



Headquarters: Miami Beach, FL

Website: www.animalrecoverymission.org

Year Founded: 2010

Mission:

“To be an uncompromising defending force for the welfare of animals in addition to putting an end to and preventing pain, suffering and torture inflicted as a result of inhumane practices.”

Major programs:

- Conducts “raids” of various facilities including illegal slaughter facilities, animal fighting, racehorse abuse, and many more.
- Sponsored the 2017 Animal Rights Conference hosted by [Farm Animal Rights Movement](#).
- Owns an “undercover training facility,” equipped with milking stations and gestation crates, where they train volunteer “investigators” and other organization members on ways to gain access to “factory farms” and processing plants.
- Producing a documentary series called “Hunting Evil” in which they will highlight some of the raids they have conducted.
- Plays a key role, in conjunction with Florida police, in indicting Florida residents involved in illegal slaughter and animal abuse.
- Promotes a plant-based diet.
- In 2017, Whole Foods Market chose ARM as one of their charities to donate to during a two-month long “Donate a Dime” community give back program.
- Released four undercover videos in November – December 2017 from a Florida dairy farm which supplied to Publix.

Total Expenses:	*\$1,055,018
Contributions and Grants:	*\$1,307,937
Total Assets:	*\$1,327,365

*Financial information provided by the organization’s 2016 IRS form 990.

Key Staff:

- Richard Couto (aka “Kudo”), Founder, Chief Executive Director, Lead Investigator
- Maia Chrupcala, Vice President
- Kris Lowney, Director
- Ken Ogrodnik, Director
- Rachel Taylor, General Operations and Development
- Jackie Miele, Lead Animal Caretaker
- Ashley Berke, Animal Caretaker

“The only way to end atrocities against animals, is to work towards ending the consumption of and use of animal products all together.”

- Richard Couto, Founder and Chief Executive Director
Animal Recovery Mission Blog, 2016

“Kudo has now evolved ARM into an unstoppable force and voice for abused and tortured animals worldwide.”

- Animal Recovery Mission Website

“We basically specialize in shutting down complete geographical zones of illegal slaughter farms.”

- Rachel Taylor, General Operations and Development
Interview with Therafit Shoe, 2013



Updated: January, 2018



Total Expenses:	*\$240,530,281
Contributions and Grants:	*\$243,128,195
Total Assets:	*\$282,892,701

Headquarters: New York, NY

Website: www.asPCA.org

Year Founded: 1866

*Financial information provided by the organization's 2018 IRS Form 990.

Mission:

"To provide effective means for the prevention of cruelty to animals throughout the United States."

ASPCA's position on Animals Raised for Food:

"The ASPCA firmly believes that animals who are bred, raised and killed or harvested for human consumption, like all animals, are entitled to protection from distress and suffering during their lives and at the time of their deaths."

Major Programs:

- Is not affiliated with local SPCAs.
- Factory Farming Campaign - seeks to ban common farm animal production practices through legislation and ballot initiatives.
- "Humane Law Enforcement" upholds and enforces animal cruelty laws in NY through investigations, citations, and arrests.
- Fundraising methods are similar to HSUS – runs misleading commercials and direct mail.
- Advocates the use of the term "guardian" rather than "owner" so that animals can be legally recognized as more than property.
- Joined HSUS, MFA, the Animal Legal Defense Fund, and Farm Sanctuary in celebrating the ban on foie gras that went into effect in California.
- Change Your Chicken Challenge – launched during National Chicken Month and encourages consumers to "avoid the worst factory-farmed chicken products and instead choose those bearing meaningful animal welfare certifications."
- Published a "Farm Animals Welfare Certification Guide" with Vermont Law School's Center for Agriculture and Food Systems for farmers excluding the American Humane Association in 2017.
- In July 2020, released multiple articles on website reprimanding the USDA's reaction to the COVID-19 pandemic.
 - They are pushing for slower line speeds to "protect animals, workers and consumers."
- Promotes and encourages overturning of "ag-gag" legislation.

Key Staff:

- Matthew Bershadker – President and CEO
- Elizabeth Estroff – Senior Vice President, Communications
- Stacy Wolf – Senior Vice President, Policy, Response and Engagement
- Cheryl Bucci – Senior Vice President, Operations and People
- Todd Hendricks – Senior Vice President, Development
- Beverly Jones – Senior Vice President, Chief Legal Officer
- Bert Troughton – Senior Vice President, Shelter and Veterinary Services
- Bill Lee – Senior Vice President, Chief Financial Officer
- Julia Johnson, Manager, Farm Animal Welfare, Policy Response and Engagement

"Animals and workers both suffer from cruel industry practices that value profits and capital over life."

- ASPCA website, 2020

"Amid the COVID-19 crisis, the U.S. Department of Agriculture (USDA) continues to move in the wrong direction, reducing protections for animals by allowing a record number of facilities to slaughter chickens, pigs and cattle at even faster speeds. High-speed slaughter lines imperil animals, workers and food safety."

- ASPCA website, 2020

AnimalOutlook

Headquarters: Washington, D.C.

Website: <https://animaloutlook.org>

Year Founded: 1995

Mission:

“To give a voice to the billions of animals who suffer behind the closed doors of animal agribusiness and to empower others to choose compassion by leaving animals off their plates.”

Things to know:

- Changed name from “Compassion Over Killing” to “Animal Outlook” in 2020.
- Campaigns to persuade food companies to decrease use of meat, eggs and other animal by-products. The group has campaigned against: Dunkin Donuts, Starbucks and Subway.
- Runs chickenindustry.com which shares misinformation about the chicken industry.
- Representatives seek undercover employment at farms and processing plants to create undercover videos.
- Promotes a meat, egg and dairy-free lifestyle with vegetarian starter guides.
- Operates a traveling anti-meat exhibit often seen in urban areas.
- In 2018, COK announced a “cooperative agreement” with Farm Animal Rights Movement in which the following initiatives were transferred from FARM to COK:
 - Have We Been Lied To? Tour (10 Billion Lives Tour)
 - Meatless Mondays e-newsletter
 - Meatout Campaign
 - World Day for Farmed Animals

Total Expenses:	*\$867,714
Contributions and Grants:	* \$1,017,641
Total Assets:	*\$1,110,432

*Financial information by the organization’s 2015 IRS form 990.

Key Staff:

- Erica Meier, Executive Director
- Cheryl Leahy, General Council
- Mike Wolf, Director of Investigations, former undercover activist with PETA
- Laura Cascada, Corporate Campaigns Manager, formerly with PETA
- Scott David, Investigations Associate, former COK undercover activist
- Robin Walker, Special Projects Manager, formerly with PETA
- Paulette Benjamin, Outreach & Events Manager
- Jonathan Rosenberry, Video Production Manager, formerly with HSUS
- Miyun Park, former Co-Founder and President, formerly with Global Animal Partnership
- Paul Shapiro, Co-Founder, formerly with HSUS
- Josh Balk, former Outreach Coordinator, currently with HSUS

“Humane meat? There is no such thing.”

- Mike Wolf, Director of Investigations

National Animal Rights Conference, 2016

“That thwarts us from being able to do this kind of work. It covers up the kind of abuse we’ve found throughout the country.”

- Laura Cascada, Corporate Campaigns Manager

The Charlotte Observer article on farm protection laws, 2016

“Animal agriculture... is an industry that is desperately trying to keep the American public in the dark about the miserable conditions that they are forcing upon billions and billions of farm animals every single year.”

- Erica Meier, Executive Director

Animal Rights Conference, 2014



Updated: January 2020

DIRECT ACTION EVERYWHERE

Headquarters: Berkeley, CA

Website: www.directactioneverywhere.com

Year Founded: 2013

Total Expenses: *\$378,193

Contributions and Grants: *\$733,043

Total Assets: *\$802,510

*Financial Information provided by the organization's 2017 IRS form 990

Mission:

“To empower activists to take strong and confident action wherever animals are being denigrated, enslaved, or killed, and create a world where animal liberation is a reality.”

Things to know:

- Organized by a global steering committee and chapters across the United States and Canada. “Core chapters” include Connecticut, Vancouver and San Francisco Bay area.
- Known for public disruptions to bring attention to animal liberation, undercover videos and “open rescues” or trespassing onto farms and stealing livestock and poultry.
- “It’s not food, it’s violence” campaign against Whole Foods – claims Whole Foods does not follow humane practices because they are still killing animals for food. Also campaigned against Chipotle.
- “Animals in Research: Not Ours to Use” campaign against UCSF labs.
- Protestors ran onto a field during an NFL game with signage promoting veganism and animal liberation.
- In 2015, DXE was having [internal trouble](#) when former members accused group leaders of dismissing concerns of abuse based on race, gender, sexual orientation, religion and nationality.
- In 2017, DXE activists put their stickers on egg cartons in a Colorado grocery store to direct consumers to their website.
- In 2017, stated one of their goals is to ban meat in “Berkeley within 10 years and a national bill of animal rights within 40 years.”

- Direct Action Everywhere chapter in Colorado is exploring partnerships with El Centro Humanitario, a human rights organization that takes on immigration/labor issues.
- In July 2017, DXE released a virtual reality video targeting Smithfield Foods.
- In May 2020, launched an interactive map of more than 27,500 farms and facilities across the U.S., called “Project CounterGlow,” to encourage activist action.

Key Staff/Volunteers:

- Almira Tanner, Lead Organizer
- Wayne Hsiung, Founding Organizer
- Priya Sawhney, Community Organizer
- Matt Johnson, Press Coordinator
- Zach Groff, Founder of DXE Connecticut
- Cassie King, DXE San Francisco Bay Area Core Team Member
- Paul Darwin Picklesimer, DXE San Francisco Bay Area Core Team Member
- Alicia Santurio, DXE San Francisco Bay Area Member

“We are trying to destroy animal agriculture.”

- Wayne Hsiung, Founding Organizer
National Animal Rights Conference, 2016

“All of these events [agricultural fairs, eating contests, political rallies, etc.] need to be interrupted and shut down.”

- Zach Groff, Founder of DXE Connecticut
National Animal Rights Conference, 2016

“If someone were killing dogs and cats humanely you would not say that it was humane because we understand that killing is inherently a violent, not humane, act.”

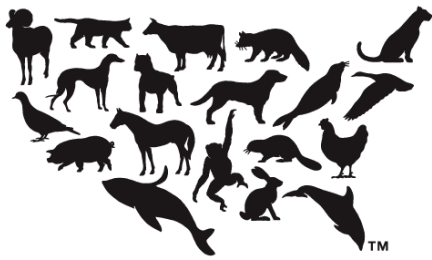
- Wayne Hsiung, *about killing animals for food*
Our Hen House interview, 2014

“We are all responsible for the injustices against billions of animals; so long as we accept the lies we are being told.”

- Priya Sawhney
Earthlings coalition protest speech, 2014



Updated: June 2020



Total Expenses:	*\$126,131,691
Contributions and Grants:	*\$137,691,644
Total Assets:	*\$285,044,623

Headquarters: Washington, D.C.

Website: <https://www.humanesociety.org>

Year Founded: 1954

*Financial information provided by the organization's 2017 IRS Form 990

Mission:

"We work to reduce suffering and improve the lives of all animals by advocating for better laws; investigating animal cruelty; conducting campaigns to reform industries; performing animal rescue and emergency response; and providing care to animals through our sanctuaries, emergency shelters, wildlife centers, and clinics."

Things to know:

- No affiliation with local shelters- runs misleading commercials filled with celebrities and images of mistreated animals to fundraise.
- "Factory Farming Campaign" seeks to ban common farm animal production practices through legislation and ballot initiatives.
- Representatives seek undercover employment at farms and processing plants to obtain illicit video footage and photos.
- Hosts conferences and workshops for animal activists, including annual "Taking Action for Animals" conference- all events are catered with vegan food only.
- Buys stocks in retail/restaurant companies to introduce shareholder resolutions impacting farm animal production practices.
- Targets youth with campaigns; launched Humane Society University in 2010.
- Files lawsuits against governments and animal facilities to force policy changes.
- Acquired the Association of Veterinarians for Animals Rights (now called Humane Society Veterinary Medical Association) in 2008.
- Animals and Religion/ Every Living Thing campaign – targeting faith-based communities to feel guilty about eating meat. Cherry-picking scripture to influence people to go vegan.
- Has a 15-person "meatless transition team" on staff.

Key staff:

- [Kitty Block](#), President and CEO, former President and CEO of Humane Society International
- Christine Gutleben, Senior Director of Faith Outreach
- Josh Balk, Vice President of Farm Animal Protection, formerly with [Compassion Over Killing](#)
- Matt Prescott, Director of Corporate Policy & Supply Chain Strategy
- John "J.P." Goodwin, Grassroots Coordinator, formerly associated with [Animal Liberation Front](#)
- Wayne Pacelle, former President and CEO, now with [Animal Wellness Action](#)
- Paul Shapiro, former Vice President of Policy, author of *Clean Meat* (left in 2018)
- Kristie Middleton, former Managing Director for Farm Animal Protection, formerly with [PETA, In Defense of Animals](#), now with Seattle Food Tech.

"I can assure you that when we go to Mars, it will be a vegan planet."

- Josh Balk, Vice President of Farm Animal Protection
National Animal Rights Conference, 2017

"Have faith people want to do good when you provide them an outlet. However, when you don't get the right reaction, be ruthless, find a way to yes."

- Matt Prescott, Director of Corporate Policy & Supply Chain Strategy
Taking Action for Animals Conference, 2016

"If we want to put an end to factory farming, we have to reduce the amount of meat being eaten."

- Kristie Middleton, Senior Food Policy Director
National Animal Rights Conference, 2016





Total Expenses:	*\$6,543,401
Contributions and Grants:	*\$11,088,892
Total Assets:	*\$12,439,664

Headquarters: West Hollywood, CA
Website: www.mercyforanimals.org
Year Founded: 1999

*Financial information provided by the organization's 2016 IRS form 990.

Mission:

“Works to be a voice for animals through proactive consumer education and advertising campaigns, research and undercover investigations, rescues, working with news media, and grassroots activism.”

Major programs:

- Advocates for the total elimination of animal agriculture, promoting a vegan lifestyle.
- Its four areas of approach are: undercover investigations, legal advocacy, corporate outreach and education.
- Hosts the website ChooseVeg.com, a provider of vegetarian and vegan eating guides, recipes and reasons to switch to vegetarianism.
- Representatives seek undercover employment at farms and processing plants to create undercover videos.
- Websites include MeatVideo.com, VegGuide.org and FowlPlayMovie.com.
- Lists “adherence to healthy vegan lifestyle” as a position requirement in their [job postings](#).
- Strategic plan, 2019-2021:
<https://mfa.cachefly.net/mfa/pdfs/MFA-Three-Year-Strategic-Plan.pdf>

Key Staff:

- Leah Garces, President (former Executive Director of [Compassion in World Farming](#))
- Nathan Runkle, Founder
- Jake Morton, Vice President of Creative
- Cody Carlson, Legislative Affairs (former MFA undercover investigator)
- Mark Devries, Investigations and Research Associate
- Vandhana Bala, General Counsel
- Ari Solomon, Vice President of Social Impact
- *Nick Cooney, former Executive Vice President (convicted in 2006 on charges of terrorist threats, harassment and conspiracy to harass.) Now works for New Crop Capital.*
- *Matt Rice, former President and former Director of Investigations*

“4-H was the first betrayal of animals...children are distraught by this organization.”

- Nathan Runkle, Founder
Taking Action for Animals Conference, 2016

“Not only is animal abuse rampant in this industry, but the environmental impact agriculture has is very extreme and severe.”

- Nathan Runkle, Founder
“Talk at Google” presentation, 2013

“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, President
Veganconsultant.com, 2011



Updated: March 2019



Headquarters: Norfolk, VA

Website: www.peta.org

Year Founded: 1980

Mission:

"PETA operates under the simple principle that animals are not ours to eat, wear, experiment on, or use for entertainment. PETA believes that animals have rights and deserve to have their best interests taken into consideration, regardless of whether they are useful to humans."

Major programs:

- Uses shock tactics and celebrity endorsements to gain media spotlight while advocating for the elimination of animal agriculture, the fur industry, hunting and animal research.
- Defends actions of Animal Liberation Front, a group that uses arson and illegal acts to intimidate those opposed to animal rights.
- Buys stocks in companies to introduce shareholder resolutions.
- Targets children/teens with youth advocacy campaigns and social media.
- Seeks undercover employment at farms to create undercover videos.
- Launched \$1 million challenge to companies to develop commercial production of "in vitro" meat by 2012.
- Promotes an excise tax (or "sin tax") to be placed on meat.

Key Staff:

- Ingrid Newkirk, Founder and President
- Tracy Reiman, Executive Vice President
- Lisa Lange, Senior Vice President of Communications
- Dan Matthews, Senior Vice President of Campaigns
- Daphna Nachminovitch, Vice President of Cruelty Investigations
- Neal Barnard, M.D., Scientific Advisor (Current President of [PCRM](http://PCRM.org))
- Bruce Friedrich, former Vice President (Current executive director at [the Good Food Institute](http://theGoodFoodInstitute.org) and previous Director at [Farm Sanctuary](http://FarmSanctuary.org))

Total Expenses:	*\$64,212,553
Contributions and Grants:	*\$43,332,789
Total Assets:	*\$19,838,054

*Financial Information provided by the organization's 2016 IRS form 990

"Never be silent. Social movements aren't about comfort, they are about struggle, so let's end animal suffering and bust the myth of humane and sustainable in the meat industry."

- Ingrid Newkirk, President

National Animal Rights Conference 2016

"To better focus on threats that challenge the foundations of American society, the FBI first needs to combat disease-inducing meat and dairy products within its own ranks and protect its agents with a healthy plant-based diet."

- Neal Barnard, M.D., Scientific Advisor to PETA

The Huffington Post blog, 2015

"I am opposed to having children. Having a purebred human baby is like having a purebred dog; it is nothing but vanity, human vanity."

- Ingrid Newkirk, President

New York magazine, 2003

"[Eating meat] is not your personal decision, any more than, you know, whether somebody beats their child is their personal decision."

- Bruce Friedrich, former Vice President (current Co-Founder and Executive Director at the Good Food Institute)

Animal Rights Conference, 2002

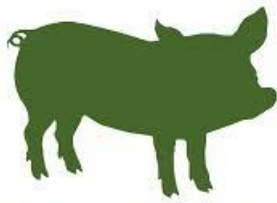
"We're at war, and we'll do what we need to win. If we got rid of the slave trade, we can get rid of the beef industry."

- Dan Mathews, Senior Vice President of Campaigns

USA Today, 1991



Updated: July 2018



the humane league

Headquarters: Rockville, MD

Website: <http://www.thehumaneleague.com>

Year Founded: 2005

Total Expenses:	*\$1,974,673
Contributions and Grants:	*\$54,743
Total Assets:	*\$5,903,978

*Financial information provided by the organization's 2016 IRS form 990.

Mission:

Originally named “Hugs for Puppies” - “The Humane League’s mission has been to save the lives of as many animals as possible and to reduce as much animal cruelty as we can. We want a world where all animals are treated with the same respect and compassion that we show to our beloved family dog or cat.”

Major programs:

- THL’s primary campaign targets are university and corporate food services and the companies that provide food services.
- Started the “88% Campaign” which is “focused on changing the lives of billions of chickens.” THL targets restaurants and retailers to pressure them into adopting new animal welfare standards for broilers.
- THL promotes “Meatless Mondays” by giving lectures at elementary schools to get them to participate in the program and ultimately become vegans.
- THL primary campaign currently focuses on cage-free eggs pressuring universities to demand cage-free eggs from its food service suppliers, by threatening to launch a campaign informing the university’s donors and alumni that it otherwise supports animal cruelty.
- The group’s founder, Nick Cooney, also former member of the extremist group Stop Huntingdon Animal Cruelty (SHAC), was convicted in November 2006 on charges of terrorist threats, harassment and conspiracy to harass, all in the name of animal rights. This led the group to change their name from “Hugs for Puppies” to “The Humane League.”
- THL was placed on [NJ domestic terrorism watch list](#) in 2016 along with Animal Liberation Front.

Key Staff:

- Nick Cooney, Founder (former Compassionate Communities Campaign Manager at [Farm Sanctuary](#) and Executive VP at [Mercy for Animals](#). Is on THL board of directors.) Current Managing Trustee at New Crop Capital.
- David Coman-Hidy, President
- Andrea Gunn, Executive Vice President (former [HSUS](#) volunteer)
- Jon Camp, Vice President of Grassroots
- Aaron Ross, Vice President of Policy & Strategy
- Rachel Huff-Wagenborg, Vice President of Operations (former HSUS intern)
- Taylor Ford, Director of Campaigns
- Stephanie Frankle, Director of Student Engagement
- Beth Anne Hendrickson, Corporate Relations Manager

“Chickens raised for McDonald's are genetically manipulated to grow so large so fast that they suffer immensely from debilitating injuries and organ failure in dark, overcrowded, and barren warehouses.”

- Chris Guinn, Campus Outreach Director, THL Blog Post, 2018

“When it is time to launch the campaign, find a vulnerable target, prepare everything for at least a few weeks and then assemble an overwhelming force to utilize from day one. The crueler it is, the quicker the fight is over.”

- David Coman-Hidy, Executive Director, National Animal Rights Conference, 2016

“Pigs have dreams, chickens can count to ten, and fish rub against each other to relieve stress. Like dogs and cats, farmed animals are intelligent and emotional creatures that deserve our moral consideration and protection.”

- Rachel Huff-Wagenborg, *Interview posted by Vegetarians of Washington, 2014*

