



TOP CHARITIES

STANDOUT CHARITIES

CHARITY	CAUSE AREA	MAIN PROGRAMS	STRENGTHS AND WEAKNESSES	PROGRAMS	ROOM FOR MORE FUNDING	COST EFFECTIVENESS	TRACK RECORD	LEADERSHIP AND CULTURE	STRATEGY	ADAPTABILITY
 <b>Albert Schweitzer Foundation</b> Albert Schweitzer Foundation Last reviewed: 2020 Regions of operation: Germany, Poland	 Farmed Animal Advocacy	<ul style="list-style-type: none"> <li>Corporate Outreach</li> <li>Plant-Based Product Promotion</li> <li>Legal Advocacy</li> <li>Advocacy Research</li> </ul>	<ul style="list-style-type: none"> <li>Focus on large animal groups: farmed chickens and fishes</li> <li>Particularly thorough strategic planning</li> <li>Implementation of some programs slightly lower than average in cost effectiveness</li> <li>Polish subsidiary has a lack of autonomy</li> </ul>	 STRONG PERFORMANCE (High Confidence)	 AVERAGE PERFORMANCE (High Confidence)	 WEAK PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (High Confidence)
 <b>THE GOOD FOOD INSTITUTE</b> The Good Food Institute Last reviewed: 2020 Regions of operation: U.S., Brazil, India, Hong Kong, Singapore, Europe, Israel	 Plant-Based and Cell-Cultured Meat	<ul style="list-style-type: none"> <li>Research</li> <li>Legal Advocacy</li> <li>Corporate Outreach</li> <li>Event Organizing</li> <li>Campus Outreach</li> </ul>	<ul style="list-style-type: none"> <li>Particularly effective legal advocacy and corporate engagement work</li> <li>Effective promotion of research on alternative proteins</li> <li>Uncertain timeframe for cost competitiveness of cell-cultured products</li> <li>Board is lacking in independence from the organization</li> </ul>	 STRONG PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)
 <b>THE HUMANE LEAGUE</b> The Humane League Last reviewed: 2020 Regions of operation: U.S., Mexico, U.K., Japan	 Farmed Animal Advocacy	<ul style="list-style-type: none"> <li>Corporate Outreach</li> <li>Media Outreach</li> <li>Event Organizing</li> <li>Grassroots and Campus Outreach</li> <li>Advocacy Research</li> </ul>	<ul style="list-style-type: none"> <li>Particularly cost-effective implementation of corporate outreach campaigns</li> <li>Strong culture, with attentive leadership and high employee satisfaction</li> <li>Room for more funding is lower than in previous years following sustained high rates of expansion</li> </ul>	 STRONG PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (Low Confidence)	 STRONG PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (High Confidence)
 <b>Wild Animal Initiative</b> Wild Animal Initiative Last reviewed: 2020 Region of operation: U.S.	 Wild Animal Welfare	<ul style="list-style-type: none"> <li>Building an Academic Field</li> <li>Research</li> <li>Research Granting</li> <li>Event Organizing</li> </ul>	<ul style="list-style-type: none"> <li>Work in a highly neglected, large-scale cause area</li> <li>Strong approach to strategy</li> <li>Short track record</li> <li>Lack of clarity among staff about the board's role</li> </ul>	 STRONG PERFORMANCE (Low Confidence)	 STRONG PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (Low Confidence)	 WEAK PERFORMANCE (Low Confidence)	 STRONG PERFORMANCE (Low Confidence)	 STRONG PERFORMANCE (High Confidence)	 AVERAGE PERFORMANCE (High Confidence)
 <b>ANIMA INTERNATIONAL</b> Anima International Last reviewed: 2020 Regions of operation: Denmark, Poland, Lithuania, Belarus, Estonia, Norway, Ukraine, U.K., Russia, France	 Farmed Animal Advocacy	<ul style="list-style-type: none"> <li>Corporate Outreach</li> <li>Media Outreach</li> <li>Investigations</li> <li>Capacity Building</li> <li>Event Organizing</li> <li>Plant-Based Product Promotion</li> <li>Legal Advocacy</li> </ul>	<ul style="list-style-type: none"> <li>Highly effective programs</li> <li>Work in relatively neglected regions</li> <li>Limited understanding of racial equity</li> <li>Board is lacking in independence from the organization</li> </ul>	 STRONG PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (High Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 WEAK PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)
 <b>COMPASSION in world farming</b> Compassion in World Farming USA Last reviewed: 2019 [*] Region of operation: U.S.	 Farmed Animal Advocacy	<ul style="list-style-type: none"> <li>Corporate Outreach</li> <li>Grassroots Outreach</li> </ul>	<ul style="list-style-type: none"> <li>Unique, friendly, and collaborative approach to corporate outreach</li> <li>Strong leadership and strategic vision</li> <li>Uncertain long-term effects of focusing strictly on welfare improvements without making an ideological case against using animals for food</li> <li>Lack of board diversity</li> </ul>	 STRONG PERFORMANCE (Low Confidence) [*]	 WEAK PERFORMANCE (Moderate Confidence) [*]	 WEAK PERFORMANCE (Moderate Confidence) [*]	 AVERAGE PERFORMANCE (Moderate Confidence) [*]	 STRONG PERFORMANCE [*]	 STRONG PERFORMANCE [*]	 AVERAGE PERFORMANCE [*]
 <b>ESSERE ANIMALI</b> Essere Animali Last reviewed: 2020 Region of operation: Italy	 Farmed Animal Advocacy	<ul style="list-style-type: none"> <li>Individual Outreach</li> <li>Pledge Program</li> <li>Institutional Outreach</li> <li>Investigations</li> <li>Event Organizing</li> </ul>	<ul style="list-style-type: none"> <li>Strong track record of conducting investigations</li> <li>Focus on large animal groups: farmed chickens and fishes</li> <li>Work toward reduced consumption of animal products is relatively less cost effective</li> <li>Board is lacking in independence from the organization</li> </ul>	 AVERAGE PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (High Confidence)
 <b>faunalytics</b> Faunalytics Last reviewed: 2019 [*] Region of operation: U.S.	 Capacity Building	<ul style="list-style-type: none"> <li>Client-Based Custom Research</li> <li>Research Library</li> <li>Advocacy Research</li> </ul>	<ul style="list-style-type: none"> <li>Large volume of research produced supporting other organizations and the movement</li> <li>Largest library of animal advocacy-related research</li> <li>Lack adequate scope to measure the impact their research has on the movement</li> </ul>	 AVERAGE PERFORMANCE (Low Confidence) [*]	 WEAK PERFORMANCE (High Confidence) [*]	 AVERAGE PERFORMANCE (Low Confidence) [*]	 AVERAGE PERFORMANCE (Moderate Confidence) [*]	 STRONG PERFORMANCE [*]	 AVERAGE PERFORMANCE [*]	 AVERAGE PERFORMANCE [*]
 <b>FIAPO</b> Federation of Indian Animal Protection Organisations Last reviewed: 2019 [*] Region of operation: India	 Farmed Animal Advocacy	<ul style="list-style-type: none"> <li>Media Campaigns</li> <li>Individual Outreach</li> <li>Capacity Building</li> <li>Legal Advocacy</li> </ul>	<ul style="list-style-type: none"> <li>India is a relatively neglected and promising area for animal advocacy</li> <li>Influence over other animal advocacy groups in India through their membership program</li> <li>Relatively high burnout and attrition rates</li> <li>Legal advocacy work is not focused on large animal groups</li> </ul>	 AVERAGE PERFORMANCE (Moderate Confidence) [*]	 WEAK PERFORMANCE (High Confidence) [*]	 STRONG PERFORMANCE (Low Confidence) [*]	 AVERAGE PERFORMANCE (Low Confidence) [*]	 AVERAGE PERFORMANCE [*]	 AVERAGE PERFORMANCE [*]	 AVERAGE PERFORMANCE [*]
 <b>GOOD FOOD fund</b> Good Food Fund Last reviewed: 2020 Region of operation: China	 Farmed Animal Advocacy	<ul style="list-style-type: none"> <li>Event Organizing</li> <li>Plant-Based Product Promotion</li> </ul>	<ul style="list-style-type: none"> <li>Work in a high-priority, neglected region</li> <li>Diverse and independent board</li> <li>Lack a formal strategic plan</li> <li>Lack a system of performance evaluation for staff</li> </ul>	 STRONG PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 WEAK PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Low Confidence)
 <b>SINERGIA ANIMAL</b> Sinergia Animal Last reviewed: 2020 Regions of operation: Brazil, Argentina, Chile, Colombia, Thailand, Indonesia	 Farmed Animal Advocacy	<ul style="list-style-type: none"> <li>Corporate Outreach</li> <li>Investigations</li> <li>Media Outreach</li> <li>Institutional Outreach</li> <li>Grassroots Outreach</li> </ul>	<ul style="list-style-type: none"> <li>Work in relatively neglected and potentially high-impact countries</li> <li>Strong culture, with attentive leadership and high employee satisfaction</li> <li>May have expanded internationally too quickly</li> <li>Board is lacking in independence from the organization</li> </ul>	 AVERAGE PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)
 <b>Sociedade Vegetariana Brasileira</b> Sociedade Vegetariana Brasileira Last reviewed: 2020 Region of operation: Brazil	 Farmed Animal Advocacy	<ul style="list-style-type: none"> <li>Individual Outreach</li> <li>Institutional Outreach</li> <li>Plant-Based Product Promotion</li> <li>Media Outreach</li> <li>Training Health Professionals</li> </ul>	<ul style="list-style-type: none"> <li>Particularly cost-effective implementation of institutional outreach and plant-based promotion campaigns</li> <li>Strong track record for many of their programs</li> <li>Staff satisfaction and morale was lower than other reviewed charities</li> <li>Lack of internal transparency; room to improve on internal policies</li> </ul>	 AVERAGE PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (High Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 STRONG PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Low Confidence)
 <b>VEGETARIANOS HOY</b> Vegetarianos Hoy Last reviewed: 2020 Regions of operation: Chile, Colombia, Mexico	 Farmed Animal Advocacy	<ul style="list-style-type: none"> <li>Pledge Program</li> <li>Individual Outreach</li> <li>Institutional Outreach</li> <li>V-Label Program</li> <li>Legal Advocacy</li> <li>Disseminating Research</li> </ul>	<ul style="list-style-type: none"> <li>Highly effective programs</li> <li>Strong leadership, who are attentive to the organization's strategy</li> <li>Room to improve on internal policies</li> <li>May have expanded internationally too quickly</li> </ul>	 STRONG PERFORMANCE (Moderate Confidence)	 WEAK PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Low Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)	 AVERAGE PERFORMANCE (Moderate Confidence)

[\*] Our overall assessments of each criteria for charities reviewed in 2019 are not directly comparable to 2020.

Note: The ratings in this chart are given in comparison to the other charities reviewed by ACE in that year. Thus, when a charity is performing weakly, this does not mean they are performing weakly compared to all animal charities. As we select charities for evaluation on the likelihood that they are effective, it is likely that in many cases they are still more effective than the average of all animal charities.

[\*] Our review methodology differed substantially for these criteria (leadership, strategy, and adaptability) between 2019 and 2020. As such, we used our 2019 reviews to estimate performance in these 2020 criteria. We encourage donors to read our reviews before making direct comparisons to charities reviewed in 2020.