

Reporting Guidelines

Charities we evaluate often engage in similar programs to each other. In order to help us standardize our assessment of your organization, we have provided some common program types, and the types of information we would like you to provide for reporting outputs of your programs. Please also report outputs for programs that are not listed here.

Program Type	Information Requested for Program Outputs
Corporate outreach (welfare improvements)	Name of company, links to campaign against and/or correspondence with company, link to company's public commitment (or private correspondence confirming commitment), date when charity began campaigning, date when commitment was announced, date by which company pledges to meet commitment, other organizations involved and nature of their involvement
Corporate outreach (plant-based menu options)	Name of company, links to campaign against and/or correspondence with company, link to company's public commitment (or private correspondence confirming commitment), date when charity began campaigning, date of commitment, number of locations, other organizations involved and nature of their involvement
Legal work	Links to any public mention of legal commitment, links to campaign against and/or correspondence with legislators, date when charity began campaigning, other organizations involved and nature of their involvement
Research	Number of publications (including reports, blog posts, or other gray literature), link to publication, publication dates, other organizations involved and the nature of their involvement
Institutional outreach	Name of institution/group of institutions, links to campaign against and/or correspondence with institution, link to institution's public commitment (or private correspondence confirming commitment), date when charity began campaigning, date of commitment, size of institution (optional), other organizations involved and nature of their involvement
Media campaigns	Number of impressions/views, links to articles or other publications, publication dates
Pledge campaigns	Number of sign-ups, date of pledge launch, completion rate, any survey results, plans for follow-up

Events	Number of attendees, event date, target audience, any survey results, other charities involved
Training of chefs/physicians	Number of people trained, length of training program, date of training program
Vegan labeling	Number of new products with vegan labels
Investigations	Link to investigation, date of investigation release, species, other organizations involved and nature of their involvement
Divestment	Name of company, date of commitment, size of company (optional), other charities involved
Humane education	Hours of humane education delivered, numbers of people reached