American Society for the Prevention of Cruelty to Animals (ASPCA)

Headquarters: New York City, NY  
Year Founded: 1866  
Website: www.aspca.org  
Blog: www.aspca.org/blog

Mission: “To provide effective means for the prevention of cruelty to animals throughout the United States.”

Expenses: $168,616,519*  
Revenue: $163,615,458*  
Donations Received: $137,616,740*

*Financial information provided by ASPCA 2012 IRS Tax Form 990

Key Staff:
Matthew Bershadker  ASPCA President & CEO  
Stephen Musso  Executive Vice President  
Gail Buchwald  Senior Vice President, Adoption Center  
Dr. Jed Rogers  Senior Vice President, Animal Health Services  
Elizabeth Estroff  Senior Vice President, Communications  
Julie Morris  Senior Vice President, Community Outreach  
Todd Hendricks  Senior Vice President, Development  
Art Rios  Senior Vice President, Center for People Development  
Mark Abrahams  Senior Vice President, Chief Financial Officer  
Beverly Jones  Senior Vice President, Chief Legal Officer  
Nancy Perry  Senior Vice President, Government Relations  
Sarah Levin Goodstine  Senior Vice President, Operations  
Stacy Wolf  Senior Vice President, Anti-Cruelty Group  
Dr. Stephen Zawistowski  Science Advisor

Board of Directors:
Tim F. Wray, Chair  
Frederick Tanne, Vice-Chair  
Fredrik G. Gradin, Treasurer  
Sally Spooner, Secretary  
Linda Lloyd Lambert  
Alexandra G. Bishop  
Arriana Boardman  
Dodie Gumaer  
Tracy V. Maitland  
C. Allen Parker  
Jane W. Parver  
Jeff Pfeifle  
Helen S.C. Pilkington  
Martin Puris  
Scott Thiel  
Cathy Wallach  
Franklin Maisano
Major Programs

Anti-Cruelty Group
- **Anti-Cruelty Behavior Team**: work with “victims” of cruelty
- **Cruelty Intervention Advocacy Program**: work in animal hoarding, emergency veterinary care, and with domestic violence survivors
- **Field Investigations and Response**: rescue animals in the event of disaster
- **Forensic Services**: collect evidence in event of cruelty
- **Legal Advocacy**: provides support with cruelty prosecution
- **Strategy and Campaigns**: social and legislative efforts

Animal Health Services
- **Animal Poison Control Center**: on-call toxin consultation for veterinarians and owners
- **Animal Hospital**: care for victims of cruelty, shelter animals, “at risk” animals, and animals with post-operative complications
- **Spay/Neuter Operations**: fights euthanasia of shelter animals

Community Outreach
- **Adoption Center**: provide housing, enrichment, classes
- **Community Initiatives**: support animal welfare with shelter concentration
- **ProLearning**: online resources
- **Shelter Research and Development**: shelter program development and assessment

Recent Campaigns
- **No Pet Store Puppies**: fighting puppy mills and promoting animal shelter adoption, this campaign asks current and future pet owners to withdraw all business from stores that sell puppies.
- **The Truth About Chicken**: comparing chickens ‘then and now’, this campaign urges consumers to buy chicken products that are slow-grown; their argument is that factory/industry farming causes suffering and must not be supported.

Quotes

“Whether it’s combating puppy mills, improving the lives of farm animals, or blocking horse slaughter, our Campaigns and Government Relations teams are in front of the conversation, furthering the debate and working with state and federal legislators to enact change on behalf of all animals” – Matthew Bershadker, President and CEO (2012)

“In a civilized society, whether its members eat chicken or not, people shouldn’t tolerate animal abuse anywhere, for any reason. Selling more sandwiches is no justification for minimizing or lampooning abject suffering, even if the effect is inadvertent, or exists because not enough people are aware these funny fictions are actually real-life cruelties” – Matthew Bershadker, President and CEO (2014)
Animal Legal Defense Fund

Headquarters: Cotati, California  
Year Founded: 1979

Website: www.aldf.org  
Blog: www.aldf.org/blog

Mission: “To protect the lives and advance the interests of animals through the legal system.”

“The Animal Legal Defense Fund’s mission it to protect the lives and advance the interests of animals through the legal system. ALDF accomplishes this mission by: filing high-impact lawsuits to protect animals from harm; providing free assistance to prosecutors nationwide to assure that animal abusers are punished for their crimes; supporting tough animal protection legislation; and providing resources and opportunities to law students and professions to advance the emerging field of animal law.”

Expenses: $5,874,168*
Revenue: $5,936,815*
Donations Received: $5,759,329*

*Financial information provided by GuideStar of the 2012 IRS Tax Form 990

Key Staff:
Joyce Tischler  ALDF Founder, General Counsel
Stephen Wells  Executive Director
Robyn Cabrera  Finance Director
Pamela D. Hart  Director of Animal Law Program
Lisa Franzetta  Director of Communications
Scott Heiser  Director of Criminal Justice Program
Vaughn Maurice  Director of Development
Chris Green  Director of Legislative Affairs
Carter Dillard  Director of Litigation
Janiec Gutierrez  Director of Operations

Board of Directors:
Sarah Luick, Chair  Lisa Brewer
Marilyn Forbes, Vice-Chair  David Cassuto
Jim Rockenbach, Treasurer  Nicole Roth
Wendy Morgan
Victoria Stack
Michelle Ullrich-Kownacki
Major Programs

**Legislative Affairs Program**
- Monitor legislation, address legal issues, model animal protection legislation.

**Criminal Justice Program**
- Legal Research: attorney assistance to animal cruelty prosecutors, law enforcement, and veterinarians
- Strategy: promote animal cruelty prosecution
- Friend-of-the-court briefs and memos, upon request
- Location of expert witnesses: provide prosecutors with veterinarians, animal behaviorists and other animal professionals
- Training and seminars: education on investigating and prosecuting animal cruelty
- Sample pleadings, voir dire questions, jury instructions
- National Animal Cruelty Database

**Animal Law Program**
- Increasing professional and student awareness of animal law, creating opportunities with model laws and animal law bar committees
- Guidance to Center for Animal Law Studies

**Litigation Program**
- Civil actions on behalf of animals, provide and/or assist attorneys

**Recent Campaigns:**
- "We are the only lawyers on Earth whose clients are all innocent" – cases filed include federal and small-town, providing lawyers to defend the interests of animals

**Quotes**

"ALDF works though the legal system to improve the lives of animals. We file lawsuits, we advise lawmakers, we help catch animal abusers, and we educate the next generation of animal lawyers—all with the goal of protecting animals" – Ian Elwood, Online Editor (2014)

"The right to care, custody, and control of one’s children can be limited and even terminated by the state’s compelling interest in children not living beneath a certain minimum threshold level of well-being. All that is needed is a showing that parenting in the home is unfit, that is, that life within it falls below some set of statutorily defined guideposts that create a standard of 'minimally acceptable care', or circumstances which fall below 'minimally adequate standards' including whether 'there is a showing of parental unwillingness or inability to provide basic care for the child' " – Carter Dillard, Director of Litigation, on Procreation, Harm, and the Constitution
Compassion Over Killing

**Headquarters:** Washington, D.C.  
**Year Founded:** 1995

**Website:** www.cok.net  
**Blog:** www.cok.net/blog

**Mission:** “COK focuses on cruelty to animals in agriculture and promotes vegetarian eating as a way to build a kinder world for all of us, both human and nonhuman.”

| **Expenses:** $726,562*  
| **Revenue:** $1,032,216*  
| **Donations Received:** $989,240* |

*Financial information provided by GuideStar of the 2012 IRS Tax Form 990

**Key Staff:**
- **Erica Meier**  
  Executive Director
- **Jaya Bhumitra**  
  Campaigns Director
- **Sean Conner**  
  Director of Operations
- **Elena Johnson**  
  Special Projects Manager
- **Nicole Furlan**  
  Web Developer
- **Sarah Delucia**  
  Editor
- **Cecilia Ochoa**  
  Outreach Coordinator

**Major Programs**

**Investigations**
- Undercover activists infiltrate farms and other animal processing plants for undercover footage of animal abuse in agribusiness

**Campaigns**
- [Dunkin' Cruelty](#): pushing for Dunkin’ Donuts to offer vegan options
- [We Love Subway](#): providing veggie meat sandwich options
- [Pro-Veg Commericals](#): promoting their Vegetarian Starter Guide
- [Meatless Monday](#): “A win for your health, the planet, and animals”, nation-wide
- [Truth in Egg Labeling](#): lawsuit against misleading animal welfare claims on egg cartons
- [Restaurant Outreach](#): promoting vegetarian-friendly menus
Quotes

“COK’s powerful undercover investigations shine a bright light on cruelties kept hidden behind the closed doors of animal agribusiness. In addition to garnering international media coverage reaching millions of viewers, our video exposés have led to a slaughterhouse shutdown, animal cruelty charges, groundbreaking lawsuits, and animal rescues” - Website

“Most of the footage shows standard practices on hatchery farms, which are exempted from state animal cruelty codes. Even though certain people would be appalled if these were dogs or cats being treated this way. Animals raised for food don’t fall under the same statute” - Erica Meier, Executive Director (2013)

“Compassion Over Killing has been one of the leading organizations in the fight against factory farms since their formation in 1995. With a strong emphasis on raising awareness of the atrocities which occur in factory farms, and getting people to make a pledge to move away from factory farmed meat, and reducing their overall meat consumption altogether, they have changed many lives and helped to alter the meat eating habits of many” – Abigail Geer, 7 All-Star Organizations Fighting for Animal Farm Protection
Farm Animal Rights Movement

**Headquarters:** Bethesda, MD  
**Year Founded:** 1981  
**Website:** [www.farmusa.org](http://www.farmusa.org)  
**Blog:** [www.blog.farmusa.org](http://www.blog.farmusa.org)

**Mission:** “FARM is working to end the use of animals for food through public education and grassroots activism. We believe in the inherent self-worth of animals, as well as environmental protection and enhanced public health.”

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**Expenses:** $740,019*  
**Revenue:** $1,014,475*  
**Donations Received:** $858,054*

*Financial information provided by GuideStar of the 2012 IRS Tax Form 990

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**Key Staff:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alex Hershaft</td>
<td>FARM’s Founder &amp; President</td>
</tr>
<tr>
<td>Michael A. Weber</td>
<td>Executive Director</td>
</tr>
<tr>
<td>Jen Riley</td>
<td>Managing Director</td>
</tr>
<tr>
<td>Alex Felsinger</td>
<td>Director of Outreach Programs</td>
</tr>
<tr>
<td>Matt Bear</td>
<td>Director of Vegan Support Programs</td>
</tr>
<tr>
<td>Maggie Funkhouser</td>
<td>Communications Manager</td>
</tr>
<tr>
<td>Parker Pillsbury</td>
<td>Campaign Coordinator</td>
</tr>
<tr>
<td>Jeni Haines</td>
<td>10 Billion Lives Tour Operator</td>
</tr>
<tr>
<td>Ryan Frazier</td>
<td>10 Billion Lives Event Coordinator</td>
</tr>
<tr>
<td>Rosalie Wind</td>
<td>Office Manager</td>
</tr>
<tr>
<td>Lenka Fill</td>
<td>Special Projects Coordinator</td>
</tr>
<tr>
<td>Bryan Monell</td>
<td>Special Projects Coordinator</td>
</tr>
</tbody>
</table>
Major Programs

- Handouts: featuring Mercy for Animals’ Vegetarian Starter Kit, activist publications,
- Go vegan: international celebration for Great American Meatout, focusing on the treatment of animals for food, global warming, and human health i.e. heart disease.

Campaigns

- Meatout Mondays: newsletter focusing on being vegan with recipes, encouragement to “Live Vegan”
- Gentle Thanksgiving: promoting “compassionate holidays” with vegetarian recipes, especially for turkey-free Thanksgiving meals
- 10 Billion Lives North American Tour: reaching out to consumers about the agriculture injustices to decrease animal consumption, using a paid-per-view strategy to spread the word
- Animal Rights National Conference: annual gathering for speakers, videos, and awards alternating between Los Angeles and Washington D.C.

Recent Campaigns:

- Animal Rights National Conference: annual event held at rotating venues in Washington, DC and Los Angeles, California; promoted as a forum for attendees that include current and future animal activists. Speakers and guests are leaders in the animal rights movement, representing FARM and other organizations with sessions in advocacy, campaigning, undercover investigation, and media exposure.
  o The Animal Agriculture Alliance’s Special Report on the 2014 Animal Rights National Conference held July 10-13 in LA will be coming soon!

Quotes

“Factory farming is not the key problem, but a system. The key problem is that society thinks it is okay to kill and use these animals.” – Michael Weber, Campaign Coordinator, Animal Rights Conference (2010)

“My organization wants the federal government to enact a ‘sin tax’ on meat with money going toward retraining industry employees into socially useful jobs” — such as “growing and producing vegetables.” – Alex Hershhaft, Meat Industry Trade Magazine (2013)

“FARM is an international public education and outreach organization working to promote veganism and animal rights through an abolitionist ideology on the exploitation of animals. With more than 10 programs currently running, they are actively involved in campaigning for an end to animal use in food” – Abigail Geer, 7 All-Star Organizations Fighting for Animal Farm Protection (2014)
Farm Sanctuary

**Headquarters:** Watkins Glen, NY  
**Year Founded:** 1986

**Website:** www.farmsanctuary.org  
**Blog:** blog.farmsanctuary.org

**Mission:** “To protect farm animals from cruelty, inspire change in the way society views and treats farm animals, and promote compassionate vegan living.”

**Expenses:** $8,504,093*  
**Revenue:** $9,819,284*  
**Donations Received:** $9,577,588*

*Financial information provided by GuideStar of the 2012 IRS Tax Form 990

**Key Staff:**
- Gene Baur: President and Co-Founder
- Harry P. Lynch: Director and Chief Executive Officer
- Susie Coston: National Shelter Director
- Bruce Friedrich: Senior Director for Strategic Initiatives
- Drew Alexis: General Counsel and Chief People Officer
- Leila Melody: Chief Operating Officer and Chief Financial Officer
**Major Programs**

**Sanctuaries**
- Operating three shelters for rescue and rehabilitation from stockyards, factory farms, slaughterhouses.
- **Farm Animal Adoption Network**: adoption of “victims of food animal production”
- Resources include tours, animal care guides, testimonials

**Legislation and Regulation**
- Objectives: protection of sick and downed animals, preventing abuse, promoting humane slaughter, fighting horse export for slaughter
- Pushing the Preservation of Antibiotics for Medical Treatment Act HR1150 to end the use of antibiotics in animals that are also used in people

**Campaigns**
- **Walk for Farm Animals**: events in the U.S. and Canada with the mission of ending animal abuse and suffering; funds raised go towards rescue, rehab, and advocacy
- **Compassionate Communities**: go vegetarian/vegan; [blog](#)
- **Someone, Not Something**: introducing farm animals in the same way as pet dogs and cats

**Quotes**

“The most important reason for not eating a chicken or a pig is the simple fact that animals are living creatures who have the capacity to feel pain and suffer. That’s a lower-order biological reality that is basically the same, physiologically, for all mammals, birds, and fish” — Bruce Friedrich, Senior Director for Strategic Initiatives (2014)

“You know, the only native farm animal in North America is the turkey. Turkeys have been so profoundly altered that they cannot even reproduce naturally anymore. And they grow so fast and so large that their hearts and their legs have a hard time supporting them. For some, it would be better if they were not born” —Gene Baur, *TIME* (2014)
Fund for Animals
Owned and Operated by HSUS

Headquarters: New York, NY
Year Founded: 1967

Mission: “To operate animal care facilities and advocate for animal protection.”

Expenses: $7,298,581*
Revenue: $7,298,581*
Donations Received: $7,215,144*

*Financial information provided by Fund for Animals of the 2012 IRS Tax Form 990

Key Staff:
Marion G. Probst Chair of the Board
Neil B. Fang, Esq. Board Treasurer
Michael Markarian President
Wayne Pacelle President
G. Thomas Waite III Treasurer
Sarah Redding Secretary

Board of Directors:
Neil B. Fang, Esq.
Patrick L. McDonnell
Judy Ney
Marian G. Probst
David O. Wiebers, M.D.
Major Programs

**Animal Care Centers**

- **Cleveland Amory Black Beauty Ranch**: provides sanctuary and rehabilitation for horses, primates, bison, prairie dogs, and other exotic animals
- **The Fund for Animals Wildlife Center**: rehabilitation and health care facility for injured, ill, or orphaned predatory mammals and birds
- **Cape Wildlife Center**: rehabilitation and emergency care provided to native wildlife
- Lobbies against hunting, trapping, animal agriculture, and circuses
- **Duchess Sanctuary**: sanctuary for rescued horses with history of abuse, neglect, homelessness and more; many mares rescued from the Pregnant Mare Urine Industry
- **Rabbit Sanctuary**: rehabilitation and homing for rescued and abandoned rabbits

**Litigation**

- **Animal Protection Litigation**: staffed lawyers and 1,000+ pro bono attorneys, campaigns include: protecting endangered species, preventing inhumane hunting and trapping, and protecting against cruelty

**Quotes**

“I know that you are a person who is appalled and outraged about animal cruelty, abuse and neglect, and the terrible things that happen to puppies, kittens, dogs, cats and other pets. That's why you joined The HSUS in the first place! So stay with us — please. We need each other. It will take only a few minutes to renew your membership for 2009. By doing so, you'll be helping us continue to speak out for the animals who cannot speak for themselves” — Wayne Pacelle, President (2010)

“The three wildlife rehabilitation centers operated by The HSUS and its affiliates, located in California, Florida, and Massachusetts, see animals ranging from baby birds and squirrels and opossums to bald eagles and mountain lions. Our experts not only help the animals but they also spend a lot of time working within their communities, and particularly with kids, teaching them about wildlife and about minimizing impacts on wild animals and respecting them” — Wayne Pacelle, President (2014)
Global Animal Partnership

**Headquarters:** Washington, D.C.  
**Year Founded:** 2008  
**Website:** [www.globalanimalpartnership.org](http://www.globalanimalpartnership.org)

**Mission:** “To advance a single mission of promoting and facilitating continuous improvement in the welfare of animals raised for food.”

**Expenses:** $256,237*  
**Revenue:** $517,394*  
**Donations Received:** $215,631*

*Financial information provided by GuideStar of the 2012 IRS Tax Form 990

**Key Staff:**
- Anne Malleau, Executive Director of GAP’s 5-Step Program
- Christine Morrissey, Program Manager
- Wendy Fulwider, Ph.D., Farm Animal Care Specialist

**Board Members:**
- George Siemon, **Acting Chair**
- Leah Garcés (Compassion in World Farming)
- Steven Gross (Farm Forward)
- Edmund La Macchia (Whole Foods Market)
- John Mackey (Whole Foods Market)
- Wayne Pacelle (Humane Society of the United States)
- Dan Probert (Probert Ranch)
- Paul Willis (Niman Ranch Pork Company and Willis Free Range Pig Farm)
**Major Programs**

**Campaigns**

- **The 5-Step Program**: animal welfare rating standards, encouraging better practices by farmers, consumers, and retailers
  - Audits are done by third-party certification companies
- **Whole Foods Market**: piloted the 5-Step Program; work educating consumers and companies in animal welfare and organic food advocacy
- **Auditor Training**: training for hire, taught of components including animals and people, resources and processes, records and documents; issue Step certificates
- Efforts include: eliminating industrial production, encouraging organic, certifying all farms and ranches with the goal of 5+

**Quotes**

“Relieving suffering is a most noble of endeavors and a natural course for all living things. Currently, there are 7 billion people on this planet. In contrast, it is estimated that there are more than 60 billion land animals raised for food each year. Global Animal Partnership has positioned itself to reduce the suffering of what is the largest group of sentient living beings who are not free on our planet. GAP uses the market place to offer choices that have not previously been available. The process that GAP uses educates, influences choices, and facilitates production practice evolution though an incremental ‘Step Rating’ process. The brilliance of this approach is that it is inclusive, and, once producers or consumers commit to being involved, it is also progressive” – Edmund La Macchia, GAP Board of Directors

“Many meat companies make claims on their high welfare standards, but when you try to find out how the animals are actually raised, it’s impossible to get any answers. Global Animal Partnership’s 5-Step program sets a standard in the marketplace by honoring those companies and farmers who are doing things right, and setting them apart from those who are trying to deceive customers” – Lori Hardman, Niman Ranch Pork Company (2014)
Humane Society of the United States (HSUS)

**Headquarters:** Washington, D.C.  
**Year Founded:** 1954  
**Website:** [www.hsus.org](http://www.hsus.org)  
**Blog:** [hsus.typepad.com/wayne](http://hsus.typepad.com/wayne)

**Mission:** “The Humane Society of the United States’ mission is to celebrate animals and confront cruelty.”

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**Expenses:** $120,316,900*  
**Revenue:** $125,763,492*  
**Donations Received:** $112,833,027*

*Financial information provided by GuideStar of the 2012 IRS Tax Form 990*

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**Key Staff:**
- **Wayne Pacelle**  
  President & CEO
- **Michael Markarian**  
  Chief Program & Policy Officer
- **Laura Maloney**  
  Chief Operating Officer
- **Andrew Rowan**  
  Chief International Officer & Chief Scientific Officer
- **Michael Blackwell**  
  Senior Director of Veterinary Policy
- **G. Thomas Waite, III**  
  Treasurer & Chief Financial Officer
- **Bernard Unti**  
  Senior Policy Adviser & Special Assistant to the President/CEO
- **Holly Hazard**  
  Senior Vice President of Programs & Innovations
- **Jonathan Lowvorn**  
  Senior Vice President of Animal Protection Litigation & Investigations
- **Heidi Prescott**  
  Senior Vice President of Campaigns & Outreach
- **Robert Koons**  
  Executive Director of the Humane Society Wildlife Land Trust
- **Kitty Block**  
  Vice President of Human Society International
- **Kathleen Conlee**  
  Vice President of Animal Research Issues
- **Michelle Cho**  
  Vice President of the Los Angeles Office
- **Keith Dane**  
  Vice President of Equine Protection
- **Alan Heymann**  
  Vice President of Communications
- **Cece Kremer**  
  Vice President of Federal affairs
- **Nancy Lawson**  
  Vice President of Publications & Brand Management
- **Joe Maxwell**  
  Vice President of Outreach & Engagement
- **Betsy McFarland**  
  Vice President of Companion Animals
- **Nicole Paquette**  
  Vice President of Wildlife Protection
- **Kelly Peterson**  
  Vice President of State Affairs
- **Melissa Rubin**  
  Vice President of Animal Care Centers & Veterinary Services
- **Paul Shapiro**  
  Vice President of Farm Animal Protection
Major Programs

**Investigations**
- Undercover activists infiltrate farms and other animal processing plants for undercover footage of animal abuse in agribusiness
- Actively fighting ag-gag laws

**Campaigns**
- **Protect Farm Animals**: fighting factory farms; working to protect animals and stop abuse
  - Issues include: confinement/gestation crates, force-feeding, cruel slaughter, environmental impact, disease
- **Meatless Monday**: humane eating, nationwide participation in pushing for vegan/vegetarian living
- **Stop Puppy Mills**: emphasizing health hazards of and petitioning against puppy mills and pet stores; adoption platform
- **End Animal Cruelty and Fighting**: education and protection against cock fighting, dog fighting, abuse; push for further legislation
- **Stop Animal Testing**: petitioning and fighting against cosmetic and product testing on animals, animal research; “creating a cruelty-free world”
- **Fur-Free**: pushing faux-fur, fighting commercial seal hunting, designing legislation
- **Protect Wildlife**: ending sport hunting, poaching, captive hunts, fox pens, and bear baiting; working on legislation foe lead-free ammunition

**Focus Areas**
- Humane slaughter; emphasis on protection of horses
- Veganism; the three R’s: reduce, refine, replace with regards to meat/animal-products
- Animal rights education; host conferences and seminars
- Outreach; encourage donation with emotionally-driven advertisements, significant celebrity endorsement, public petitions
- Veterinary medicine; acquired the Association of Veterinarians for Animals Rights in 2008, now the Humane Society Veterinary Medical Association in 2008
- Adoption; promotes but does not finance
Quotes

"My goal is the abolition of all animal agriculture" - John “J.P.” Goodwin, Manager of Animal Fighting Issues at HSUS

“We believe in the Three Rs - reducing the consumption of meat and other animal-based foods; refining the diet by eating products only from methods of production, transport, and slaughter that minimize pain and distress; and replacing meat and other animal-based foods in the diet with plant-based foods” - Wayne Pacelle, President/CEO (2009)

“We’re dedicated to transforming our economy for the better, helping animals in the process. The HSUS is the number one provider of animal-care services among humane organizations, through its own hands-on programs for pets, wildlife and other creatures in crisis. And we are the nation’s number one, high-impact animal advocacy organization, driving change in the realms of public awareness, public policy and, of course, corporate reforms” - Wayne Pacelle, Blog (2014)

“The HSUS is the world’s largest animal rights non-profit organization. They fight to bring about legislative change for animals, and expose those who break animal welfare laws, as well as campaigning to raise public awareness of the issues. Meatless Monday, a campaign the HSUS is a part of, is a global initiative which has helped to raise consciousness of animal abuse in society and reduce meat consumption at the same time" - Abigail Geer, 7 All-Star Organizations Fighting for Farm Animal Protection
In Defense of Animals

**Headquarters:** San Rafael, California  
**Year Founded:** 1983  
**Website:** www.idausa.org  
**Blog:** http://www.idausa.org/category/blog

**Mission:** “To end animal exploitation, cruelty, and abuse by protecting and advocating for the rights, welfare, and habitats of animals, as well as to raise their status beyond mere property, commodities, or things.”

| Expenses: $3,166,162*  
| Revenue: $3,109,905*  
| Donations Received: $3,036,875* |

*Financial information provided by GuideStar of the 2012 IRS Tax Form 990

**Key Staff:**
- Eric Phelps, Emergency Response Unit Coordinator
- Anja Heister, Director, Wild & Free – Habitats Campaign
- Anita Carswell, Guardian Campaign Director
- Robin Dorman, Director, International Animal Protection
- Nicole Otoupalik, Vice President of Leadership Giving

**Board Members:**
- Elliot Katz, **Founder**
- Marilyn Kroplick, **President**
- Michael Yadegari, **Treasurer**
- Rhona Leibof, **Compliance Officer**
- Lisa Levinson, **Secretary**
- Sammy Zablen
Major Programs

Campaigns
- **Wild & Free**
  - Elephant Protection: end captivity by bringing awareness to the health and psychological effects of zoos and circuses, raise awareness against poaching
  - Habitats: promoting immunocontraception for population control, ending trophy/recreational hunting
  - Horse Protection: fighting wild horse gathering and selling, protecting land region
- **Responsible Research**: fighting animal models in research, pushing “humane” science
- **Dog & Cat Meat Consumption**: bringing awareness to the “legal blindspot” in South Korea, ending the meat trade and suffering
- **Healthy Eating**: “choose compassion”, go vegan/vegetarian
- **The Guardian**: promoting “guardian” over “owner”, animals are more than property

Facilities
- **Hope Animal Sanctuary**: rescue animals of all species in Mississippi; provide veterinary care, rehabilitation, adoption
- **Freedom Run**: rehabilitated animals sent from Hope Animal Sanctuary for adoption, education against overpopulation

Quotes

“Animals on a modern factory farm lead lives of unimaginable suffering and die cruel deaths in order to end up on the dinner table...Death is merciless and inevitable: a bolt gun or a knife ends a life spent in hell” – Website (2011)

“I am convinced that animal abuse, neglect and abandonment will dramatically decrease as more and more people with use the term ‘guardian’ as opposed to the term ‘owner’. I see this as an important step in our efforts to make the world a more just and compassionate place for all our fellow beings” - Dr. Elliott Katz, Founder (2011)

“Unlike other social justice movements, ours involves individuals who cannot say in human language—“Yes, we want to be free.” They cannot march with us or speak their truth. We must do that for them. It takes vision, faith, love, compassion, inner strength, imagination, and above all it takes community. We need to know that we are not alone—we are all working together” – Lisa Levinson, Blog (2014)
Mercy for Animals (MFA)

Headquarters: Chicago, IL
Year Founded: 1999
Website: www.mercyforanimals.org
Blog: www.MFAblog.org

Mission: “MFA works to create a society where all animals are treated with the compassion and respect they so rightfully deserve. We serve as a voice for animals through proactive consumer education initiatives, cruelty investigations, corporate outreach, and legal advocacy”.

Expenses: $1,629,180*
Revenue: $2,440,585*
Donations Received: $2,318,281*

*Financial information provided by GuideStar of the 2012 IRS Tax Form 990

Key Staff:
Nathan Runkle Executive Director
Jake Morton Director of Operations
Vandhana Bala General Counsel
Matt Rice Director of Investigations
Nikki Bollaert Director of Development
Jaime Surenkamp Director of Corporate Outreach
Ari Soloman Director of Communications
Nick Cooney Director of Education
Brooke Mays Editor-in-Chief
Kate Ziegler Investigations & Research Associate
Leslie Hemstreet Investigations & Research Associate
Kristen Diedrich Development & Administrative Coordinator
Lee Lovino Video Production Manager
Mikael Nielsen National Volunteer Coordinator
Sarah Von Alt Digital Campaigns Coordinator
Major Programs

Investigations
- undercover activists infiltrate farms and other animal processing plants for undercover footage of animal abuse in agribusiness; see list of videos here.

Campaigns
- **Choose Veg**: promoting vegan/vegetarian living as saving animals, humans, and the planet; advertise through celebrity testimonies
- **Farm to Fridge**: a paid-per-view tour for consumers to watch animal abuse and choose vegan; similar to FARM campaign
- Websites include MeatVideo.com, ChooseVeg.com, and VegGuide.org and several cruelty-specific sites targeting companies like WalmartCruelty.com

Quotes

“Often, MFA investigators will obtain jobs at a facility, as a maintenance worker for example, and then use pinhole-sized hidden cameras and audio recording devices to document what they see” - Matt Rice, Director of Investigations (2011)

“With each passing success, those who profit from the cruelties of animal agriculture intensify and redouble their efforts to conceal their unethical practices and maintain the status quo. Still, at this moment, untold millions of animals languish in tiny, filthy cages on factory farms – waiting only to have their throats slit at the slaughterhouse. For these helpless creatures, our help can’t come soon enough” – Nathan Runkle, Executive Director (2014)

“I educated myself on factory farming and cruelty to animals, and realized that what was on my plate were living things, with feelings. And I just couldn’t disconnect myself from it” – Ellen Degeneres, Website (2014)

“One of the leading organizations dedicated to exposing the treatment of farm animals, Mercy For Animals has been involved in some of the most important undercover investigations of recent years. As well as undercover industry investigations, they’re active promoters of a compassionate vegan lifestyle through national outreach and education programs” Abigail Geer, 7 All-Star Organizations Fighting for Farm Animal Protection (2014)
People for the Ethical Treatment of Animal (PETA)

**Headquarters:** Norfolk, VA  
**Year Founded:** 1980  
**Website:** [www.peta.org](http://www.peta.org)  
**Blog:** [www.peta.org/blog](http://www.peta.org/blog)

**Mission:** “PETA focuses its attention on the four areas in which the largest numbers of animals suffer the most intensely for the longest periods of time: on factory farms, in the clothing trade, in laboratories, and in the entertainment industry.”

**Expenses:** $34,720,548*  
**Revenue:** $34,696,042*  
**Donations Received:** $33,452,245*

*Financial information provided by GuideStar 2013 IRS Tax Form 990

**Key Staff:**
- Kathy Guillermo: Senior Vice President, Laboratory Investigations  
- Lisa Lange: Senior Vice President of Communications  
- Dan Mathews: Senior Vice President of Media Campaigns  
- Daphna Nachminovitch: Senior Vice President of Cruelty Investigations  
- Tracy Reiman: Executive Vice President, PETA  
- Ashley Palmer: Online Marketing Manager  
- Ryan Huling: Manager of College Campaigns & Outreach  
- Emily Allen: Community Animal Project Assistant Manager  
- Ashley Byrne: Senior Campaigner  
- Shalin Gala: Laboratory Methods Specialist  
- Lori Kettler: Senior Regulatory Counsel

**Board of Directors:**
- Ingrid Newkirk, Co-founder, President  
- Mike Rodman, Human Resource Director  
- Jeanne Rousch, Investigations Department
Major Programs

Investigations
- Undercover activists infiltrate farms and other animal processing plants for undercover footage of animal abuse in agribusiness

Campaigns
- **SeaWorld of Hurt**: fighting marine mammal captivity in general, focusing on the orcas of SeaWorld continues after “Black Fish”
- **Air Cruelty**: promoting the greater goal of ending animal research, this specifically brings attention to monkeys being transported to international laboratories
- **Ringling Bros. Beats Animals**: despite their loss against Feld Entertainment, PETA continues to release images and videos against the cruelty of elephants and other animals in the circus
- **Military Trauma Training**: fighting and petitioning to end trauma training in the military and coastguard on pigs and goats for non-animal alternatives

Areas of Focus
- **Anti-Fur**: with campaigns that include “Whose Skin are You In?” and “Bloody Burberry”, PETA and a vocal group of celebrities/models/designers fight all animal-skin products
- **Veganism**: while an overarching goal, campaigns such as “Kentucky Fried Cruelty” and “McCruelty: I’m Hatin’ It” target specific restaurants and retailers
- **End to Animal Testing**: focusing on primates, working with the U.S. Fish & Wildlife Service
- **Public Outreach and Education**: conducts educational campaigns and publishes materials that are distributed to students, teachers, the general public, and supporters

Quotes

“We’re at war, and we’ll do what we need to win If we got rid of the slave trade, we can get rid of the beef industry” - Dan Matthews, Senior VP (USA Today 1991)

“[Eating meat] is not your personal decision, any more than, you now, whether somebody beats their child is their personal decision” - Bruce Friedrich, former Vice President (2002)

“Only prejudice allows us to deny others the rights that we expect to have for ourselves. Whether it’s based on race, gender, sexual orientation, or species, prejudice is morally unacceptable. If you wouldn’t eat a dog, why eat a pig? Dogs and pigs have the same capacity to feel pain, but it is prejudice based on species that allows us to think of one animal as a companion and the other as dinner” – Website (2014)

“PETA's uncompromising stand on animal rights is what sets us apart and makes us so effective at fighting cruelty to animals. Through undercover investigations, animal rescue, demonstrations, youth outreach, and much more, we speak up for animals and uphold our mission” – Annual Review (2013)
Physicians Committee for Responsible Medicine

Headquarters: Washington, D.C.  
Year Founded: 1985  
Website: www.prcm.org  
Blog: www.pcrm.org/nbblog

Mission: “Promotes preventive medicine, conducts clinical research, and encourages higher standards for ethics and effectiveness in research.”

Expenses: $10,550,724*  
Revenue: $8,696,991*  
Donations Received: $8,253,063*  

*Financial information provided by GuideStar of the 2013 IRS Tax Form 990

Key Staff:  
Neal D. Barnard, M.D.  
Betsy Wason, C.F.R.E.  
Stephen Kane, C.P.A.  
Stacey Glaeser, S.P.H.R.  
Doug Hall  
President, Founder  
Vice President of Development  
Finance Director  
Director of Human Resources  
Publications Director

Board of Directors:  
Neal D. Barnard, M.D., President  
Russell Bunai, M.D., Treasurer and Secretary  
Mindy Kursban, Esq., Chairperson  
Mark Sklar, M.D., Director  
Barbara Wasserman, M.D., Director
Major Programs

Campaigns

- Prevention: reform nutritional policies to emphasize disease prevention by discouraging animal products
- Research advocacy: eliminating human research (drugs, hormones etc.) and promoting alternative models to animal testing by companies and universities (narcotics, trauma etc.)
  - Specifically targeting the NIAAA to stop alcohol experiments on animals
- Lobbying: encouragement of citizen lobbyists in Congress for vegetarian schools and ending animal experimentation
- Legislation:
  - Education and Training (EAT) for Health Act: tying disease to diet
  - Expanding Nutrition’s Role in Curricula and Healthcare (ENRICH) Act: increasing physician education in nutrition
  - Farm Policies Reform: meat and dairy are tied to disease and must be restricted by the government
  - Supplemental Nutritional Assistance Program (SNAP): removing unhealthy foods (meat and dairy) from qualifying products
  - Battlefield Excellence Through Superior Training (BEST) Practices Act: eliminating animals from trauma training
  - Toxic Substances Control Act Reform: replacing animal testing models with cell-based models
  - Pet Safety and Protection Act: protecting companion animals from illegal use in experimentation
  - In 2000, PCRM filed a complaint with the USDA over its new “Thermy” campaign to promote the use of thermometers in meat preparation, claiming “meat is unsafe at any temperature.”
- Clinical Research: studies on diet, cardiovascular risk, cancer prevention/survival, and other research; conduct research/literature reviews
  - Food for Life Cancer Project: plant-based foods prevent cancer

Literature

- Vegetarian Starter Kit: healthy diets/lifestyles do not include animal products – meat or dairy
- New Four Food Groups: proposal for federal nutrition policy, omitting dairy, meat and fats
Quotes

“To give a child animal products is a form of child abuse” - Dr. Neal Barnard, M.D., President (“Food for Life” book, 1994)

“The beef industry has contributed to more American deaths than all the wars of this century, all natural disasters, and all automobile accidents combined. If beef is your idea of “real food for real people,” you’d better live close to a real good hospital” - Dr. Neal Barnard (The Buffalo News 1995)

“Get arrested. Destroy the property of those who torture animals. Liberate those animals interned in the hellholes our society tolerates” - Jerry Vlasak, M.D., former spokesperson (Animal Rights Conference, 2002)

“Vegan diets continue to surge in popularity and for good reason. Studies show people who adopt a plant-heavy diet are at reduced risk for obesity, diabetes, heart disease, and some forms of cancer. Other benefits include an increased lifespan and improvements in skin complexion, mood, and memory” - Dr. Neal Barnard, Blog (2014)
World Animal Protection

Previously World Society for the Protection of Animals

**Headquarters:** New York City, NY  
**Website:** [www.worldanimalprotection.org](http://www.worldanimalprotection.org)

**Year Founded:** 1980

**Mission:** “Our vision is a world where animal welfare matters and animal cruelty has ended - together we can move the world for animals”.

**Expenses:** $7,963,513*  
**Revenue:** $7,797,999*  
**Donations Received:** $7,700,441*

*Financial information provided by GuideStar for the 2012 IRS Tax Form 990

**Key Staff:**

- **Anne Lieberman**  
  Executive Director
- **Betsy Dribben**  
  Regional Programs Director
- **Jerome Grant**  
  Director of Development
- **Pat McNamara**  
  Regional Finance Director
- **Carla Pissaro**  
  Media and Publications Manager

**Board of Directors:**

- **John Bowen**, President
- **Carter Luke**, Secretary/Treasurer
- **Andrew Rowan**, Humane Society International
- **Silia Smith**, World Society for the Protection of Animals
Major Programs

Areas of Focus

- **Animals in Communities**: end dog culling by encouraging vaccination, promoting responsible dog ownership, teaching equine welfare in communities that rely on their labor
  - **ICAM Dog Population Management**: combining rehoming with vaccination and promoting legislation to control global dog populations humanely
- **Animals in Farming**: end suffering with **Choose Cage-Free** campaign, raising awareness and providing farmer education for sustainable practice, promoting humane slaughter with better slaughterhouse training and conditions
- **Animals in Disasters**: international emergency response teams train communities in animal evacuation, emergency veterinary care, and provision dispursement
- **Animals in the Wild**: promoting improved welfare for bears in captivity, fighting to end the use of bear bile in Asia, working with legislators to end bear bating by intensifying regulation, ending the capture and confinement of civets for coffee, protecting elephants in Africa by helping farmers build more effective deterrents around their fields, bringing awareness to **Ghost Fishing** by removing and preventing abandoned fishing gear
- **Education**: emphasizing community involvement and passing on knowledge; training professionals in welfare through **Advanced Concepts in Animal Welfare** and teaching children in welfare and husbandry for the animals they and their families already work with
- **Compassionate Travel**: discouraging zoos, safaris, aquariums and any place with captive marine mammals; do not support through souvenirs or other tourist amusements

Legislation

- **Universal Declaration on Animal Welfare**: established to gain global support in fight for animals
- Latin America Project played an important part in the Pan-American Congress of Vet Medicine, held panel on welfare and offered classes on humane slaughter to vets from five countries.

Quotes

“Kinder farming is clever farming: making life on the farm better can help us tackle problems like pollution and poverty” - WSPA Staff

“We help the world to see how important animals are to all of us and we inspire people to change animals’ lives for the better. Why? Because the lives of animals and people are inextricably linked. A sustainable future for the planet can only be achieved if animals are part of the solution” – Website *Animal Welfare is a Growing Priority* (2014)

“At this very moment, throughout the US and Canada, over 300 million hens are living lives of pain and suffering as they labor to produce one of our most basic food staples – eggs” – Website (2014)