



the humane league

2016 - 2017 Proposal for Campaign Expansion

Organizational Overview

Started in 2005, The Humane League, a national nonprofit organization, works relentlessly to reduce animal suffering through grassroots education to change eating habits and corporate campaigns to reform farm animal treatment. The Humane League's data-driven, cost-effective strategies are designed to raise awareness of the cruelties of many modern agribusiness practices and improve the welfare of billions of farmed animals currently within the factory farm system.

The advocacy tactics and strategies employed by The Humane League are guided and refined by a focus on bottom-line results and accountability. Programs are data-driven and informed by the latest research within social psychology. Given the enormous scope of factory farming, The Humane League prioritizes enacting far-reaching changes as cost-effectively and quickly as possible. In-house research by the Humane League Labs, a research project of The Humane League, guide which messages, images, and approaches inspire the most dietary change and spare the greatest number of farmed animals.

Corporate campaigns targeting schools, retailers, and foodservice providers win policy changes that spare millions of animals a year from the misery of intense confinement. Because of The Humane League's anti-confinement campaigns, many top foodservice companies and retailers — some who operate across the globe — are now committed to ending their support of facilities that confine egg-laying hens to battery cages and mother pigs to gestation crates. In our last five years of intensive campaigning, with the exception of a few individual campuses (out of over 100) and our ongoing campaigns, The Humane League has never failed to win a commitment from a campaign target.

In addition, The Humane League has been chosen as one of the top two or three most cost-effective animal protection charities in the world for four consecutive years by Animal Charity Evaluators. The Humane League is the only group to have this distinction.

2015 Year in Review for The Humane League's Campaigns

The first three quarters of 2015 have been the most successful ever for The Humane League's campaigns department. Building on our 2014 successes with Delaware North and Centerplate, as well as our years of work on college campuses, The Humane League has been able to pressure the major players in the foodservice industry to join in a battery cage boycott. Sodexo and Aramark were subjected to our most aggressive campaigns yet, and both agreed to our

terms within the same month period, not only joining the boycott but also creating a comprehensive animal welfare policy.

Days after Aramark's announcement, the world's single largest foodservice provider, Compass Group — who alone use 30 million pounds of liquid eggs each year — put out a similar policy after hearing from The Humane League. Since then, nearly every company in the list of the 50 largest dining service providers has made the same boycott commitment. Together, the three commitments from Compass, Aramark, and Sodexo alone mean that over 3 million hens each year will not be subjected to battery cage confinement, and have created momentum that we will ensure means an industry-wide boycott, sparing millions more.

Moving Forward

The success of our last few campaigns has been the result of additional staff power. Up until 2015, the Director of Campaigns (Aaron Ross) and the Executive Director (David Coman-Hidy), who shared a wide range of other responsibilities, ran our corporate campaigns. In early 2015 we shifted Aaron Ross to Campaigns full-time, added one new campaigns staff and increased our web/design support. This resulted in our winning commitments for battery cage boycotts from the major 3 dining companies within 4 months. Since then we've added two people in the US (plus 1 in Mexico) and now have had around 40 major victories with an additional pending 20 or so announcements from other companies. We have also incorporated grassroots techniques centered around our regional offices, like petitioning and organizing on campuses, into our campaigns plans.

Right now finances are the single limiting factor that prevents accelerated victories. With more staff and funding for campaigns costs like video and web development, we could improve the lives of millions more animals and eventually do away with battery cages entirely. We currently have a list of 400 companies to target — spread across restaurants, restaurant groups, hotel chains, cruise lines, grocers, manufacturers, theme parks, resorts, etc. — and that is only just scratching the surface. The methods we use are proven to be highly effective and easy to replicate.

Proposal to Expand our Corporate Campaigns by \$1,000,000 in 2016, 2017

Because of the enormous returns that we have seen on our modest campaign spending, we are looking to expand our campaigns department in 2016 and 2017. A multi-year approach will be the most effective in that relationship-building will be a key component of some of our campaigns and some targets may take longer than a year to commit. The budget below will add three new Campaigns Coordinators to focus on broad battery cage initiatives involving multiple campaign tactics (petitions, grassroots actions, online pressure, etc.). We'll also add another Corporate Outreach Specialist to build relationships with companies that might not require full grassroots campaigns. We'll also increase our projected travel expenses to allow for more direct

meetings with companies. As The Humane League's campaigns and profile have grown, we've seen the need to add legal counsel to our team and will include that in our expansion.

We hope to add a new position to focus on Media outreach and support so that we can raise the profile of our campaigns in local and national media outlets. With the launch of even more campaigns, we will need full time design and web support instead of hourly contractors. Finally, in order to better manage such a large Campaigns staff we plan to open an office in Washington, DC. This space will allow the team to more effectively collaborate on strategy and tactics.

This plan will expand the US Campaigns team to 14 staff. In order to manage this significant growth, The Humane League's current Campaigns staff will take on more senior roles. Additionally, The Humane League's Deputy Director, Andrea Gunn, who previously managed the organization's growth of the Grassroots department, will work with the team to implement training and systems to maximize effectiveness.

\$1,000,000 Institutional Campaigns Expansion for 2016, 2017					
Category	Year 2016		Year 2017		Total
	Total	Breakdown	Total	Breakdown	
Staff Expansion	\$305,000		\$305,000		\$610,000
Campaign Coordinator (x3)					
Corporate Outreach Specialist					
Lawyer					
In-House Designer					
Website Developer					
Media Specialist					
Travel	\$84,000		\$84,000		\$168,000
Flights		\$59,000		\$59,000	\$118,000
Per Diem		\$13,000		\$13,000	\$26,000
Ground Transport		\$9,000		\$9,000	\$18,000
Lodging		\$3,000		\$3,000	\$6,000
Campaign Materials Support	\$66,000		\$66,000		\$132,000
Video		\$20,000		\$20,000	\$40,000
Grassroots Campaign Materials		\$5,000		\$5,000	\$10,000
Print and Online Ads		\$40,000		\$40,000	\$80,000
Web Hosting		\$1,000		\$1,000	\$2,000
Office Space and Utilities	\$45,000	\$45,000	\$45,000	\$45,000	\$180,000
TOTAL	\$500,000		\$500,000		\$1,000,000

Conclusion

There are currently more than 9 billion land animals raised in the U.S. every year for meat, milk, and eggs, and most of them have little or no legal protection. These animals represent more than 95 percent of the animals used and killed in the United States each year, and because they are largely excluded from anti-cruelty laws, they suffer intensely on today's factory farms.

The 280 million chickens raised for egg production are arguably the most abused animals within agribusiness as they endure severely overcrowded, barren battery cages for virtually their entire lives. In recent years, The Humane League has experienced significant victories on this issue by working closely with corporations and universities to make broad policy changes such as committing to boycott farms that use cage systems.

The Humane League's data-driven, cost-effective strategies have a large impact for animals with a relatively small investment of funds. So far, The Humane League has already improved the lives of millions of hens through our corporate campaigns. With sufficient funding, an expansion of our campaigns team will have a multiplier effect that will impact millions more.