

# 2024

— YEAR IN —

# REVIEW



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# A Letter From ACE's Executive Director and Board

Reducing the hidden and extreme suffering of animals is challenging for the brain and the heart. The cruelty we confront is gut wrenching. The complexities that influence our solutions are hard to wrap our heads around.

What's clear is that the sooner we solve these issues, the more lives we spare. We must slow down the growth of factory farming and speed up the timeline toward a society that takes responsibility for improving animals' lives, regardless of their species or the cause of their suffering. There is great urgency and importance behind our collective work. The combination of urgency, importance and animal advocates' limited resources demands that we identify the best approaches to help animals and fund those.

In 2024, together with advocates and activists, researchers, and philanthropists, we were able to grant nearly \$3 million for highly impactful and promising work around the world and we influenced even more. Using updated methods, we found charities that are optimal donation opportunities and made grants that fill critical gaps in the roadmap for a future where animals experience wellbeing. In order to not just be a dependable source for the animal protection movement but become an organization that maximizes its growth, we invested in our talent, expertise, and operations.

Our Movement Grant recipients and Recommended Charities are helping countless animals across the natural world flourish and live good lives. Piglets, chicks, and calves can express more natural behaviors because of the outstanding work our ACE researchers and grantees do.

We wrote this report as a record of our contributions to animal protection—as a



tool to hold ourselves accountable, as an obligation toward our supporters, and to remind ourselves of the sometimes small-feeling wins that are victories for individuals.

The achievements laid out in this review were made possible by ACE's staff and supporters. We want to take a brief moment to acknowledge them both. First our team. They worked toward their objectives overcoming roadblocks and disappointments. There was more to that than tenacity and a love for the cause; we saw this team represent our guiding principles. They solicited input and welcomed diverse perspectives, and they updated their thinking based on feedback and new information. They centered the question of how to help the most animals in our decisions, they were transparent about our actions, and consistently treated others with kindness and empathy.

Lastly, we want to express our gratitude to you, ACE's supporters and the donors to our grantees and Recommended Charities. Thanks to your kindness, a chicken might be born into a life where she can freely walk to drink water when thirsty. A tilapia might be able to swim in clean water. A rat's life might not be cut short by poison. These will not be small matters for them.

Thank you for steering us away from the path to bleakness, and toward a brighter and kinder future for all.



*Stien van der Ploeg*  
*Executive Director*



*Ravi Mulani*  
*Board Chair*



*Verónica Diaz Carrai*  
*Board Member*

*PS. As you read this report and notice things that excite you or that could be tweaked to do more good, please reach out.*

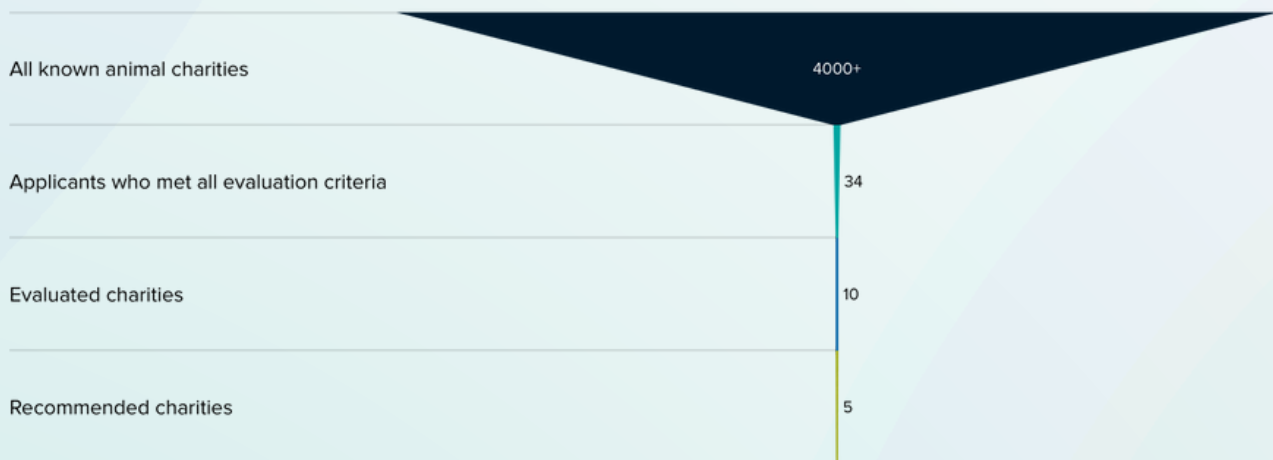




## 02. Charity Evaluations

# Charity Evaluations

The goal of our [Charity Evaluations program](#) is to identify the animal charities that can do the most good with additional donations. We select charities for comprehensive review based on whether their activities seem likely to deliver significant benefits for animals over the short and long term and whether their responses give us confidence that they carry out these activities effectively. The final evaluation is based on each charity's performance on ACE's [evaluation criteria](#): Impact, Room for More Funding, and Organizational Health.



In 2024, we considered 34 applicants who met the bar for eligibility, conducted comprehensive reviews of 10 charities, and recommended five charities. These five joined six charities that have retained their two-year Recommended Charity status from 2023, bringing our total number of recommendations for 2024 to 11 organisations.



## Improved Charity Evaluation Process

We made several large improvements to our [charity evaluation process](#) this year. Notably, we introduced an evaluation [application](#) to give our team higher-quality information to decide which charities to evaluate. We also [adjusted our criteria](#), which included the creation of a new Impact criterion, comprising two complementary assessments: Theory of Change Analysis and Cost-Effectiveness Analysis.

The former assesses the strength of a charity's logical reasoning and evidence, while the latter assesses the impact per dollar of select programs. These two assessments are tailored to the work of each charity and together they indicate whether a charity is likely to reduce suffering to a high degree for many animals. Finally, we improved the format and clarity of our charity reviews by redesigning them based on interviews with a range of key stakeholders.

### Biggest Challenge

*Completing all charity assessments on time—we investigated charities in greater depth and sought feedback from more external experts than ever before.*

### Proudest Moment

*Our best moment was receiving so much positive engagement with our new evaluation application, including receiving applications from many excellent charities deserving of more support and attention!*



“



*Animals need us now more than ever. With the shifting political climate, devastating extreme weather events, and the ever-increasing number of animals that are exploited in the global food system it can feel overwhelming to figure out how best to help the animals we so deeply care about. I'm grateful to be part of the team that offers help to animal advocates and donors by recommending charities we are confident will have a large positive impact for many animals in the coming years.*

**—Elisabeth Ormandy, Programs Director, Animal Charity Evaluators**



*Every time I learn more about this group of charities, I'm blown away by how much good they can do with the relatively small amount of resources at their disposal. They give me hope for a humane future for animals and humans alike and I am delighted to be able to support their work and help them get the recognition that they deserve.*

**—Vince Mak, Charity Evaluations Manager, Animal Charity Evaluators**



## 03. Grantmaking

# Grantmaking

## Movement Grants

Our Movement Grants program experienced remarkable growth in 2024, receiving an unprecedented 324 applications (200 the prior year) from 73 countries, demonstrating the expanding reach and diversity of animal advocacy worldwide. Through careful assessment, in our eighth round of Movement Grants, we awarded [\\$1,024,172 to 30 innovative projects](#) that showed exceptional promise in helping animals across different regions and contexts. We also advised Doneer Effectief on their quarterly distribution of \$134,149 from their Animal Welfare and Food Transition Fund, by selecting one of our applicants to receive a grant.

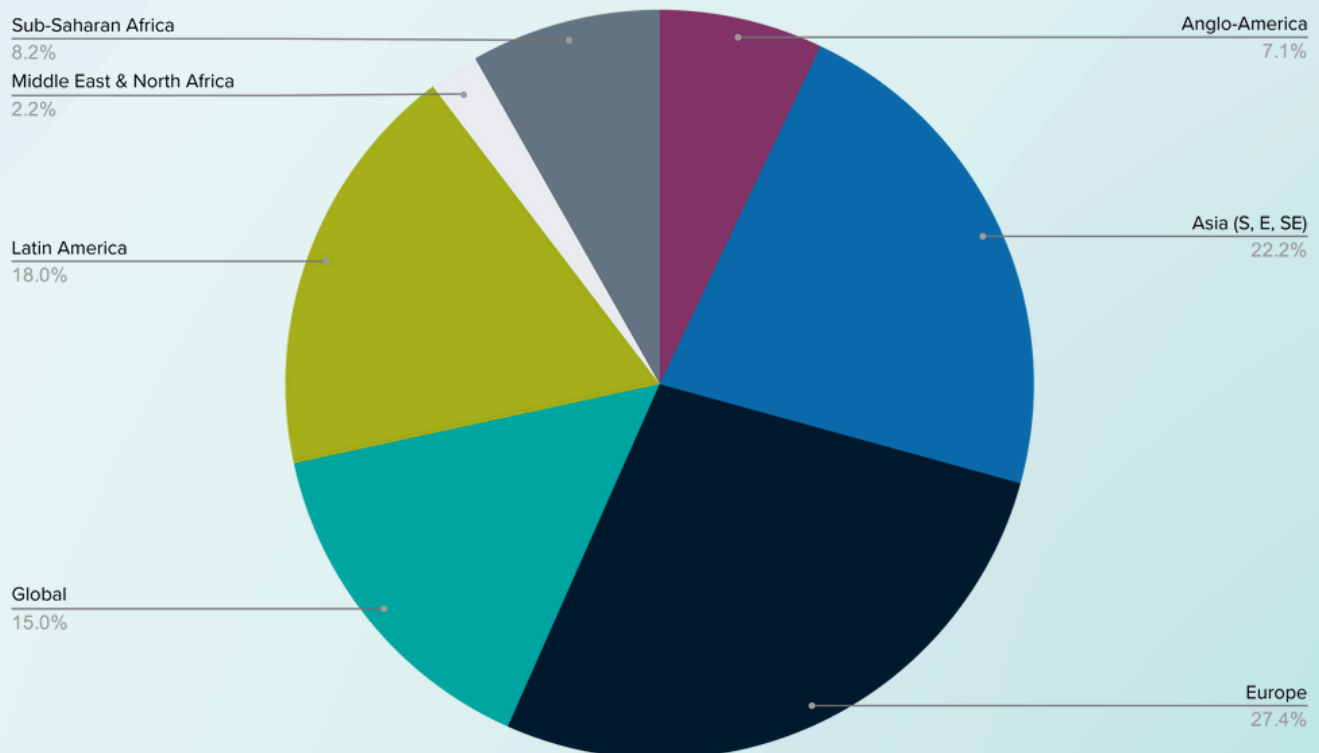


Fig 1. Funding allocation by geographical scope of grantees



### **Biggest Challenge**

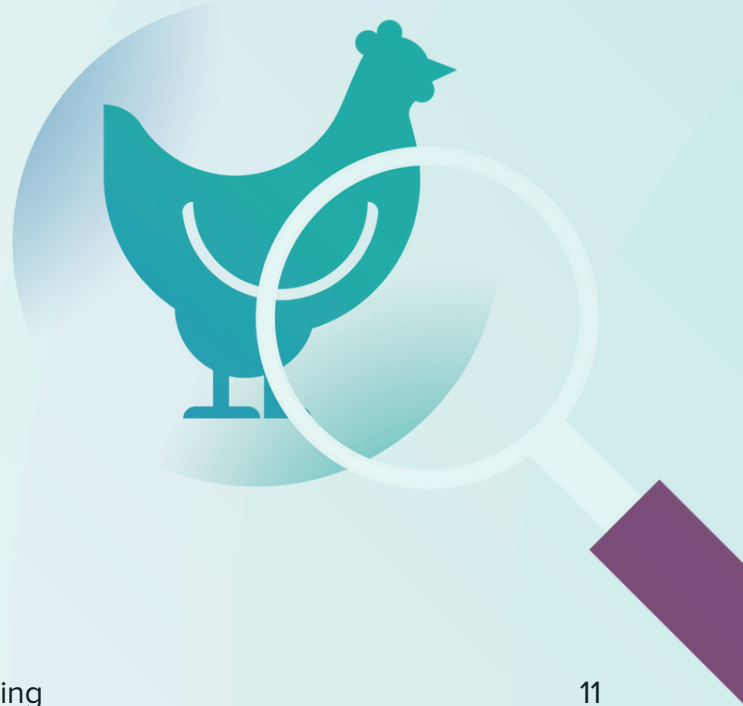
*Managing a significant surge in applications—324 compared to previous years—while maintaining our thorough assessment process with the same team capacity and relatively modest growth in available funding.*

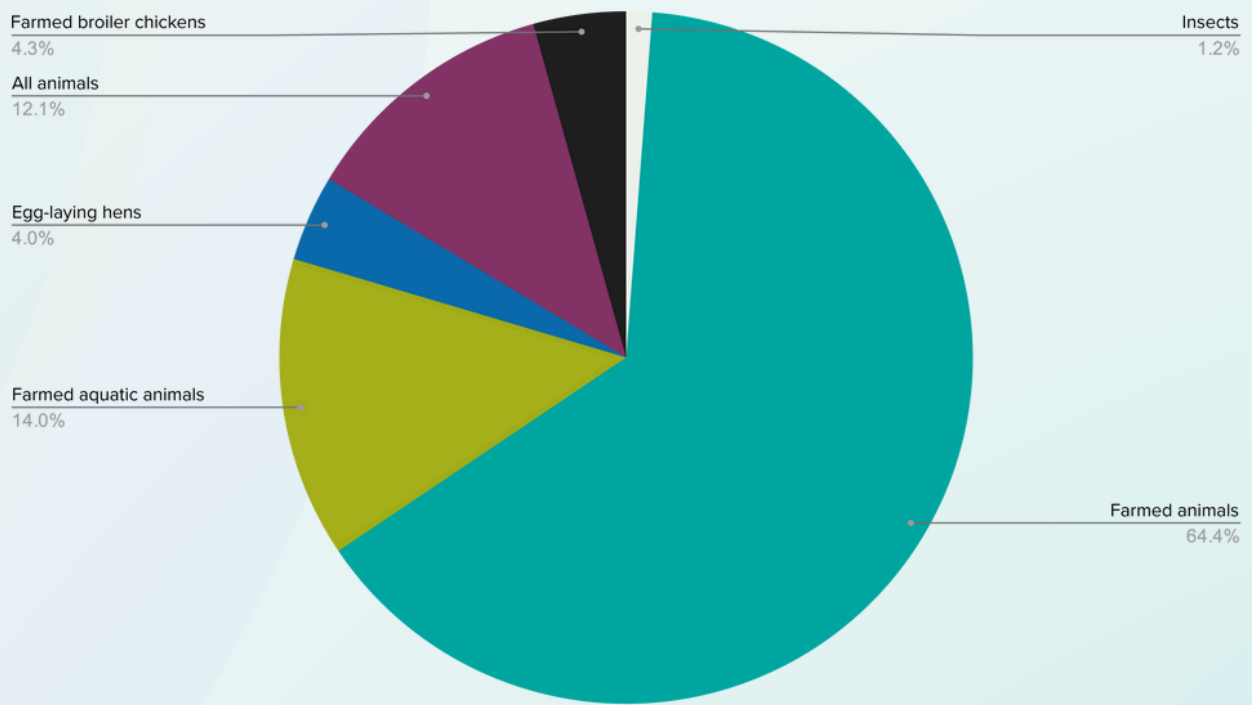
### **Proudest Moment**

*Receiving enthusiastic feedback from both donors and the animal advocacy community following our grantee announcements, and welcoming new donors who have placed their trust in our grantmaking process.*

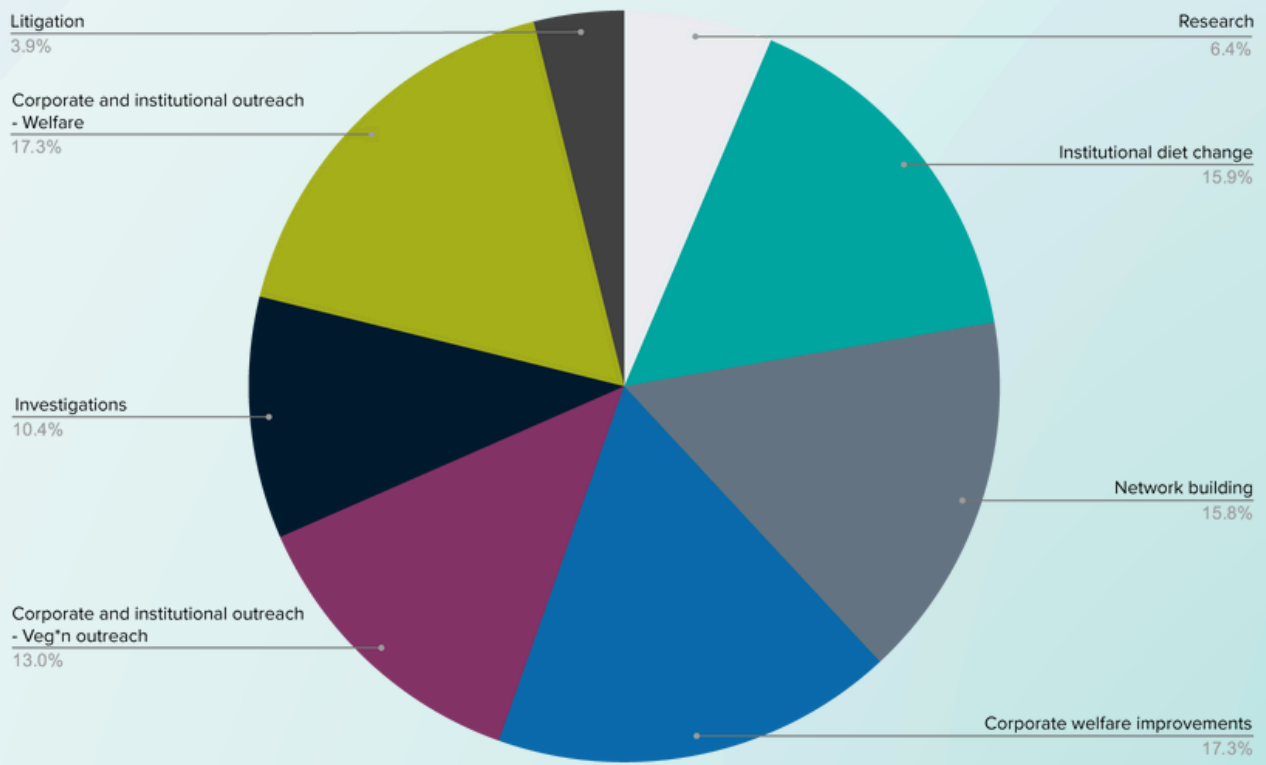
The program continues to serve its vital role in identifying and supporting opportunities that expand the movement's geographical reach, diversify the types of animals helped, and strengthen the animal advocacy movement.

This year we were also recognized by Giving What We Can through their Evaluating the Evaluators program, leading to our selection as a recipient of their Animal Welfare fund. This external validation reinforces the rigor and effectiveness of our grantmaking approach.





**Fig 2. Funding allocation by animal groups focus of grantees**



**Fig 3. Funding allocation by primary intervention tactic of grantees**



*I support ACE's Movement Grants because it fosters ambitious, innovative initiatives and advocates not only to create surface-level impact through its grants, but also to grow the larger community geographically, culturally, and strategically. Building a world where all animals can flourish requires a long-run view, and I deeply appreciate ACE for the opportunity to invest in new ideas and encourage bold action in pursuit of a brighter future.*

**—Matt Fay, Donor**

*As passionate animal lovers, we are dedicated to advancing animal rights, rescue, and education by providing annual grants to organizations with the greatest potential for transformative impact. The ACE Recommended Charity Fund serves as a cornerstone of our giving strategy, helping us identify and support high-impact organizations that deliver meaningful results. We are equally inspired by the Movement Grants program, which bolsters the global animal advocacy movement through strategic, targeted funding. Together, these initiatives provide us with confidence that our contributions are being allocated to areas with the greatest impact.*

**—All Creatures Great and Small, Donor**

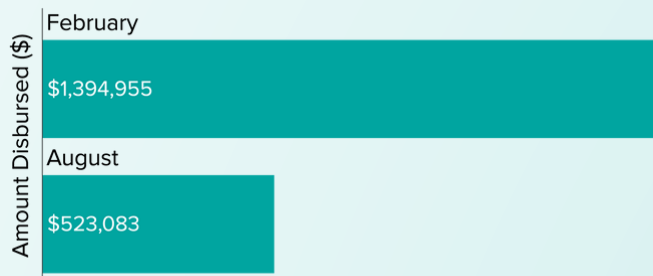




# Grantmaking

## Recommended Charity Fund

In 2024, our Recommended Charity Fund supported ACE's 2023 Recommended Charities: Çiftlik Hayvanlarını Koruma Derneği, Dansk Vegetarisk Forening, Faunalytics, Fish Welfare Initiative, Legal Impact for Chickens, New Roots Institute, Shrimp Welfare Project, Sinergia Animal, The Good Food Institute, The Humane League, and Wild Animal Initiative. This was the first year of grants since we moved to only one tier of Recommended Charities, rather than our previous two tiers (Top and Standout). Thanks to generous donor support, we were able to disburse nearly \$2 million to our high-impact Recommended Charities.



### Biggest Challenge

*We adjusted our methods for distributing funding between our Recommended Charities. This has required our team to understand charities in more depth so that we can analyze their funding gaps and ensure that we're directing donors' funding to where it can make the most impact.*

### Proudest Moment

*Our February distribution was the second-highest amount awarded since launching the Recommended Charity Fund in 2017. As of this year, we have now supported our Recommended Charities with over \$10 million.*

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*Being recognized by Animal Charity Evaluators endorses our dedication to effective animal advocacy. As the sole organization in Türkiye with this distinction, it enhances our capacity to enact meaningful change. This endorsement reassures our international supporters that their generous contributions are invested in a transparent, result-oriented approach. We're not just a charity; we're a movement, validated by ACE's rigorous standards, ensuring that every donation has the highest possible impact on animal welfare.*

**—Çağrı Mutaf, Director of Development, Çiftlik Hayvanlarını Koruma Derneği**

*Being recommended by ACE means that more donors understand how our work with structural change, particularly our plant-based policy work, is an effective way to help animals. As an organization from a quite small country, it also strengthens our international credibility, that someone with a global view has scrutinized our work and effectiveness and based on that recommended us. The recommendation has helped us secure funding for some of our core work, that it is otherwise difficult to find funding for, such as strengthening our fundraising among individual donors.*

**—Rune-Christoffer Dragsdahl, General Secretary, Dansk Vegetarisk Forening**







# 04. Research

## Research

In 2024, we continued to rigorously assess and summarize the evidence that informs our charity evaluations and grantmaking decisions, and we expanded our outreach to external experts to help us better understand how factors such as the regional context and political landscape can influence the effectiveness of different interventions. While we paused the creation of our own [research briefs](#), we maintained our [research library](#) by adding 887 new publications and continued to publish our [Research Digest](#) (formerly called our Research Newsletter) where we publish monthly lists of empirical studies related to farmed animal advocacy, including publications from reputable sources outside of academic journals. We refined the format of the Research Digest to make it more user-friendly, and in 2024 we shared more than 550 publications.



**887**

New publications added to  
our Research Library



**550**

Publications shared via our  
Research Digest



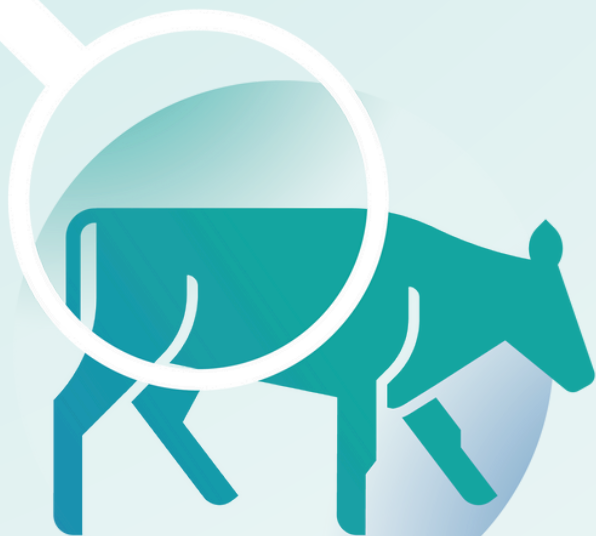
We also started to develop an intervention effectiveness tracker, which will help us record the foundational knowledge we need to make the best recommendations and grant decisions. While this tracker is not yet public, we have already started to incorporate our findings into our grant decision-making and charity selection and evaluation processes. We plan to publish an early version in 2025.

### **Biggest Challenge**

*There is an overall lack of high-quality empirical evidence on the effectiveness of many interventions in animal advocacy. This makes it challenging for us (or anyone!) to reach confident conclusions about which interventions are most effective in which contexts.*

### **Proudest Moment**

*Our engagement with external experts significantly increased our understanding of the regional and cultural context and political landscape for the interventions being used by our evaluated charities and grantees. We are grateful for their time, dedication, and input.*



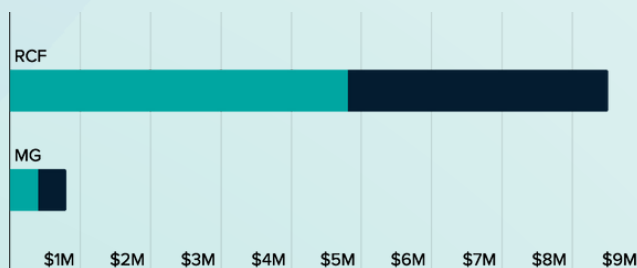


## 05. Meta-fundraising



# Meta-fundraising

In our most recent fiscal year (April 2023 to March 2024) we influenced a minimum of \$8.5 million in donations to our Recommended Charities. It is important to note that this figure is probably underestimated because there are likely additional donations beyond our current data's scope. We estimate that \$3.7 million of these donations would not have been directed to these highly consequential organizations without our intervention.



During the same period, we disbursed \$0.8 million to our Movement Grantees. We estimate that \$0.4 million would not have otherwise been granted to the underrepresented interventions, animal groups, and countries we funded.

## Biggest Challenge

*While on the surface it could seem straightforward to calculate impact, reliably assessing for ACE what impact would not have happened without our work ended up being a laborious, complex endeavor. We are grateful for the insights of peers, especially Jona Glade (cFactual), who skillfully stewarded us through this challenging project, which had a multitude of limitations. We're thankful too for Open Philanthropy's support that allowed us to do this work. We saw a steep reduction in funds coming in through Giving What We Can's platform for our Recommended Charity Fund. This was an opportunity to diversify our funding sources by prioritizing our major gifts program, increasing corporate outreach, and investing in marketing to reach new audiences.*

**[You can learn more about ACE-influenced giving on our website.](#)**



By donating to ACE, you support impactful organizations working to help the most animals, fund innovative projects focused on reducing global animal suffering, and fuel our dedicated team's work. With your help, we can take steps toward building a more compassionate tomorrow for all. You can support our work by scanning the barcode below.

### **Proudest Moment**

*Once we had settled on our approach to the data analysis we were delighted to see the actual results and learn that ACE has a substantial counterfactual impact in animal advocacy through influencing funding.*



**SCAN ME**

“

*I don't really describe myself as an animal lover. But, both my head and my heart tell me that I cannot sit idly by while billions of sentient beings needlessly experience pain and suffering in factory farms. By donating to ACE and its Recommended Charity Fund, I am confident that I am making a meaningful difference in improving the lives of these animals.*

**—Steve Hirschhorn, Donor**

*I am increasingly thinking that the best animal charities are more cost-effective than any other cause area, and ACE makes it easy for me to find them!*

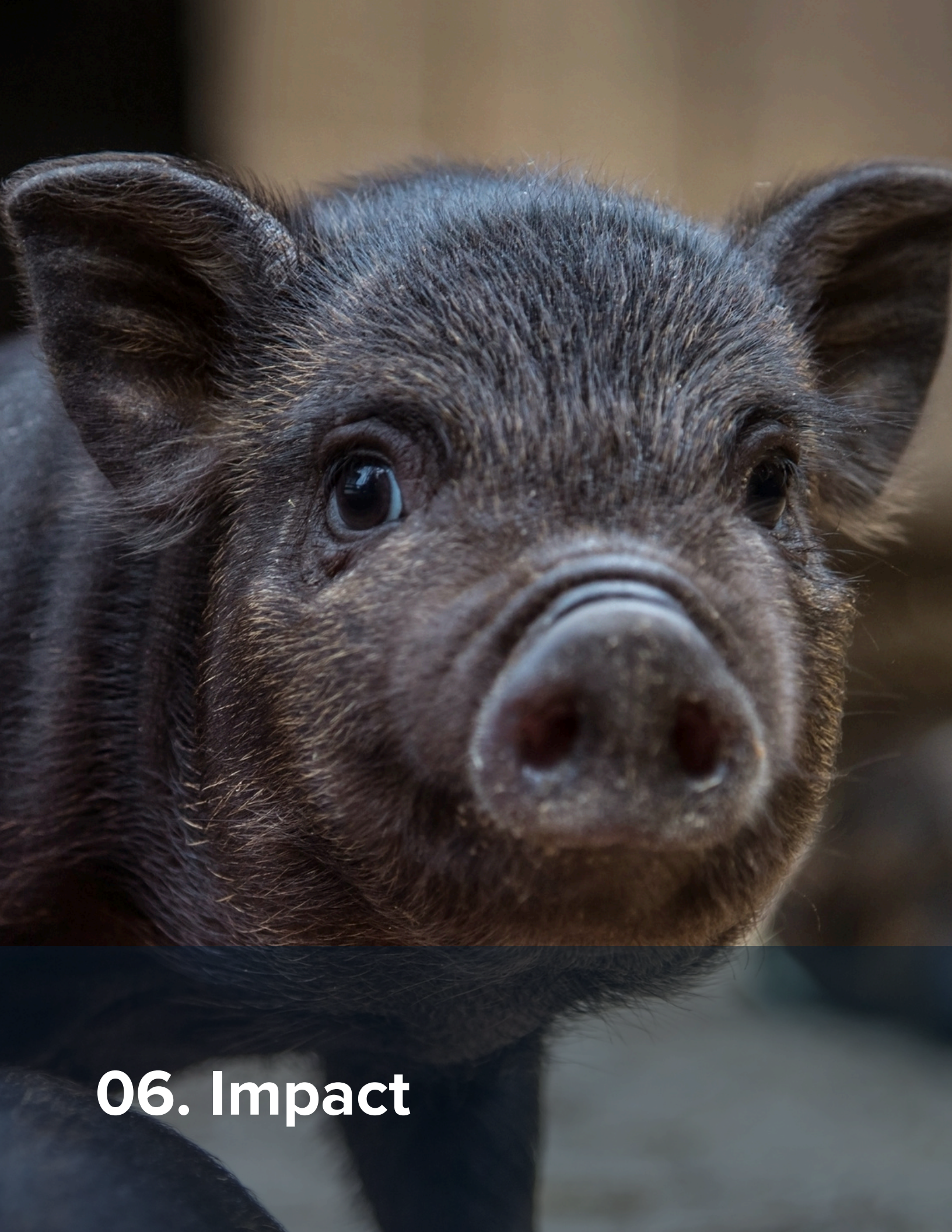
**—Lucas Lewit-Mendes, Donor**

*I really appreciate ACE. I hope you continue to do this work every year, set high standards for charities and continue to help me choose which animal charities to donate to. I'm very grateful that you exist.*

**— Dylan Shearsby, Donor**







## 06. Impact



# Impact

## Recommended Charities

Animal Charity Evaluators' Recommended Charities continue to make a significant impact for farmed animals worldwide, achieving remarkable milestones this year. From legislative victories to reducing the suffering of farmed and wild-caught aquatic species, these organizations demonstrate the power of strategic advocacy and compassionate leadership. Below, we highlight a few stories of impact from our Recommended Charities. This is not an exhaustive list, but a celebration of the incredible work accomplished in 2024. Each victory—whether legislative, corporate, or cultural—has meant a world of difference to the animals whose lives are changed for the better.



## Stories of Impact from Recommended Charities

The Aquatic Life Institute works to reduce the suffering of billions of farmed and wild-caught aquatic animals worldwide. Among its many accomplishments the organization played a key role securing the world's [first ban on octopus farming](#) in Washington State and a statewide ban on farming and importing farmed octopuses in California, marking historic milestones for aquatic animal welfare.

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Dansk Vegetarisk Forening (DVF) is a leading Danish organization advocating for plant-based diets and animal welfare. They have significantly influenced Danish government funding, securing the equivalent of USD 14 million toward plant-based foods. In 2024, they, alongside the Climate Movement of Denmark, successfully filed a [greenwashing lawsuit](#) against Europe's largest pork exporter, Danish Crown.

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Sinergia Animal works to reduce the suffering of farmed animals in Argentina, Brazil, Chile, Colombia, Ecuador, Indonesia, Peru, and Thailand. Their efforts led Zen Group, a multichain restaurant, [committing to cage-free eggs](#) across over 300 locations in Thailand, Malaysia, Cambodia, Laos, the Philippines, and Japan.

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Çiftlik Hayvanlarını Koruma Derneği (ÇHKD) is the sole organization dedicated to improving the lives of over 109 million egg-laying hens and 680 million farmed fish in Türkiye. Since 2020, they've secured more than [30 cage-free commitments](#), impacting an estimated 850,000 hens annually.



*Over the years, ACE has connected us with hundreds of dedicated, compassionate and generous animal advocates. They have provided insight and reflections that have shaped our strategy to the core. We will forever be thankful for that. As for this year's recommendation, we're overjoyed. But we're not complacent. While so many animals live in suffering, we will keep striving, making mistakes, and growing. I am deeply thankful to our incredible team—including our donors and supporters—for allowing us to get this far, and to ACE for showing confidence in our work.*

**—Carolina Galvani, Executive Director, Sinergia Animal**





## Stories of Impact from Movement Grants Recipients

Like our Recommended Charities, our Movement Grant recipients are driving change for animals by improving their lives, expanding plant-based food systems, advocating for policy change, and raising awareness about animal welfare. Here are some key wins from our movement grantees in 2024.

[Climate Refarm](#) aims to leverage carbon credits by incentivizing the transition to plant-based products in institutional food services. Among its key achievements, the organization advanced its Climate-Friendly Foodservice carbon offset methodology to step three of six with Verra (the largest climate offsetting program), paving the way for carbon credit funding to support sustainable food procurement worldwide. This funding can provide crucial resources to institutional food providers, such as schools and hospitals, and the organizations partnering with them to shift food procurement toward more sustainable options.

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[Catalyst](#) partners with Thailand's Ministry of Education to promote plant-based nutrition in schools through its Meatless Friday program. Building on a successful pilot, the initiative has expanded to 59 new primary schools, benefiting over 16,000 students. The program also trained 527 teachers in plant-based nutrition, bringing the total number of trained educators to 1,937 since 2021. This expansion is supported by their Movement Grant, which also funds the creation of youth leadership programs to further the initiative's impact.

[Amis de l’Afrique Francophone – Bénin](#) addresses socioeconomic and environmental challenges through a program aimed at increasing plant-based meal availability in schools and raising awareness of the impacts of industrial animal agriculture. Key accomplishments include training 120 cooks in preparing vegetable dishes as meat alternatives, conducting 12 workshops in schools to raise awareness about farmed animal suffering, and airing six radio programs to promote vegan/vegetarian diets. The campaign led to a reduction of approximately 28,800 meat dishes per month in the 12 targeted schools.

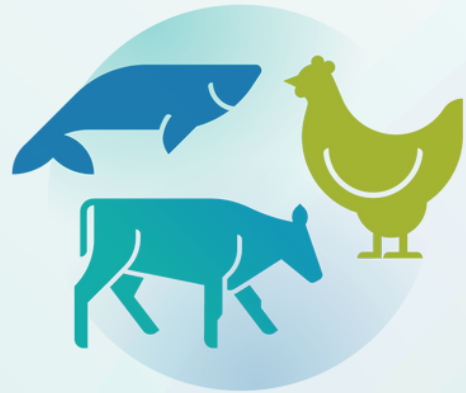
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[Convergence Animaux Politique](#), established in France in 2017, is a lobbying group advocating for animal welfare improvements. Their efforts include initiating legislation against animal mistreatment and pushing for a ban on caged farming. Among their key accomplishments, they supported three bills and 15 government inquiries on animal welfare and food transition, held 58 MP meetings and six government meetings to advocate for farmed animal welfare and plant-based food, and participated in the Ministry of Agriculture’s six-month working group to influence new agricultural legislation. The group also supported 25 partner NGOs in their political advocacy, strengthening the animal advocacy movement in France.

[Animal Justice](#) recently achieved a major victory by successfully challenging Ontario's ag gag law, which sought to silence whistleblowers and limit undercover investigations in the animal agriculture industry. The law, which made it illegal for individuals to hide their intentions while seeking jobs at farms or slaughterhouses, was ruled unconstitutional by the court, as it violated freedom of expression rights. This landmark win, the first of its kind in Canada, marks a crucial step in defending transparency and accountability in the agricultural sector.



**30**  
Recipients



**24**  
Countries



**6**  
Continents





## 07. Behind The Scenes



## Behind the Scenes

We introduced a number of notable changes this year. We held our first non-U.S. based staff retreat in Bogotá, Colombia in March. At the staff retreat, our team collaborated to write our first staff manuals for individual contributors and people supporters; the manuals outline team members' responsibilities, authorities, success metrics, and norms.



Image: The ACE team in Bogota in March, 2024.

In May we launched a one-year trial of unlimited health leave, introduced a new health stipend plan for non-U.S. employees to access private health coverage, and expanded our paid family and medical leave. These policies were updated with help from our DEIJ committee, which dove into its first full year of work in 2024. Our HRA and health stipend policies were expanded to cover more health care costs in June.



Image: ACE team breakfast.

Working closely with the Communications team, we launched our newly redesigned website in August. We had the privilege of working with Scarlet Spark on a feedback norms refresher workshop in May to strengthen our team's feedback skills. We also welcomed two new staff members in 2024: Zuzana Šperlová joined us as a Researcher in January, and Shweta Sood became our new Communications Director in November.

## Biggest Challenge

*The size and the number of stakeholders involved in the website redesign project made it a challenging project to complete. The project faced some roadblocks and unprecedented delays, which in tandem with a lot of moving parts, made it tricky to stick to the intended timelines.*

## Proudest Moment

*While difficult, the launch of the new website has enabled ACE to better communicate the work that we do. The website is also visually more appealing, along with being easily navigable.*





## 08. The Year Ahead

# The Year Ahead

## What's Next?

In the coming year, humans are expected to farm more animals—more cows and pigs, but also more of the animals we think much less about like carps and black soldier flies. In the wild, frogs, butterflies, gray squirrels will continue to starve and get sick without us being able to assist them in a meaningful way. But swarms of people around the world will be researching, strategizing, protesting, negotiating and lobbying, every day of 2025 to change that. And ACE will be there to amplify their work.

To maximize the well-being that animals experience, we must optimize our roadmap to impact. Therefore, at the start of the new year, we will develop a new strategic plan for the coming years. A clearly defined end goal with intermediate outcomes designed to get us there should allow us to tactically pivot for meaningful results for more individuals.

We are eager to work with you again—to see you at conferences, to collaborate on fundraising tactics, to learn from your expertise. But more importantly, in 2025 we want to connect with people we do not know yet—and who do not know yet about what you do for animals. A year from now, we want to be able to tell you about all the new people who have joined you as donors, advocates, and researchers.



Besides growing our numbers and our grant pool, we plan to increase the quality of our work. Our recommendations and grants should become even more consequential. That means, among other things, investing in our research evidence tracker, fine-tuning how we assess the scope of animal welfare projects, and making it easier for promising applicants to share their grant proposals with us.

There is no space we'd rather be in than this one. This movement of deeply caring and committed people who think critically about how to act on their compassion for the most hidden and ignored individuals. We are proud to be among you and cannot wait to see your achievements and will do our utmost to support them.





Stay Informed: Subscribe to [our newsletter](#) to learn how people successfully help animals in need.

Donate: [Support](#) more animals in need worldwide!

Follow our journey: [Facebook](#), [Instagram](#), [LinkedIn](#), [X](#), [Bluesky](#), and [Threads](#).

Thank you for considering the experiences of animals. By making smart and kind choices, you can help end animal cruelty and create a more compassionate world for all.



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