

AnimalOutlook

Headquarters: Washington, DC
Website: www.animaloutlook.org

ABOUT

"We're strategically challenging the status quo of animal agribusiness through undercover investigations, legal advocacy, corporate and food system reform, and empowering everyone to choose vegan."

WHAT THEY'RE UP TO

- Campaigns to persuade food companies to decrease use of animal proteins.
- Runs chickenindustry.com which shares misinformation about the chicken community.
- Representatives seek "undercover" employment at farms and processing plants to create "undercover" videos.
- Changed name from "Compassion Over Killing" to "Animal Outlook" in 2020.
- 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, the organization announced a "cooperative agreement" with [Farm Animal Rights Movement \(FARM\)](#) in which the following initiatives were transferred from FARM to Animal Outlook:
 - Have We Been Lied To? Tour (10 Billion Lives Tour)
 - Meatless Mondays e-newsletter
 - Meatout Campaign
 - World Day for Farmed Animals

BY THE NUMBERS

Total revenue: \$2,196,048

Total assets: \$1,123,508

Source: 2019 IRS form 990

GROUP RISK LEVEL: HIGH

KEY STAFF

- **Cheryl Leahy:** Executive Director
- **Irina Anta:** Senior Strategist
- **Sharon Discorfano:** Chief of Staff
- **Lynn Torrent:** Senior Director of Operations
- **Amy Trakinski:** Board Chair
- **Sebastiano Cossia Castiglioni:** Board of Directors
- **Lisa Winebarger:** Board of Directors
- **Mike Wolf:** Director of Investigations, former "undercover activist" with [PETA](#)
- **Laura Cascada:** Corporate Campaigns Manager, formerly with PETA
- **Scott David:** Investigations Associate, former "undercover activist"
- **Robin Walker:** Special Projects Manager, formerly with PETA
- **Jonathan Rosenberry:** Video Production Manager, formerly with [HSUS](#)
- **Paul Shapiro:** Co-Founder, formerly with HSUS
- **Miyun Park:** Co-Founder, former president, formerly with [Global Animal Partnership](#)
- **Erica Meier:** former executive director
- **Josh Balk:** former outreach coordinator, formerly with HSUS, currently with [The Accountability Board](#)

IN THEIR OWN WORDS

- "Our investigators go undercover to reveal the shocking truth about how animals trapped in factory farms are raised and killed across the United States." - Website, 2021
- "Today's animal agriculture practices are places of cruelty, abuse and sometimes criminal acts. Whether it's at a dairy farm, a chicken hatchery or an aquaculture facility, the stories are heartbreaking and tragic." - Website blog, 2021
- "The environmental destruction caused by animal agriculture is one of the leading causes of greenhouse gas emissions, loss of biodiversity, water pollution and habitat destruction." - Website blog, 2021



A VANGUARD DEFENSE ORGANIZATION

Headquarters: Port St. Lucie, FL

Website: www.animalrecoverymission.org

ABOUT

“Our mission is to be an uncompromising defending force for the welfare of animals and to put an end to and prevent pain, suffering, and torture inflicted as a result of inhumane practices.” “ARM implements direct-action tactics to investigate, document, and expose illegal activities of animal cruelty.”

WHAT THEY'RE UP TO

- ARM conducts “undercover investigations” into farms, claiming to expose many forms of animal abuse, including the black market horse meat trade, underground animal fighting rings, and bestiality.
- Shares “wanted” posters offering rewards and detailed descriptions of workers in alleged illegal processing plants and offering rewards for information leading to their arrest.
- Responsible for the [“undercover” videos](#) targeting Fair Oaks Farms that were released in 2019.
- “Humane Education” program includes advertisements on billboards and exhibiting at vegan expos.
- Conducts “raids” of various facilities including illegal processing facilities, animal fighting, racehorse abuse, and many more.
- Collaborates with [Animal Legal Defense Fund](#) on “animal torture” cases.
- Opened ARM Sanctuary, Inc. in 2015.
- Owns an “undercover training facility,” equipped with milking stations and gestation stalls where they train volunteer “investigators” and organization members on ways to gain access to farms and facilities.

GROUP RISK LEVEL: HIGH

BY THE NUMBERS

Total revenue: \$2,376,142

Total assets: \$2,237,646

Source: 2019 IRS form 990

KEY STAFF

- **Richard Couto (aka “Kudo”):** Founder, Chief Executive Director, Lead Investigator
- **Rachel Taylor:** Chief Financial Officer
- **Maia Chrupcala:** Vice President
- **Kris Lowney:** Treasurer

IN THEIR OWN WORDS

- “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, 2016*
- “A breakdown of the government in the State of Florida contributed to the growth of illegal slaughter farms. Illegal slaughter practices date back to the last 40 years, and the lack of enforcement has allowed these businesses to escalate.” - *Website, 2021*
- “Currently, ARM is working tirelessly to utilize the evidence obtained while undercover, to create and enhance animal welfare policies within the factory farm, and animal agriculture sector.” - *Website, 2021*



Headquarters: New York, NY
Website: www.asPCA.org

ABOUT

The American Society for the Prevention of Cruelty to Animals (ASPCA)'s mission, as stated by founder Henry Bergh in 1866, is "to provide effective means for the prevention of cruelty to animals throughout the United States."

WHAT THEY'RE UP TO

- Misleading, emotional campaigns using shelter animals.
- "Change your Chicken," "Factory Farm Detox," influencing purchasing in schools/local governments, surveys on public perception.
- Pressure campaign tactics – including undercover videos and mobilizing protestors - to coerce restaurants, retailers, and foodservice brands with the goal of ending animal agriculture and imposing vegan diets on consumers.
- Uses "guardian" rather than "owner" because it doesn't think animals should be legally considered property.
- ASPCA's position on animals raised for food: "It is our collective responsibility to ensure that farm animals are at least provided with the Five Freedoms, which is not currently the case on factory-like industrial farms (nor on all small or less industrialized farms)... Farm animal suffering can be reduced through more humane farming methods and through welfare-conscious and reduced animal product consumption."
- In 2021, the organization [came under fire](#) due to the misleading marketing tactics to receive donations that leave many believing there is a connection or affiliation with local SPCAs, which there is not.
- Works directly with farms and food brands to "welfare-certify" farms.
- "Shop With Your Heart": provides guides to consumers to find "plant-based and welfare-certified brands" of products.

GROUP RISK LEVEL: HIGH

WHAT THEY'RE UP TO (continued...)

- "Factory Farming": campaign seeking to ban common farm animal production practices through legislation and ballot initiatives.

BY THE NUMBERS

Total revenue: \$279,048,974

Total assets: \$393,129,611

Lobbying expenses: \$422,700

Advertising expenses: \$39,868,020

Source: 2019 IRS form 990

KEY STAFF

- **Matthew Bershadker:** President, CEO
- **Gordon Lavalette:** SVP, CFO
- **Todd Hendricks:** SVP, Development
- **Beverly Jones:** Chief Legal Officer
- **Elizabeth Estroff:** SVP, Comms
- **Stacy Wolf:** SVP, Policy
- **Julia Johnson:** Manager, Farm Animal Welfare, Policy Response and Engagement

IN THEIR OWN WORDS

- "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." - *Lahaina News, 2011*
- "In addition to harming animals, factory farming is a major source of pollution, antibiotic abuse, foodborne illness, unjust employment practices and community health crises." - *Website, 2021*
- "[T]he majority of the nearly 10 billion land-based animals, plus countless more aquatic animals, farmed for food each year in the U.S. live in unacceptable conditions that do not align with consumers' stated values." - *Website, 2021*

DIRECT ACTION EVERYWHERE

Headquarters: Berkeley, CA
Website: www.directactioneverywhere.com

ABOUT

Direct Action Everywhere (DXE) is a global network of activists working “to achieve revolutionary social and political change for animals in one generation.”

WHAT THEY'RE UP TO

- Organize protests, “undercover investigations,” trespassing to steal animals (“open rescues”), and disruptive actions with the explicit purpose of animal liberation and an end to animal agriculture.
- Providing how-to videos for extremists on their website, with topics like how to prepare for arrest, how to organize a protest, and how to lead a frontline surveillance team.
- Campaigning against specific retailers and restaurants who serve meat.
- Organized by a global steering committee and chapters across the United States and Canada, with a “core chapter” based in the San Francisco Bay area.
- Campaigning for the adoption of “Rose’s Law,” an “animal bill of rights” named after a hen that was stolen from a farm.
- “Right to Rescue” campaign: claiming extremists have the “right” to trespass and steal animals from farms and facilities. In 2022, an anonymous jury found the group “not guilty” of stealing two pigs from a farm.
- “No More Factory Farms” campaign: pressuring political officials to enact a moratorium on “factory farms” or confined animal feeding operations (CAFOs).
- “Cancel Animal Ag” campaign: attempted to capitalize on the COVID-19 pandemic by trying to make a connection between animal agriculture and public health.
- 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.

GROUP RISK LEVEL: EXTREME

WHAT THEY'RE UP TO (continued...)

- In May 2020, launched an interactive map of more than 27,500 farms and facilities across the U.S. called “[Project Counterglow](#)” to encourage extremist action.

BY THE NUMBERS

Total revenue: \$432,193

Total assets: \$210,940

Source: 2020 IRS form 990

NOTE: DXE actions are primarily funded by [Friends of DXE](#), which does not publicly release its tax filings.

KEY STAFF

- **Wayne Hsiung:** Founding Organizer
- **Priya Sawhney:** Community Organizer
- **Almira Tanner:** Lead Organizer
- **Cassie King:** Communications Director
- **Matt Johnson:** Press Coordinator
- **Jonathan Frohnmayr:** Secretary
- **Zach Groff:** DXE Connecticut Founder
- **Paul Darwin Picklesimer:** DXE San Francisco Bay Area Core Team Member
- **Alicia Santurio:** DXE San Francisco Bay Area Member

IN THEIR OWN WORDS

- “We are trying to destroy animal agriculture.” - *Wayne Hsiung, 2016*
- “All of these events [agricultural fairs, eating contests, political rallies, etc.] need to be interrupted and shut down.” - *Zach Groff, 2016*
- “The global agricultural sector will nearly double in greenhouse gas emissions (from deforestation and direct emissions) by 2050.” - *Website, 2021*
- “There are strains of bird and swine flu with pandemic potential circulating in factory farms today, where intensive crowding and a lack of genetic diversity allow viruses to spread rapidly and become more deadly.” - *Website, 2021*



Humane World for Animals™

Headquarters: Washington, DC

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

ABOUT

Formerly known as the Humane Society of the United States (HSUS) and Humane Society International (HSI), the organizations rebranded to Humane World for Animals in 2025. The stated mission is: "Together, we tackle the root causes of animal cruelty and suffering to create permanent change."

WHAT THEY'RE UP TO

- "Undercover" employment at farms and processing plants to obtain illicit video footage and photos.
- Seeks to ban common farm animal production practices through legislation and ballot initiatives.
- Actively working to abolish the use of confinement practices within the animal agriculture community.
- Buys stocks in retail/restaurant companies to introduce shareholder resolutions impacting farm animal production practices.
- Files lawsuits against governments and animal facilities to force policy changes.
- Conducts outreach to universities and foodservice companies to reduce animal-based menu offerings.
- Hosts conferences and workshops for supporters, including annual Taking Action for Animals (TAFAs) Conference.
- "Every Living Thing" campaign: targets faith-based communities to make them feel guilty about eating meat.
- In 2008, acquired the [Humane Veterinary Medical Alliance](#), formerly known as the Association of Veterinarians for Animal Rights and the Humane Society Veterinary Medical Association.
- Under its former name, the organization scored a "D" grade by CharityWatch.

GROUP RISK LEVEL: HIGH

BY THE NUMBERS

Total revenue: \$174,968,233

Total assets: \$454,727,590

Lobbying expenses: \$2,222,268

Source: HSUS 2023 IRS form 990

KEY STAFF

- **Kitty Block:** President and CEO
- **John "J.P." Goodwin:** Senior Director of Stop Puppy Mills Campaign, formerly associated with [Animal Liberation Front](#)
- **Wayne Pacelle:** former president and CEO, currently with [Animal Wellness Action](#)
- **Josh Balk:** former vice president of farm animal protection, formerly with [Animal Outlook](#), current CEO of [The Accountability Board](#)
- **Paul Shapiro:** former vice president of policy, author of [Clean Meat](#)
- **Kristie Middleton:** former managing director for farm animal protection, formerly with [PETA](#) and [In Defense of Animals](#)
- **Matthew Prescott:** former senior director of food and agriculture, current president of The Accountability Board

IN THEIR OWN WORDS

- "Sometimes you have to be aggressive, and it doesn't matter what form." – *Inga Fricke, 2016*
- "Be relentless and try to get these institutions to a 'yes'." – *Middleton, 2018*
- "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." – *Prescott, 2016*
- "My goal is the abolition of all animal agriculture." – *Goodwin, 1996*
- "We are waging quite a battle against agribusiness." – *Balk, 2022*
- "[The] goal is to get to 50 percent of their [foodservice companies'] menu being plant-based in the very near future." – *Karla Dumas, 2020*
- "Whole industries have been built on animal suffering, but it doesn't have to be that way." – *Website, 2025*



MERCY FOR ANIMALS

Headquarters: Los Angeles, CA

Website: www.mercyforanimals.org

ABOUT

"Mercy For Animals' mission is to construct a compassionate food system that is not just kind to animals but essential for the future of our planet and all who share it."

WHAT THEY'RE UP TO

- Advocates for the total elimination of animal agriculture, promoting a vegan lifestyle.
- Sends "undercover investigators" to record farms and processing facilities and uses "shocking" imagery and video footage to manipulate consumers.
- Conducts drone "investigations" in which they collect video footage of "factory farms" via high-tech drones.
- Heavily pressuring food brands to adopt sourcing policies for cage-free eggs and broiler welfare "reform."
- Its five areas of approach are:
 - "Undercover investigations"
 - Legal advocacy
 - Corporate engagement
 - Organizing
 - Public engagement
- Hosts the website ChooseVeg.com, a provider of vegetarian and vegan eating guides, recipes, and reasons to switch to vegetarianism.
- In 2017, founder Nathan Runkle published a book titled *Mercy for Animals*, "a compelling look at animal welfare and factory farming in the United States."
- Lists "adherence to healthy vegan lifestyle" as a position requirement in their job postings.
- Hosts annual Hope Gala featuring various celebrities and influencers to raise money.

GROUP RISK LEVEL: HIGH

BY THE NUMBERS

Total revenue: \$12,538,359

Total assets: \$23,034,521

Source: 2020 IRS form 990

KEY STAFF

- **Leah Garcés:** President, former executive director of [Compassion in World Farming](#)
- **Nathan Runkle:** Founder
- **Susan Lane:** SVP, Development
- **Lucas Alvarenga:** SVP, Strategy, Impact and Research
- **Melanie Heymans:** SVP, People and Culture
- **John Seber:** SVP, Advocacy
- **Jesse Marks:** SVP, Engagement
- **Mamta Jain Valderrama:** SVP, Operations
- **Luiza Schneider:** Vice President of Investigations
- **Chris Liptrot:** Vice President of Corporate Engagement
- **Diane May:** Vice President of Public Engagement
- **Cody Carlson:** Legislative Affairs, former "undercover investigator"

IN THEIR OWN WORDS

- "At industrial farms and slaughterhouses, farmed animals endure shocking abuse, out of sight and out of mind. But a team of Mercy for Animals undercover investigators, wired with hidden cameras, is pulling back the curtains of these cruel and secretive operations, leading to landmark changes along the way." - *Website, 2021*
- "Animal abuse runs rampant in the meat, dairy, and egg industries. With no federal laws regulating the treatment of animals in factory farms, cruelty has become the norm." - *Website, 2021*
- "Mercy for Animals works to eliminate the worst animal abuse and grow market share of plant- and cell-based foods." - *Website, 2021*



Headquarters: Norfolk, VA
Website: www.peta.org

ABOUT

With more than 9 million members, PETA is the largest animal rights organization in the world. Its mission states that “PETA opposes speciesism, a human-supremacist worldview, and focuses on the four areas in which the largest numbers of animals suffer the most intensely for the longest periods of time: in laboratories, the food industry, the clothing trade, and the entertainment business.”

WHAT THEY'RE UP TO

- Uses shock tactics and defends criminal action by radical extremists like the [Animal Liberation Front](#) and [Direct Action Everywhere](#) while pushing for the elimination of animal agriculture, the fur industry, hunting, and animal research.
- Seeks “undercover” employment at farms and facilities to create “undercover” videos.
- Buys stocks in companies to introduce shareholder resolutions related to animal agriculture practices.
- Claims the animal agriculture community is “humane-washing” consumers into believing animals are raised humanely.
- Launched a \$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, milk, poultry, and eggs.
- Targets children and teens with youth advocacy campaigns and social media.
- Rated a 2 out of 4 on Charity Navigator, partly due to high fundraising expenses and low scores on governance.

GROUP RISK LEVEL: HIGH

BY THE NUMBERS

Total revenue: \$85,255,687
Total assets: \$28,958,531

Source: 2024 IRS form 990

KEY STAFF

- **Tracy Reiman:** President
- **Ingrid Newkirk:** Founder, Principal, President of the PETA Foundation
- **Lisa Lange:** SVP, Communications
- **Dan Matthews:** SVP, Campaigns
- **Daphna Nachminovitch:** SVP, Cruelty Investigations
- **Kathy Guillermo:** SVP, Laboratory Investigations
- **Joel Bartlett:** SVP, Marketing Engagement and Social Media
- **Steve Kehrli:** SVP, Development
- **Amy Meyer:** Primate Campaigns Manager, formerly with Rise for Animals
- **Neal Barnard, M.D.:** former scientific advisor, current president of [PCRM](#)
- **Bruce Friedrich:** former vice president, current executive director at the [Good Food Institute](#), formerly with [Farm Sanctuary](#)

IN THEIR OWN WORDS

- “There is no nutritional need for humans to eat any animal product. All our dietary needs—even as infants and children—are best supplied by a meatless diet.” – *Website, 2021*
- “The only truly humane foods are vegan ones.” – *Website, 2021*
- “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, 2003*
- “[Speciesism is] every bit as unjust as racism, sexism, and any other ‘ism.’” – *Tracy Reiman, 2021*

THE HUMANE LEAGUE

Headquarters: Rockville, MD

Website: www.thehumaneleague.org

ABOUT

"We exist to end the abuse of animals raised for food by influencing the policies of the world's biggest companies, demanding legislation, and empowering others to take action and leave animals off their plates."

WHAT THEY'RE UP TO

- The group's founder, Nick Cooney, was convicted in November 2006 on charges of terrorist threats, harassment, and conspiracy to harass. 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](#).
- THL's primary campaign targets are universities, corporate food services, and companies that provide food services.
- "88% Campaign:" focused on "changing the lives of billions of chickens" and targets restaurants and retailers to pressure them into adopting new animal "welfare" standards for broilers.
- "End Corporate Animal Abuse:" targets food companies "to end the worst abuses of chickens."
- "Student Alliance for Animals:" a "network of student activists across the country taking effective action for animals."
- Promotes veganism and provides a free "Veg Cookbook."

BY THE NUMBERS

Total revenue: \$10,569,291

Total assets: \$18,650,028

Source: 2019 IRS form 990

GROUP RISK LEVEL: HIGH

KEY STAFF

- **Nick Cooney:** Founder, former member of [Stop Huntingdon Animal Cruelty](#), formerly with [Farm Sanctuary](#) and [Mercy for Animals](#), co-founder at [New Crop Capital](#), founder at [Lever VC](#) and [Lever Foundation](#)
- **David Coman-Hidy:** President
- **Andrea Gunn:** EVP, former [HSUS](#) volunteer
- **Rachel Huff-Wagenborg:** VP, Operations, former HSUS intern
- **Michelle Kucerak:** SVP, Programs and Development
- **Jennifer Barckley:** VP, Communications
- **Taylor Ford:** Director of Corporate Engagement
- **Kelly Myers:** Corporate Campaigns Manager
- **Beth Anne Hendrickson:** Corporate Relations Manager
- **Morgan Barber:** General Counsel
- **Suzanne Niemoth:** Treasurer

IN THEIR OWN WORDS

- "Although there are several differences between the wet markets of China and US factory farms, they have one thing in common—they are both ideal breeding grounds for the emergence and spread of highly infectious zoonotic diseases." - *Fact sheet on "factory farms and pandemic health risks," 2021*
- "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 crueller it is, the quicker the fight is over." - *David Coman-Hidy, 2016*
- "94% of animals raised for food products live on factory farms. Unsanitary. Disease-ridden. Packed full of confined animals." - *Website, 2021*