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MercyForAnimals.org

“Broiler Chicken” Welfare Campaign Proposal

Chickens raised for their meat, commonly referred to as “broiler chickens,” are abused in greater numbers than any other farmed animal. Mercy For Animals is excited for the opportunity to partner with the Open Philanthropy Project to bring about meaningful corporate policy changes that will reduce the suffering of hundreds of millions of broiler chickens across the United States and Canada.

Funding Request: \$500,000/year for two years

Item	Cost
Six broiler welfare corporate outreach staff positions, consisting of four corporate campaign staffers, one managing campaigner, and one direct outreach staffer, with five positions in the U.S. and one in Canada (includes salary, benefits, personal expenses)	\$300,000
Broiler welfare corporate campaign expenses (advertising, printing, travel, IT)	\$150,000
Public relations to secure media coverage on broiler welfare issues and campaigns (contractor and/or partial staff costs)	\$25,000
Campaign volunteer recruitment to increase number of active broiler welfare campaign volunteers (advertising, promotions)	\$25,000
Total Annual Campaign Costs	\$500,000

This investment level will allow us to fully launch a number of simultaneous robust broiler welfare corporate campaigns across the United States and Canada against major retailers, foodservice companies, restaurant chains, and manufacturers. It will enable us to do so with sufficient campaign firepower (through funding advertising campaigns and media outreach and through building up our base of “Hen Hero” volunteers) to be best positioned to win victories against the largest food industry companies.