	WAYS	STRATEGY	GOAL	OBJECTIVE	TACTIC	ACTION	REQUIRED	COST (USD)	ANIMALS IMPACTED	
REDUCING SUFFERING	Preventing farmed animals from being raised	Introduction of Meat, Eggs & Dairy alternatives	10 companies / institutions to introduce meat and milk alternatives	Generate demand and supply of economical and tasty mock meat and milk among Indian masses	Meeting with companies and institutions	Food Policy Manager requests meetings with companies	**Hire: Food Policy Manager**	**$20.000**		
							Program expenses (travel, materials, etc)	**$4.000**		
					Utilize compelling survey results to persuade companies to introduce plant-based alternatives	AE hires company to run survey on meat alternatives and crucial information regarding consumption of animal products (attitudes and behaviors) and identify most persuasive messages to inform communication strategy	**AE will retain survey company**	**$9.000**		$33.000
		Individual Diet Change	See objective	Reach 20 million people via social media and media with persuasive content to popularize meat alternatives / reinforce good perception on veg eating and increase leads with pledges		Engage 15 Indian influencers / YouTubers to publish AE content	**Hire: Communications Manager**	**$15.000**		
						Retain 2 celebs to promote veg eating and meat alternatives	**Costs of celebs fees**	**$6.000**		
						Produce 18 short videos on meat reduction and promote them via promoted FB posts	**Hire: Video Editor**	**$11.000**		
					Online distribution of cooking shows, possibly partnering with media	Video editor produces videos on cooking meat alternatives	**Costs associated with video production**	**$3.000**		
					FB ads drive traffic to landing page with persuasive video and pledge	Video editor produces 4-5 min persuasive video on need for Indians to not consume meat and milk with AE investigative footage and Bollywood celeb	**Costs associated with video production**	**$1.000**		$36.000
				Distribute 100,000 leaflets among students			**Hire: Education Coordinator for Delhi**	**$9.000**		
							Print 100,000 leaflets for Delhi	**$12.000**		
							Travel expenses Education Coordinator Pune	**$3.000**		
		Legislative reforms	Prevent birth and killing of unwanted male chicks	Make in-ovo sexing mandatory	Petition to the Government		**Hire in UK: Animal Welfare Specialist**			
							Transportation costs of Animal Welfare Specialist	**$5.000**		
					Petition to the Court		**Hire: Attorney**	**$20.000**		
							Transportation costs of Attorney	**$1.800**	**180.000.000**	$26.800
	Reforming conditions of existing animals	Legislative reforms	Reduce suffering of hens by preventing their beak mutilation	Ban debeaking	Petition to the Government	Write a report on debeaking				
						Present the footage on bird debeaking			**340.000.000**	
			Stop chicken slaughter at street markets	Enforcement of existing law	Food Safety and Standards Authority of India issues strict order	Attorney requests them to enforce existing law	Draft report on slaughter at Indian markets			
					State government issues strict order	Attorney requests government to enforce law				
					Plan of action to the municipal commissioners of every city to implement this order.		**Program expenses**	**$1.500**	**342.000.000**	$1.500
			Prevent suffering at farms	Make veterinary care a mandate	Petition to the Government	Animal Welfare Specialist writes report				
					Petition to the Court	Attorney introduces petition to Court			**380.000.000**	
		Corporate reforms	Prevent suffering by persuading companies to implement meaningful standards in hen farms	Support Corporate Outreach Manager		Contact companies	**Hire: Corporate Campaign Coordinator**	**$15.000**		
							Program expenses (travel, materials, equipment)	**$2.000**		$17.000
	Increasing impact on farmed animals	Capacity building	Increase the number of animal advocates	Increase in 40 the number of animal advocates	Recruit volunteers	Education Coordinators identify and build a network of volunteers				
			Improve the effectivenes of animal advocacy in India	Have 5 training sessions on efficency with different effective leaders.	Train volunteers	Education Coordinators organize and prepare training sessions	**Costs related to training, travel, materials, equipment, etc**	**$1.000**		
			Have an adequate office in Pune	Office in Pune		Locate adecuate office space	**Rent office space and provide equipment**	**$10.000**		
			Support for the Executive Director and programs				**Hire: Operations manager**	**$18.000**		$29.000
							BUDGET JUNE 2017 - JUNE 2018:	**$167.300**		$143.300

AIM	WAYS	STRATEGY	GOAL	OBJECTIVE	TACTIC	ACTION	REQUIRED	COST (USD)	ANIMALS IMPACTED	
REDUCING SUFFERING	Preventing farmed animals from being raised	Introduction of Meat, Eggs & Dairy alternatives	10 companies / institutions to introduce meat and milk alternatives	Generate demand and supply of economical and tasty mock meat and milk among Indian masses	Meeting with companies and institutions	Food Policy Manager requests meetings with companies	Food Policy Manager	$20.000		
							Program expenses (travel, materials, etc)	$4.000		
		Individual Diet Change	See objective	Reach 20 million people via social media and media with persuasive content to popularize meat alternatives / reinforce good perception on veg eating and increase leads with pledges		Engage 15 Indian influencers / YouTubers to publish AE content	Communications Manager	$15.000		
						Retain 2 celebs to promote veg eating and meat alternatives	Costs of celebs fees	$6.000		
						Produce 18 short videos on meat reduction and promote them via promoted FB posts (see below)	Video Editor	$11.000		
					Online distribution of cooking shows, possibly partnering with media	Video editor produces videos on cooking meat alternatives	Costs associated with video produc	$3.000		
				Distribute 100,000 leaflets in Pune among students			Education Coordinator for Pune	$9.000		$59.000
							Print 100,000 leaflets for Pune	$12.000		
							Travel expenses Education Coordinator Pune	$3.000		
				Distribute 100,000 leaflets among students			Education Coordinator for Delhi	$9.000		
							Print 100,000 leaflets for Delhi	$12.000		
							Travel expenses Education Coordinator Pune	$3.000		
		Legislative reforms	Prevent birth and killing of unwanted male chicks	Make in-ovo sexing mandatory	Petition to the Government		Animal Welfare Specialist in UK			
							Transportation costs of Animal Welfare Specialist	$5.000		
					Petition to the Court		Attorney	$20.000		
							Transportation costs of Attorney	$1.800	180.000.000	$26.800
	Reforming conditions of existing animals	Legislative reforms	Reduce suffering of hens by preventing their beak mutilation	Ban debeaking	Petition the Court	Write petition	Retain: Senior Attorney	$15.000		
				Enforcing ban on debeaking		Meet with officials requesting enforcement			340.000.000	
			Stop chicken slaughter at street markets	Enforcement of existing law	Meet with officials requesting enforcement		Costs	$1.500		
					Plan of action to the municipal commissioners of every city to implement this order.				342.000.000	
			Prevent suffering at farms	Make veterinary care a mandate	Petition to the Government	Animal Welfare Specialist writes report				
					Petition to the Court	Attorney introduces petition to Court				
		Corporate reforms	Prevent suffering by persuading companies to implement meaningful standards in hen farms	Support Corporate Outreach Manager		Contact companies	Corporate Campaign Coordinator	$15.000		
							Program expenses (travel, materials, equipment)	$2.000	380.000.000	$33.500
	Increasing impact on farmed animals	Capacity building	Increase the number of animal advocates	Increase in 40 the number of animal advocates	Recruit volunteers	Education Coordinators ientify and build a network of volunteers				
			Improve the effectivenes of animal advocacy in India	Have 5 training sessions on efficency with different effective leaders.	Train volunteers	Education Coordinators organize and prepare training sessions	Costs related to training, travel, materials, equipment, etc	$1.000		
			Have an adequate office in Pune	Office in Pune			Rent office space	$10.000		
			Support for the Executive Director and programs				Operations manager	$18.000		$29.000
							BUDGET JUNE 2018 - JUNE 2019:	$196.300		$148.300
										143300
							Total	363600	29000	145800