



ANIMAL CHARITY
EVALUATORS



A GREATER GOOD FOR ALL

2022 Guide to Effective Giving



CHARITY RECOMMENDATIONS

One of our main goals at ACE is to identify the most effective animal charities. We begin by considering a large number of charities: This year, we identified approximately 2,800 charities across the world working on either farmed or wild animals. From there, we select the charities that we think are most likely to meet our four recommendation criteria and invite them to participate in our comprehensive review process. Over the next few months, we engage directly with the participating charities, review their accomplishments, estimate their impact, and make our annual recommendation decisions.



TOP CHARITY

FAUNALYTICS

Faunalytics is a U.S.-based organization working to connect animal advocates with information relevant to advocacy. This mostly involves conducting and publishing independent research, working directly with partner organizations on various research projects, and promoting existing research and data for individual advocates through their website's content library.

Faunalytics works to strengthen the animal advocacy movement by focusing on research mainly about farmed animals. We think that even small improvements made through research can substantially increase the number of animals helped if the research is applied by many animal advocates.

WHAT YOU GET FOR YOUR \$1,000 DONATION:

\$460 toward original research

\$310 toward their research library

\$230 toward providing research support to other organizations

*Please note that due to rounding, the amounts above do not always add up to exactly \$1,000.

Faunalytics' programs support the animal advocacy movement by examining effective advocacy strategies, problem areas, and tactics, and by providing advocates with a curated database of academic research summaries. We believe that Faunalytics' reports have the potential to influence priorities, inform the implementation of interventions, and build the field.



Faunalytics
(206) 905-9887
info@faunalytics.org

WHY WE RECOMMEND FAUNALYTICS

Faunalytics works in an important and relatively neglected area of animal advocacy: research and support for other advocates. Their research is generally of good quality relative to other animal advocacy research, and their work helps the movement to become more effective and more evidence-based. They work to support organizations on a global scale, having conducted research support projects with organizations in China, India, Indonesia, and Africa.

We find Faunalytics to be an excellent giving opportunity because of their strong programs aimed at strengthening the animal advocacy movement across multiple countries.

ROOM FOR FUNDING

We believe that overall, Faunalytics continues to have room for \$1.3 million of additional funding in 2022 and \$1.3 million in 2023. We expect that they would use additional funds to hire additional research scientists, launch an internship program, host workshops, and organize research events.

To make a donation please visit:
animalcharityevaluators.org/faunalytics

A young brown bear cub is climbing a tree trunk. The cub is looking towards the camera with its paws gripping the bark. The background is a soft-focus green forest.

TOP CHARITY

WILD ANIMAL INITIATIVE

Wild Animal Initiative (WAI) was founded in 2019. WAI currently operates in the U.S., where they work to strengthen the animal advocacy movement through creating an academic field dedicated to wild animal welfare. They compile literature reviews, write theoretical and opinion articles, and publish research results on their website and/or in peer-reviewed journals. WAI focuses on identifying and sharing possible research avenues, connecting with more established fields, and working with researchers from various academic and non-academic institutions to identify potential collaborators. They also recently launched a grant assistance program. They co-organize the annual Wild Animal Welfare Summit and host discussions at conferences.

WHAT YOU GET FOR YOUR \$1,000 DONATION:

\$560 toward research

\$210 toward researcher services

\$180 toward outreach

\$50 toward coalition strategy

WAI focuses exclusively on helping wild animals, which we believe could be a high-impact cause area. They produce research and build alliances to create a new academic field dedicated to wild animal welfare, both of which we believe are highly effective interventions to strengthen the animal advocacy movement. WAI's outreach program—which consists of engaging researchers interested in wild animal welfare research via presentations, discussions, and meetings—seems to be particularly cost effective because established academics have more resources to scale up research in this growing field.

WHY WE RECOMMEND WILD ANIMAL INITIATIVE

WAI is working in an important and relatively neglected area: conducting and promoting research to help wild animals. We believe that building an academic field is an ambitious but promising avenue to create change for wild animals in the longer term. There are few charities working in this area, and WAI seems to have a responsible and thorough approach to building a collaborative community of researchers and advocates. WAI also seems to have a strong strategy and a healthy organizational culture.

We find WAI to be an excellent giving opportunity because of its strong programs aimed at strengthening the animal advocacy movement.

ROOM FOR FUNDING

We believe that overall, WAI continues to have room for \$1.8 million of additional funding in 2022 and \$1.7 million in 2023. We expect that they would use additional funds to hire additional staff and expand existing programs. They are also considering starting or supporting a project on public policy and wild animals.

Wild Animal Initiative

Wild Animal Initiative
(202) 643-4141
info@wildanimalinitiative.org

To make a donation please visit:
animalcharityevaluators.org/wai

WILD ANIMAL INITIATIVE



TOP CHARITY

THE HUMANE LEAGUE

The Humane League (THL) was founded in 2005. THL currently operates in the U.S., Mexico, the U.K., and Japan, where they work to improve animal welfare standards through grassroots campaigns, movement building, veg*n advocacy, research, and advocacy training, as well as through corporate, media, and community outreach. They work to build the animal advocacy movement internationally through the Open Wing Alliance (OWA), a coalition founded by THL whose mission is to end the use of battery cages globally. THL also works to decrease the consumption of animal products through the seasonal promotion of the Veganuary veg*n pledge program.

WHAT YOU GET FOR YOUR \$1,000 DONATION:

- \$420 toward animal welfare campaigns
- \$420 toward movement building
- \$80 toward veg*n advocacy
- \$80 toward research

We believe that THL's corporate campaigns to raise the welfare standards of chickens and monitor companies' compliance, as well as their movement-building work through the OWA, are highly impactful. THL's track record demonstrates significant success, especially in improving the welfare standards of farmed animals and strengthening the animal advocacy movement. THL seems to have played an important role in promoting corporate campaigns outside of the U.S. by training and collaborating with other groups through the OWA.

WHY WE RECOMMEND THE HUMANE LEAGUE

We believe that THL's corporate campaigns and work to strengthen the animal advocacy movement are especially strong. THL often takes the lead in collaborating with other groups to facilitate knowledge-sharing about their strategic approach. They seem to have played an important role in strengthening the animal advocacy movement outside of the U.S. by training and collaborating with other organizations through the OWA.

We find THL to be an excellent giving opportunity because of its strong programs aimed at improving the welfare standards of farmed animals and strengthening the animal advocacy movement across multiple countries.

ROOM FOR FUNDING

We believe that overall, THL continues to have room for \$4.9 million of additional funding in 2022 and \$5.2 million in 2023. We expect that they would use additional funds

to start a new program on public policy work and expand their animal welfare campaigns, movement building, and research programs.



The Humane League
(888) 211-5241
info@thehumaneleague.com

To make a donation please visit:
animalcharityevaluators.org/thl

THE HUMANE LEAGUE

STANDOUT CHARITIES

Standout Charities are also among the most effective groups that ACE reviews, but they don't quite meet the criteria to be considered Top Charities.



Anima International was founded in 2018 as an umbrella of 10 organizations working across Europe to improve welfare standards for farmed animals. They conduct corporate outreach, investigations, legislative work, and media outreach; provide support to the alternative protein industry; organize community outreach; train advocates; and work to advance the field of animal law.



Compassion in World Farming USA (Compassion USA) was formed in 2011 and is dedicated to reforming a broken food and farming system. They work to improve farmed animal welfare standards through investigations, corporate campaigns, and their Food Business program, the latter of which helps businesses reduce their use of animal products. They also developed tools—EggTrack and ChickenTrack—to help food companies track their progress on welfare commitments and to ensure transparency for consumers.



Dharma Voices for Animals (DVA) is the only international Buddhist animal rights organization in the world. DVA's programs mainly operate in Sri Lanka, Thailand, Vietnam, and the U.S., but also work in Germany, Brazil, Finland, Myanmar, and Australia. They work to reduce the suffering of farmed animals through promoting diet change and strengthening the animal advocacy movement.



Essere Animali was founded in 2011. They work to improve animal welfare standards and influence individuals to decrease their consumption of animal products. They currently operate in Italy, where they work on pledge programs, media outreach, leafleting, meat reduction campaigns, and organizing veg fests. They also conduct undercover investigations to take legal actions and strengthen the animal advocacy movement.



Federation of Indian Animal Protection Organisations

(FIAPO) is an Indian umbrella organization founded in 2010.

They are primarily focused on reducing the suffering of farmed animals. Their work focuses on improving animal welfare standards, strengthening the animal advocacy movement, increasing the availability of animal-free products, influencing legislation change, and providing direct help and veterinary care to animals. They also run a veg*n pledge program to encourage individuals to decrease their consumption of animal products.



Good Food Fund (GFF)

was founded in 2017 and focuses exclusively on reducing the suffering of farmed animals. They currently operate in China, where they work to strengthen the animal advocacy community and build alliances by hosting an annual summit (The Good Food Summit) and other events about dietary transformation. They also host events to promote plant-based products and diets among chefs, institutional food services, and the public.



Material Innovation Initiative (MII)

was founded in 2019. They work to reduce the suffering of animals by supporting the development of next-gen materials for the fashion, automotive, and homegoods industries. They produce research on animal-free alternatives to existing materials, such as plant-based and lab-grown innovations, and partner with scientists, brands, investors, and retailers to progress new products and production processes. They also work to strengthen the animal advocacy movement by hosting events to network and explore new opportunities.

STANDOUT CHARITIES



Mercy For Animals (MFA) was established in 1999 and develops its programs in the U.S., Brazil, Canada, Hong Kong, India, and Mexico. They work to reduce the suffering of farmed animals and end the exploitation of animals for food. They engage in animal advocacy, often through the use of undercover investigations of factory farms, and expose them via media and online campaigns. MFA also engages in corporate and institutional outreach, lobbying, and policy work to improve animal welfare standards.



New Harvest was founded in 2004 and develops their programs in the U.S. and Canada. They work to resolve the enormous environmental and ethical challenges of industrial animal agriculture. They fund graduate and postdoctoral research in cellular agriculture, as well as undergraduate and master-level projects to advance the development of cell-cultured animal products. They also run outreach and community-building activities via their blog, podcast, and research publications.



Sinergia Animal was founded in 2017 and focuses on reducing farmed animal suffering and promoting more compassionate food choices. They solely dedicate their work to low- and middle-income countries of the Global South, including Brazil, Argentina, Chile, Colombia, Thailand, and Indonesia. Their programs involve corporate outreach, investigations, and traditional, alternative, and social media outreach—sometimes by partnering with influencers and celebrities. In addition, they work to strengthen the animal advocacy movement through community-building and collaboration.



Sociedade Vegetariana Brasileira (SVB) was founded in 2003 and operates in Brazil. They organize veg fests, run a vegan product certification program, work with restaurants and caterers to offer plant-based meals, and train health professionals to educate people on the benefits of a plant-based diet. They also work to influence individuals to adopt more animal-friendly attitudes through social media and engage in community organizing with volunteers who provide strategic support to their other campaigns.



Vegetarianos Hoy was founded in 2012. They currently operate in Chile, Colombia, and Mexico, where they influence corporations to adopt cage-free egg commitments, run veg*n pledge programs, offer a mobile phone app that provides resources and guidance for following a plant-based diet, and work with institutions to introduce more plant-based meal options. In Chile and other Latin American countries, they operate a vegan product labeling program. They also coordinate legislative campaigns to increase animal rights and end the designation of rodeo as Chile's national sport. In addition, they work to disseminate animal advocacy research and resources.



xiabuVEGAN works to reduce the suffering of farmed animals in China. Their programs focus on strengthening the animal advocacy movement, increasing the availability of animal-free products, and decreasing the consumption of animal products. xiaobuVEGAN engages in institutional outreach, runs its own vegan challenge, and has an app that provides resources about vegan options in China.

If you'd like to support one or more of our recommended charities, we encourage you to donate to our Recommended Charity Fund.

For more information about this giving option, please visit:
animalcharityevaluators.org/rcf



“Many people tell me that they want to change the way we treat animals, but don’t know to which organization they should give. I’m very pleased that now I can point them to Animal Charity Evaluators, where they can find the best available research and thoughtful discussion to answer that difficult and very important question.”

–Peter Singer, Professor at Princeton University;
Author of *Animal Liberation*