



ANIMAL CHARITY
EVALUATORS



A GREATER GOOD FOR ALL

2021 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: those we have previously reviewed that are due for an update, those we have identified as potentially promising, and those that have requested to be reviewed. From there, we select the charities that we think are most likely to meet our seven 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 records, estimate their impact, and make our annual recommendation decisions.



TOP CHARITY

ALBERT SCHWEITZER FOUNDATION

Albert Schweitzer Foundation (ASF) was founded in 2000. ASF primarily works in Germany, though they have a team in Poland as well. ASF works as a nonprofit (rather than making grants like a typical foundation). They work to improve animal welfare standards through their corporate outreach, corporate campaigns, and legal work. They also work with companies (distributors, producers, and restaurants) to promote plant-based alternatives to animal products. ASF engages in capacity-building work including conducting animal advocacy research and organizing workshops and training sessions.

In their corporate outreach work, ASF works to implement welfare improvements for farmed chickens, such as the European Chicken Commitment. ASF has also been

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

\$620 Improvement of Welfare
Standards

\$250 Stronger Animal Advocacy
Movement

\$130 Increased Availability of Animal-
Free Products

expanding the work of their Aquaculture Welfare Initiative to improve welfare standards for farmed fishes. Both of these programs are particularly promising for effecting large-scale change. Additionally, ASF's strategic plan and planning process are notably thorough and inclusive of staff at all levels.

WHY WE RECOMMEND ALBERT SCHWEITZER FOUNDATION

ASF's work seems highly effective at increasing the availability of animal-free products, improving farmed animal welfare standards, and strengthening the capacity of the movement. We are hopeful that their strategy and skills will lead to meaningful progress in Poland and other parts of Central and Eastern Europe, an area with a relatively young animal advocacy movement. We believe that ASF's work prioritizing corporate outreach on behalf of farmed fishes and chickens raised for meat is particularly promising, given the large number of farmed chickens and fishes killed and the neglectedness of advocacy on their behalf. We find ASF to be an excellent giving opportunity because of their strong, impactful programs and their strategic approach to improving welfare standards for farmed animals.

ROOM FOR MORE FUNDING

We estimate with high confidence that ASF's room for more funding in 2021 is \$0.34 million. Across all confidence levels, we estimate that ASF's room for more funding in 2021 is \$0.97 million. We expect that they

would use additional funds to hire additional staff, expand their corporate outreach and campaign work, increase salaries, and expand to a third country.



Albert Schweitzer
Albert Schweitzer Foundation

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To make a donation, please visit:
animalcharityevaluators.org/asf

ALBERT SCHWEITZER FOUNDATION



TOP CHARITY

THE GOOD FOOD INSTITUTE

The Good Food Institute (GFI) was founded in 2016. GFI currently operates in the U.S., Brazil, India, Hong Kong, Singapore, Europe, and Israel, where they work to increase the availability of animal-free products by supporting the development and marketing of plant-based and cell-cultured alternatives to animal products. For this, they make use of legislative advocacy, lobbying, corporate engagement, event organizing, research, and campus outreach. Their support of research, potential new talent, and the start-up community around alternative protein research also strengthens the capacity of the animal advocacy movement.

We think that interventions used by GFI are highly effective in increasing the availability of animal-free products, especially (i) conducting policy and legislative

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

\$580 Stronger Animal Advocacy
Movement

\$420 Increased Availability of Animal-
Free Products

advocacy and (ii) engaging large food companies to increase plant-based options. We also think their work promoting research on alternative proteins, stimulating an academic field, and building a community of different actors working in the industry are highly effective in strengthening the animal advocacy movement. GFI's programs seem more cost effective than other charities we reviewed this year. Additionally, GFI has demonstrated a strong track record in producing research, conducting legislative and policy advocacy, and engaging with companies to promote alternative proteins. Staff at GFI report that leadership is attentive to the organization's strategy and promotes internal and external transparency.

WHY WE RECOMMEND THE GOOD FOOD INSTITUTE

Developing and promoting alternatives to animal products is a promising way to transform the animal agriculture industry. We think GFI runs effective programs for increasing the availability of animal-free products and strengthening the movement. GFI is one of few charities focusing on cell-cultured alternatives to animal products. We find GFI to be an excellent giving opportunity because of their strong, cost-effective programs, their track record of increasing the availability of animal-free products and strengthening the movement, and their healthy organizational culture.

ROOM FOR MORE FUNDING

We estimate with high confidence that GFI's room for more funding in 2021 is \$1.8 million. Across all confidence levels, we estimate that GFI's room for more funding in 2021 is \$5.5 million. We expect that they would use additional funds to hire new staff members, grow their research grant program, and expand their affiliates in the Asia Pacific region as well as in Brazil, Europe, India, and Israel.



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To make a donation, please visit:
animalcharityevaluators.org/gfi

THE GOOD FOOD INSTITUTE



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 their corporate outreach, media outreach, and grassroots campaigns; strengthen the animal advocacy movement by producing advocacy research, organizing community outreach, training advocates, hosting conferences, recruiting advocates on college campuses, and supporting animal advocacy organizations; and build the animal advocacy movement internationally through the Open Wing Alliance (OWA), a coalition founded by THL whose mission is to end battery cages globally. THL also works to decrease the consumption of animal products through seasonal promotion of another organization's veg*n pledge program.

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

\$580 Stronger Animal Advocacy
Movement

\$330 Improvement of Welfare
Standards

\$90 Decreased Consumption of Animal
Products

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 cost effective. THL's track record demonstrates significant success, especially in improving the welfare standards of farmed animals and strengthening the animal advocacy movement. THL's organizational culture appears to be strong: They support diversity, equity, and inclusion through their human resource policies, offer regular training on topics such as harassment and discrimination, and their staff report high levels of employment satisfaction.

WHY WE RECOMMEND THE HUMANE LEAGUE

We believe that THL's corporate campaigns and work to strengthen the animal advocacy movement are especially strong, and they often take 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 the U.S. through their work producing advocacy research; training, recruiting, and supporting advocates and organizations through the OWA; engaging in community outreach; and organizing conferences. We find THL to be an excellent giving opportunity because of their strong, cost-effective programs, their robust track record in strengthening the movement, and their healthy organizational culture.

ROOM FOR MORE FUNDING

We estimate with high confidence that THL's room for more funding in 2021 is \$0.66 million. Across all confidence levels, we estimate that THL's room for more funding in 2021 is \$1.1 million. We expect that they would use additional funds to hire additional staff to grow their team in Japan and expand the OWA's presence in Southeast Asia.



The Humane League
P.O. Box 10476
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To make a donation, please visit:
animalcharityevaluators.org/thl

THE HUMANE LEAGUE



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 by 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 and connecting with more established fields. They work with researchers from various academic and non-academic institutions to identify potential collaborators. WAI also co-organizes the annual Wild Animal Welfare Summit and hosts discussions at conferences.

WAI focuses exclusively on helping wild animals, which we believe could be

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

\$1,000 Stronger Animal Advocacy
Movement

a high-impact cause area. They produce research and build alliances, both of which we believe are highly effective in strengthening the animal advocacy movement. WAI's outreach program, which consists of engaging academics interested in wild animal welfare research, seems to be particularly cost effective because established academics have more resources to scale up research in this growing field. We think WAI engages in strategic planning regularly, is clear on who makes final decisions, ensures participation and periodic input from all levels of staff, and has a thorough strategic plan and a well-designed goal-setting process. Their staff satisfaction and engagement—as well as their demonstrated commitment to representation/diversity, equity, and inclusion—suggest that WAI has a strong organizational culture.

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 for creating change for wild animals in the long 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 as well as a strong strategy and healthy organizational culture. We find WAI to be an excellent giving opportunity because of their strong, cost-effective programs and their thorough strategy.

ROOM FOR MORE FUNDING

We estimate with high confidence that WAI's room for more funding in 2021 is \$0.28 million. Across all confidence levels, we estimate that WAI's room for more funding in 2021 is \$0.57 million. We expect that they would use additional funds to hire additional staff, launch their summer research fellowship, fund academic researchers directly, expand existing programs, and replenish reserves.

Wild Animal Initiative

Wild Animal Initiative
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To make a donation, please visit:
animalcharityevaluators.org/wai

WILD ANIMAL INITIATIVE

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 ten organizations working across Europe. Anima International works to improve welfare standards for farmed animals through corporate outreach, investigations, legislative work, and media outreach. They also work to increase the availability of animal-free products by conducting research, hosting events, and supporting the alternative protein industry. In addition, Anima International works to strengthen the animal advocacy movement by organizing community outreach, training advocates, supporting other organizations, and advancing the field of animal law.



Compassion in World Farming USA is a U.S.-based organization focused on changing corporate practices and policies through corporate campaigns, their Food Business program, and their 25×25 program. These programs seek to influence retailers, food services, and manufacturers to adopt animal welfare policies and practices that measurably improve the lives of farmed animals or reduce the number of animals in supply chains. In support of this, they run initiatives to harness public engagement to influence these companies. To a smaller extent, they also support national legislative efforts as they pertain to banning close confinement systems and “ag-gag” bills.



Essere Animali was founded in 2011. They currently operate in Italy, where they work to improve animal welfare standards through undercover investigations, corporate campaigns, legal actions, and media outreach. They work to influence individuals to decrease their consumption of animal products through pledge programs, leafleting, social media, online ads, and by running an institutional campaign to reduce animal product consumption. They also work to strengthen the animal advocacy movement by using undercover investigations of animal farms to develop legal actions and corporate campaigns and by organizing veg fests as part of their vegan outreach campaigns.



Faunalytics is a U.S.-based organization working to connect animal advocates with information. This mostly involves conducting independent research, working directly with client organizations on various research projects, and promoting existing research and data for individual advocates through the content library they host on their website, all of which are forms of capacity building.

Federation of Indian Animal Protection Organisations

(FIAPO) is an Indian organization founded in 2010. They are primarily focused on reducing the suffering of farmed animals, and they position themselves as a key driver of movement building in India. FIAPO engages in several different types of programs including media and online outreach, veg pledges, individual grassroots outreach, grassroots political campaigning, and legislative advocacy. They also provide strategic assistance and training for other organizations and activists, organize conferences, increase access to and availability of vegan food options, and build cross-movement alliances with other organizations.



Good Food Fund (GFF) was founded in 2017. GFF currently operates in China, where they work to strengthen the animal advocacy community by hosting an annual summit (The Good Food Summit) and other events about dietary transformation. GFF also works to increase the availability of animal-free products by hosting events to promote plant-based products and diets among chefs, institutional food services, and the public.



Sinergia Animal was founded in 2017. Sinergia Animal currently operates in Brazil, Argentina, Chile, Colombia, Thailand, and Indonesia, where they work to improve the welfare standards of farmed animals through their corporate outreach, investigations, and media outreach. They work to decrease individuals' consumption of animal products through institutional meat reduction work as well as traditional, alternative, and social media outreach—sometimes by partnering with influencers and celebrities. In addition, Sinergia Animal works to strengthen the animal advocacy movement through community organizing and collaborating with and supporting other groups.





Sociedade Vegetariana Brasileira (SVB) was founded in 2003 in Brazil. They work to increase the availability of animal-free products through their vegan product certification program and by working with restaurants and catering service providers to offer plant-based meals. SVB works to influence individuals to decrease their consumption of animal products by running institutional campaigns, engaging in media outreach, and training health professionals. SVB also works to influence individuals to adopt more animal-friendly attitudes through social media. In addition, they 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 work to improve animal welfare standards by influencing corporations to adopt cage-free egg commitments. They also work to influence individuals to decrease their consumption of animal products through veg*n pledge programs and a mobile phone app that provides resources and guidance for following a plant-based diet and by working with institutions to introduce more plant-based meal options. In Chile and other Latin American countries, Vegetarianos Hoy runs a vegan product labeling program. They work to spread and solidify anti-speciesist values through a legislative campaign to increase animal rights and a campaign to end rodeo's designation as Chile's national sport. Finally, Vegetarianos Hoy works to strengthen the animal advocacy movement by disseminating animal advocacy research and resources.

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*