



faunalytics

Faunalytics' Pro Bono Support: 2021 Evaluation

Reporting period: August 2020 (survey launch) - July 13, 2021

Support Provided

The tables below show the rough topics and cause areas covered by the pro bono support Faunalytics has provided. These are defined by the support provider after each session. The percentages may not add up to 100% because sometimes more than one topic or cause area applies.

Topic (tracked since 2020)	n	%
Finding Data	42	31%
Research Design	41	30%
Scoping Problems	17	13%
Research Analysis	6	4%
Interpreting Data or Results	4	3%
Strengthening Alliances	4	3%
Other	21	16%



Cause Area (tracked since 2021)	n	%
Farmed Animals/Veg*n/PBCM	36	71%
All Animals/Other Animal Cause	11	22%
Wild Animals	2	4%
Companion Animals	2	4%
Animals in Science	0	0%
Other Topic	0	0%

Survey Responses

The pro bono support survey was launched in August 2020. We started tracking how many people were sent the survey in 2021. Not every advocate who receives personal support receives the survey, typically because the amount of support provided was low or the person has completed the survey before.

The response rate since 2021, when we started tracking invitations sent, is 71%.

Did we answer the question(s) you asked?	n	%
Yes	30	97%
Partially	1	3%
No	0	0%

How satisfied were you with the support you received from Faunalytics?	n	%
Completely satisfied	28	90%
Satisfied	3	10%
Somewhat satisfied	0	0%
Neutral	0	0%
Somewhat dissatisfied	0	0%
Dissatisfied	0	0%
Completely dissatisfied	0	0%



Will you use what you learned from us in your work?	n	%
Definitely yes	28	87%
Probably yes	3	13%
Unsure	0	0%
Probably not	0	0%
Definitely not	0	0%

How will you use what you learned from us? Please select all that apply.	n	%
To improve your measurement of the effectiveness of a program, strategy, etc.	13	43%
To inform other research that will be useful to advocates	13	43%
To improve your advocacy techniques (e.g., outreach method)	8	27%
To improve your advocacy materials (e.g., adding facts)	8	27%
To inform your decisions about advocacy strategies	7	23%
To improve internal practices at your organization	4	13%
To help you progress in an animal advocacy career or volunteerism	4	13%
Other	5	17%
I don't know yet	1	3%

Do you think the help you received from Faunalytics will help you reduce animal suffering or save animal lives, either directly or indirectly?	n	%
Definitely yes	9	33%
Probably yes	16	59%
Unsure	2	7%
Probably not	0	0%
Definitely not	0	0%



Comments

Below are all comments provided by survey respondents who indicated that we could use them in public materials either anonymously or with attribution.

- “Jo is incredibly smart and super helpful. She is always friendly and her input/feedback is extremely spot on. She conveys her knowledge in a positive way, without it feeling critical. We are so grateful we found Faunalytics and have been happily spreading the word to other animal advocates. Thank you!” - Wilhelmina Waldman, Well Beings
- “I'm really grateful to Jo for taking the time to review the post-event survey for EA Global: Reconnect. All of her comments were very helpful, ranging from minor language changes to more strategic suggestions like section order and question framing.” - Barry Grimes, Centre for Effective Altruism
- “Creating an effective survey can be challenging. Jo shared ideas to adjust some of our questions to make sure we get the information we need to make the best decisions. I'm enthusiastic that these changes will help us make a difference as we advance humane education to create a better world for animals, people and the environment.” - Zoe Weil, Co-founder and President, Institute for Humane Education
- “Our 30-minute session with Jo was incredibly useful. She asked great questions about our project that really helped us to understand the next steps that we need to take. We are really grateful that you provide this service. Thank you, from everyone at the Beyond Carnism team.” - Beyond Carnism
- “Zach was extremely knowledgeable and helpful. He pulled together a robust list of resources in an extremely short amount of time. I look forward to sharing what I learned with grad students and other audiences.” - anonymous
- “Thanks for giving me detailed feedback about my survey design! I especially liked that you proposed alternative phrasings, that was really helpful.” - Anine Andresen, CEA
- “Jo is amazing, thank you for your work.” - Animal Connection
- “As a long-time animal rights activist, I'm grateful for the excellent work by Faunalytics to help professionalize our movement with sound research and reliable, pertinent data” - Paul Berry, Founder “Defund BigMEAT”
- “Jo was thoughtful in her responses and very thorough and patient. Will be using this wonderful service again!” - Sarah Chouinard, Barn Sanctuary
- “1) Some flexibility in office hours would be helpful since we're in a different time zone. 2) Perhaps some further guidance would be useful on how to improve our searches on your library” - All Creatures Great & Small, India [Please note that we have acted on the first suggestion by expanding our Ask A Researcher office hours to twice a week at



different times to accommodate a much wider range of time zones. For the latter suggestion, we will be creating an updated guide to our website and Library search feature.]

- "I am so appreciative of the work you do and of the support I received from Karol. He listened, offered great feedback, was supportive of my efforts, followed up and was kind. I am so grateful and will use what I learned to further my advocacy efforts." - Jennifer Tourkin, Student, Institute for Humane Education
- "Faunalytics has helped verify new calculated data regarding the environmental impact of animal derived materials for Collective Fashion Justice twice now. Being able to have a trusted seal of approval on these new numbers is very important for our credibility, and it's great to have access to support that ensures we aren't spreading any false information because of errors." - Emma Hakansson, Collective Fashion Justice
- "Excellent resource and will be using this again in the future." - anonymous
- "Thanks so much for the awesome service" - anonymous
- "Thank you for all you do! This is such a wonderful service!" - anonymous
- ""=> Jo and Zach were very quick and very precise in their replies. They seem to be a good team, knowing who can reply to what question. => They were very friendly, could even give me advices on who to contact in my country. I will probably use the office hours from time to time, it is such an effective and flexible solution avoiding us to have to make appointments. Thanks a lot!" - Thomas Hecquet, Animal Society
- "The office hours and your competence and availability plus the willingness to work pro-bono are key to an agile and effective cooperation with charities. It is flexible and uncomplicated! I will do my best to keep praising your work." - Thomas Hecquet, Animal Society
- "Thank you!" - anonymous
- "Tom was really knowledgeable and helpful answering my questions about career paths in the animal advocacy field. Thank you!" - anonymous