Program 7

Program name: Defunding the livestock sector

Program expenses (2019):

USD 4,024.92

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

Zero.

Program expenses (first 6 months of 2020):

USD 5,616.00

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

Zero.

Approximate number of staff hours invested (2019):

380

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

444

Approximate number of volunteer hours invested (2019):

Zero.

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

Zero.

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

Building societies that are less dependent on animal products is a long-term challenge and requires working strategically with various stakeholders. Sinergia Animal sees that the work with financial institutions is relatively neglected by the international animal rights movement. We want to help fill this gap and use our expertise to launch hard-hitting campaigns to get funders to stop investing in the worst forms of factory farming, provide incentives to plant-based alternatives and higher-welfare systems, and/or stop investing in any form of industrial livestock. In 2019/20, we have conducted in-depth research to identify key players and tailor our tasks strategically, given the nature and role of each financial institution we engage with.

In 2020, we already secured five meetings with major private and public banks (national and international) that finance livestock operations in Latin America. We also joined other organizations working with development banks on campaigns and negotiations that ask them to stop investing in any form of industrial livestock.

2020–2021 goals:

- Establish dialogue with top banks (national and international) funding animal agriculture in Argentina, Chile, and Colombia.
 - Invite national banks to adopt policies to fund higher-welfare systems or fund the development of plant-based alternatives.
 - Invite international banks to adopt standards that do not allow their grants to fund any investment in cages, gestation crates, and other forms of intensive confinement.
 - Launch the first campaign directed at international private banks

- Establish dialogue with all major development banks (such as the World Bank, IFC, and EBRD) providing funds to livestock operations in the Global South.
 - In partnership with other organizations, launch a campaign directed at some of them.

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

We plan to expand it to be able to secure the goals mentioned above.

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

USD 67,000.00

Program 8

Program name: Building synergies to fight all forms of oppression

Program expenses (2019):

USD 720

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

Zero.

Program expenses (first 6 months of 2020):

USD 720

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

Zero.

Approximate number of staff hours invested (2019):

48

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

48

Approximate number of volunteer hours invested (2019):

Zero.

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

Zero.

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

Since our creation, our mission was related to our name: Synergy (Sinergia). This means that Sinergia Animal is focused on developing synergies with other animal rights organizations, as well as other social movements.

In mid 2020, we co-founded with the “Animal Center” an alliance of animal rights organizations that are willing to end all types of oppression and re-invent social structures while fighting for animals, coordinated by the founders of the alliance. It is an opportunity to support the cultivation of and/or deepen policies addressing these issues in all animal rights organizations and to encourage other organizations outside the animal rights movement to do the same.

Because animal, environmental, and human rights issues are closely interconnected, our approach is to help dismantle all systems of oppression whose mechanisms are the same, regardless of who is being oppressed. Our vision is a fairer world for all beings. We aim to tackle discrimination and oppression toward all –human and nonhuman– in a systematic and connected way to build respect, synergies, and cooperation between all social justice movements. The draft plan for the alliance can be seen [here](#).

2020-2021 goals:

- Officially launch the Alliance, invite other organizations to join.
- Hire a part-time consultant to help manage the work.
- Focus on education and a series of webinars for the first 12 months.
- Start developing policies and standards on DEI policies and prevention of harassment and discrimination for members.
 - Define criteria to prevent organizations from using the alliance as a platform to promote themselves externally while doing internally.
 - *For longer-term goals, check our 10 Year Strategic Plan ([pages 19 and 20](#)).*

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

We plan to expand it. Sinergia Animal will provide USD 6,000.00 over the next 12 months to hire a Project Coordinator for the Alliance, on a consultancy basis, and a few hours a week. We believe that with this amount, we are talking about a person who lives in the Global South. Next year, we will try to raise more funds and increase this amount significantly to have a full-time person and more funds for campaigns, training, or consultancies.

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

USD 28,000.00

Program 9

Program name: Influencing Public Opinion (Education)

Program expenses (2019):

USD 12.600,00

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

- 24% social media ads
- Costs with PR companies and professionals are included in other program areas

Social media ads to grow our presence and outreach in social media channels.

Program expenses (first 6 months of 2020):

USD 11.600,00

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

- 17% social media ads

Social media ads to grow our presence and outreach in social media channels. Costs with PR companies and professionals are included in other program areas.

Approximate number of staff hours invested (2019):

600

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

600

Approximate number of volunteer hours invested (2019):

Zero.

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

Zero.

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

We are still at a very early stage in terms of how much our societies, especially in the Global South, care about animals raised for consumption. We believe that it is crucial to work with opinion makers and societies in general to build a future that is less dependent on animal products and less oppressive to animals.

We have two journalists working in our international who work to influence public opinion by:

- Increasing presence and recognition among mainstream and alternative media outlets.
 - In 2019/2020, we had a total of 425 media publications so far (334 in Latin America - references [2019](#) and [2020](#), 51 in [Thailand](#) and 40 in [Indonesia](#)). Some of these media mentions were already mentioned above, related to vegan challenges, cage-free campaigns and investigations. But we also use hot-topics and special dates to send press releases. Some of the results are:
 - On World Tropical Forest Day on June 26, 2020, our press release about deforestation due to cattle farming was covered by 13 media outlets in Latin America, 7 in Thailand and 8 in Indonesia.
 - We use the Covid-19 issue to also inform the public about the irresponsible use of antibiotics in animal agriculture. Our press releases about this topic were covered by 9 media outlets in Latin America, and 11 in Thailand.
- Producing high-quality content, including visual materials, to expose the animal welfare, environmental, and social problems related to industrial livestock and fisheries, including content about our undercover investigations especially tailored to gather media attention. Growing presence and outreach in social media channels with these materials. In 2019/2020, we reached:

- 20,364 followers in Brazil ([Facebook](#) and [Instagram](#))
- 93,961 followers in Latin America (Spanish [Facebook](#) and [Instagram](#))
- 354 followers Feeding Tomorrow ([Facebook](#) and [Instagram](#))
- 12,690 followers on our International pages ([Facebook](#) and [Instagram](#))
- 19,608 followers in Thailand ([Facebook](#) and [Instagram](#))
- 19,968 followers in Indonesia ([Facebook](#), [Instagram](#), [21 Hari Vegan Facebook](#), [21 Hari Vegan Instagram](#))

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

Yes, we plan to use USD 8,000.00 per year to increase social media audience by around 300,000 followers per year, among all channels and languages. We will keep sending one press release, per country, every month. They will either be about programmatic areas, or hot-topics.

Social media growth is also important for us in terms of fundraising. We face the challenge of working only in low- and middle-income countries, where the culture of giving is still not developed and currencies are relatively weak. It will be a long way to increase our base of small individual donors, via social media and mailing lists, not only in these countries but also in high-income countries, with individuals who believe in our mission.

More information about goals and rationale are available on our [10 year strategic plan \(pages 20, 21, and 22\)](#).

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

USD 17.600,00

What was your charity's total revenue in 2019?

644406

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

727000

What were your charity's total expenditures in 2019?

336352.51

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

254149.6

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

120842.03

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

472850.4

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

None.

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

None.

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.

Yes.

Feb 2019, Cage-free campaigns Latam (to be spent in one year) - USD 245,000.00 (38% of the total budget).

May 2020, Cage-free campaigns Latam (to be spent in one year) - USD 400,000.00 (42% of the total budget).

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

Yes. We had restricted donations supporting many of our programs in 2019:

Cage-free egg campaigns Latam - 38% of total revenue

Cage-free egg campaigns Southeast Asia - 15% of total revenue

Vegan challenge in Thailand - 1.5% of total revenue

Institutional Meat Reduction Program - 2.3% of total revenue

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

No.

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

Yes, we had a fundraising goal of USD 850,000.00. We expect to fundraise a bit more than that (USD 950,000.00). We already have plans to hire staff and boost our programs to spend additional funds.

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

International team (based in Brazil and in Europe): Seven full-time
Brazil: One full time
Argentina: Three full time (one works with the international comms team)
Chile: one full time
Colombia: Three full time
Thailand: Two full time
Indonesia: One full time

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

International (based in Europe): one part-time
Chile: one part-time
Colombia: one part-time
Thailand: one part-time
Indonesia: one part-time

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

We had a total surplus of USD 277,654.37 in 2019. Out of this surplus, USD 156,812.35 were from one-year grants that ended in early, mid, of late 2020. Therefore, our real surplus was USD 120,842.03. We were advised to have minimum savings of at least 20% of our fundraising capacity, roughly around what we did (18%). We have no cash or investments. We are now looking to hire a person to be our HR and Operations Manager. We want this person to work with leading consultants for us to have the best knowledge of the best practices in terms of financial management and DEI policies in the third sector.

We have a surplus of USD 472,850.40 in June 2020 (funds received in 2020 versus funds spent in 2020). We are not planning to use any of this as savings. Almost all grants we are receiving now are demanding that funds are spent within 12 months. This surplus is mostly due to two large one-year grants we received in May 2020 (USD 400,000.00) and June 2020 (USD 93,800.00).

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

If we cannot receive funds routed via ACE, we expect our funding situation to become more challenging. But regardless of any changes, we will aim to slightly increase our funding and fundraise USD 1,277,903.00, an 34% increase from 2020.

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 our revenue and expenses to match, both totaling USD 1,277,903.00. We don't have any assets and do not plan to acquire any. We will work in 2020 with leading consultants to start working with projections, have a better understanding of what we need to do in terms of savings and how this can be done respecting donors' requests to fully spend grants in one 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?

Our most important goals for 2021 can be seen at our 10 Year Strategic Plan, pages 8 to 22. Link: <https://docs.google.com/document/d/1m3HfVMSCV1esDfPBf96u9A9IN8ctnulUGsSMBY76yjQ/>

Our programs and goals have expanded significantly since the last evaluation in 2018. The previous goals can be seen in our previous 10-year strategic plan at <https://animalcharityevaluators.org/wp-content/uploads/2018/11/sinergia-animal-strategic-plan-2017-2027.pdf>

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

Yes. We have plans to start:

Onboard training program for African organizations. Expected costs: USD 50,000.00

Alliance to build synergies with other social justice movements: USD 28,000.00

New Academic Research & Investigations Department: USD 100,000.00

Defunding Livestock: USD 67,000.00

Development/ Fundraising Department: USD 78,000.00

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 have plans to conduct legal and political reviews to consider the possibility of starting 1) cage-free egg campaigns, 2) meat reduction programs, or 3) vegan challenges in other Southeast Asian countries. Estimated costs are 1) USD 45,000.00, 2) USD 20,000.00, 3) USD 12,000.00.

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.

Synergies with other movements manager - going from 3 hours a week to full time
HR and Operations Manager going from part-time to full time
Development/ Fundraising Director
Development/ Fundraising Manager
Defunding Livestock Director
Defunding Livestock Campaigner
Director - Africa Program
Campaign Manager - Neglected Areas in Brazil

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

We would launch all the programs we have on our Strategic Plan for 2020-2021, and that would already mean an increase of 34%. The remaining 16% would be used to hire more support roles, boost and improve existing programs.

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

<https://animalcharityevaluators.org/wp-content/uploads/2020/11/sinergia-animal-strategic-plan.pdf>