

2017 - 2018 Proposal for International Campaign Expansion - OWA Expansion & Campaign Support

Organizational Overview

Started in 2005, The Humane League, an international nonprofit organization, works relentlessly to reduce animal suffering through grassroots outreach and corporate campaigns to reform farmed 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 Humane League has been chosen as one of the top most cost-effective animal protection charities in the world for all rating periods by Animal Charity Evaluators and is the only group to have earned this distinction.

The Humane League's global strategy is to simultaneously target global companies to produce global policies while waging local campaigns against regional companies. This strategy was launched last year with OPP funding and we've seen tremendous success. The Humane League formed the Open Wing Alliance (OWA) in 2016 with members representing 26 countries. The first round of grants to OWA partner organizations from South Africa to Latvia have been issued in order to launch cage-free campaigns in their home countries. Recognizing the need to build capacity of local groups through training, in February 2017 The Humane League hosted the inaugural *Global Summit to End Cages* for OWA members. Representatives from 17 member organizations and 22 countries came together to receive training and to share strategies and tactics.

During the Summit, the coalition launched its first-ever global campaign, targeting General Mills, one of the largest food manufacturing companies on earth. General Mills committed to going cage-free throughout its global supply chain just two weeks later. When confronted with an impending OWA campaign, Kellogg's released its own global cage-free policy. And then Mondelez International made a commitment upon notification that a global campaign was set to launch.

Moving Forward: Expanding the Open Wing Alliance and International Work

The primary mission of The Humane League's Open Wing Alliance is movement building. Europe is an important area to build the farmed animal advocacy movement because of the large size of the animal agriculture industries and large number of major food-purchasing organizations. The fragmented nature of Europe combined with the varying geographical distribution of large food-purchasing companies makes it crucial to have farmed animal advocacy groups present in as many countries as possible. Several European countries have effective farmed animal advocacy groups operating in them. However, there are many European countries with little or no substantial activism for farmed animals. The lack of reliable advocacy groups in these areas restricts the OWA from effectively pressuring many

corporations that do not have strong geographical overlap with the alliance. Funding from Open Philanthropy Project would allow us to substantially build the movement in Europe by administering and managing grants to smaller existing organizations, starting advocacy groups in areas where currently none exist, and training new and existing groups in proven effective advocacy methods. Additionally, the OWA would be able to launch more international campaigns which would help accelerate the global cage-free effort. Finally, it will be important to put in place enforcement initiatives for the companies that do have and will be making animal welfare policies.

Expansion Plan

With OPP funding, The Humane League has made tremendous progress for animal welfare through the Open Wing Alliance and strategic staff expansion. Because of this initial success, The Humane League is prepared to expand our international work. In particular, funding is needed to expand the OWA grant program, expand intensive trainings for OWA members and expand support staff.

\$2,000,000 International Campaigns Expansion for 2017, 2018					
	Aug 2017 - Aug 2018		Aug 2018 - Aug 2019		
Category	Total	Breakdown	Total	Breakdown	Total
Staff Expansion (salary plus benefits)	\$555,000		\$555,000		\$1,110,000
Campaigns Support	\$445,000		\$445,000		\$850,000
TOTAL	\$1,000,000		\$1,000,000		\$2,000,000

Conclusion

The Humane League's proven track record of success with campaigning and collaborating with other groups has already shown positive results globally. Further expansion of these strategies will leverage exponential impact on caged hens and other animal welfare issues. Thank you for considering this proposal — together we are confident that we can accomplish meaningful change for farmed animals globally.